



# HIBU + GREEN TREE PROPERTY CARE AND MANAGEMENT CASE STUDY

## **OVERVIEW:** GREEN TREE PROPERTY CARE AND MANAGEMENT

*“I’ve been able to broaden my services... because I’m getting new inquiries...from my marketing.”*

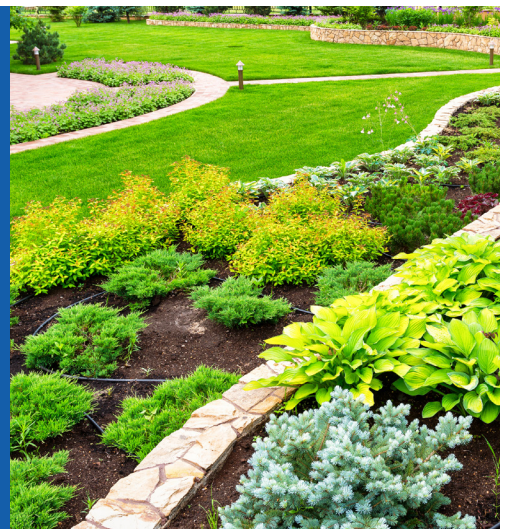
Green Tree Property Care and Management offers a variety of seasonal services, including aeration/seeding, lawn maintenance, spring and fall cleanup, and landscaping to Harrisburg, PA, and the surrounding area.

As Green Tree owner, Max Tillett, explains it, the business started out “more of a side thing” in 2019, and “really kicked off” in 2020. Now, just a few years later, Green Tree is a growing business... with new challenges.

## **THE CHALLENGE**

Green Tree Property Care and Management didn’t have an online presence before partnering with Hibupro. The only marketing they had tried in the past was little more than handing out brochures door to door.

Like many start-ups, Green Tree was facing the challenges that come with growth -- bringing in enough work to keep the expanding work-force busy -- along with some industry-specific challenges -- communicating new services and continually pivoting marketing to match seasonal client needs. In addition to the difficulty of fielding estimate requests and inquiries while working in the field full time.



# THE HIBU SOLUTION

Hibu started by establishing Green Tree's online presence – correcting incorrect online information, strengthening their online reputation and helping Green Tree generate and share customer reviews. Then Hibu created a new, more effective website and launched ads on Google and Facebook.

With this custom marketing solution tailored to their needs -- a combination of Hibu's smart online presence, listing management, Smart Site and social marketing -- Green Tree Property Care and Management has been able to dramatically increase the number of jobs they do and the types of projects customers are requesting.



Hibu  
Reviews



Hibu  
Listings  
Management



Hibu  
Reputation



Hibu  
Social  
Marketing



Hibu  
Smart Site

## THE RESULTS

With Hibu's custom marketing solution, Green Tree Property Care and Management has seen an improvement across a number of channels.

Hibu has helped Green Tree expand the services they offer, meeting clients' seasonal needs, and staying top of mind in their market. "I've been able to broaden my services...because I'm getting new inquiries...from my marketing."

*"I'm an owner operator, I'm in the field all day. I get estimate-request forms sent straight to my email so I don't have to deal with calls."*

In a 90 day period, Green Tree's digital marketing from Hibu generated:

**75**

**Total Leads**

**79**

**Ad Clicks**

**386**

**Website Visits**

*"I definitely wouldn't have made it this far without without [Hibu's] help with the marketing." Max Tillet, Green Tree Owner, said. "A professional looking website made my company look more professional... there's more leads...and those leads are better."*

# hibu™

Hibu is a leading provider of digital marketing solutions to local businesses across the US. With Hibu, your business has a truly integrated marketing program designed to increase your visibility online, drive visitors to your website and generate leads. Visit [Hibu.com](https://hibu.com) or call us at [855-409-6569](tel:855-409-6569) today to get more from your digital marketing.

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