



HIBU + MAIN HEATING AND AIR CONDITIONING CASE STUDY

OVERVIEW: MAIN HEATING AND AIR CONDINTIONING

“Our biggest priority is to make sure people get quality repairs but not overpriced.”

A family run business for over 40 years, Main Heating & Air Conditioning is a full-service contractor. As their website says, “we can handle the smallest home HVAC repair as well as large commercial HVAC installations. They pride themselves on reliability, understanding and delivering quality repairs.

Based in Roanoke, VA, they’ve built their reputation by providing high-quality HVAC solutions at affordable prices.

“Our biggest priority is to make sure people get quality repairs but not overpriced,” Madison Beaman, Office Manager, said. “That’s probably the main thing... how reliable and understanding we are versus bigger [competitors].”

THE CHALLENGE

Main Heating and Air Conditioning had tried working with a national marketing agency, but had not had much success. In fact, as their Office Manager put it, “It was, honestly, a complete mess. They didn’t deliver what they promoted.”

“The other company redid our website, but I found so many errors... and they just weren’t helpful to me. It was all on me – I had to get reviews... contact customers... and then they just stopped contacting me.”

Main Heating and Air Conditioning had to find a marketing partner who would do the work for them and deliver the digital marketing they needed to succeed online.



THE HIBU SOLUTION

With Hibu, Main Heating and Air Conditioning works one-on-one with their local Hibu Rep. Madison Beaman said, from the beginning with Hibu, “we really connected.”

Along with vastly superior service, Hibu dramatically improved the company’s online presence. A new Hibu Smart Site, updated and managed business listings, reputation management -- including reviews generation -- and automated email and text marketing with Hibu Assistant.

After a few months, targeted search and display ads were added to the interconnected solution to drive even more visitors, leads and customers.



Hibu
Reputation



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Smart Site



Hibu
Assistant



Hibu
Reviews

THE RESULTS

“A lot of people come to our website – Hibu really amped that up,” Madison Beaman said. “I would say most of our new customers come straight from our website.”

Plus, the company reports, “We’ve had a lot more social media activity since we’ve been with Hibu, and our Google reviews have gotten better. Our Google reviews have brought us a lot more attention – I would say, in Facebook, too.”

They’re also effortlessly staying engaged with customers. “I like Hibu Assistant because, when new [customers] come in, I don’t have to do anything.”

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In a 90 day period, Main Heating & Air Conditioning's digital marketing from Hibu generated:

77

Total Leads

380

Ad Clicks

670

Website Visits

53

Customer Reviews

“We’ve had a lot more social media activity since we’ve been with Hibu,” Madison Beaman, Main Heating and Air Conditioning Office Manager, said, “and our Google reviews have gotten better.”



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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