



HIBU + PICKUPS PLUS CASE STUDY

OVERVIEW: PICKUPS PLUS

"We were in our late 20s... in the car business. We decided this is what we wanted to do, so we put everything into it."

Owned and operated by the husband and wife team of Letitia and Brandon Brown, Pickups Plus has been selling and installing the latest accessories for pickup trucks, Jeeps, cars and SUVs for over 20 years. A cornerstone of vehicle customization for their ever growing community of Springfield, IL.

As a local, family-owned small business with an always present owner, Pickups Plus prides itself on offering the best selection of parts in the area. As their website says, "We carry lines from companies that we trust and would use on our own vehicles. We install the products we sell and stand behind our products."

THE CHALLENGE

Before partnering with Hibu, Pickups Plus was using traditional advertising methods - local TV and radio, and word of mouth from existing customers. But those methods weren't really delivering young, new customers.

They were also struggling with inconsistencies across their online listings, making it hard for customers to know how to contact them.

"We had a website, but it was not very user friendly. [A company] set it up for us and walked away," Letitia Brown said. "This whole industry is evolving and changing so much that we just couldn't keep up."

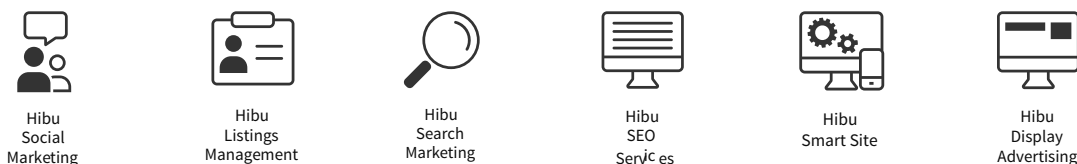


THE HIBU SOLUTION

Hibu repaired and renovated Pickup Plus's online presence. Hibu Listings Management ensures that all their information is accurate and consistent across every online listing. Their new Hibu Smart Site made it easier for prospects and return customers to reach out and ask for service -- generating significantly more leads than before. "They're quality leads," Letitia Brown said, "especially the people who email in their questions with the contact form, I guess that would be another big tool that is great -- the contact form."

Using a mix of search, social, and display ads, Hibu dramatically increased the company's online visibility. "Our Google rating has gone to the top. We have a lot more traffic on our website. There are always people clicking on the map to find out how to get to us."

Pickups Plus also benefited greatly by having a dedicated Hibu representative who is always available to answer questions or walk through results.



THE RESULTS

With Hibu's custom marketing solution, Pickups Plus is now able to generate more quality leads from its digital marketing efforts. Letitia shared that after Pickups Plus' first meeting with Hibu, "It was exactly what I wanted, in the back of my mind, all along."

The phone is always ringing because customers can find Pickups Plus's accurate business information online. The customer base is expanding and business continues to grow thanks to increased lead generation from the new website, corrected business listings, and integrated ad campaign.

"Our Google rating has gone to the top, we have a lot more traffic to our website, there's always people clicking on the map to find out where we are."

Since taking over the marketing for Pickups Plus 90 days ago, Hibu has generated:

899

Total Leads

2,614

Ad Clicks

3,580

Website Visits

73

Reviews

"It was exactly what I wanted," Letitia Brown shared. "We started working together to build our site... got everything together... and it's been great."

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