



SMALL BUSINESS SOLUTIONS

GETTING YOUR DIGITAL MARKETING IN

**SYNC**

FOR AUTOMOTIVE SERVICE PROVIDERS

**hibü**<sup>TM</sup>

Local. Digital. Solutions.



# It's a brave new world

Pretty much every small business owner would agree... marketing and advertising have changed dramatically in the past 5 years. An attractive website alone isn't enough – it has to be mobile-friendly, secure, and designed to be the center of your online marketing. Plus, you have to be on social – Facebook and more. You need paid search and display ads.

And don't forget about online listings and customer reviews.

How do you keep up?

That's a good question, but really, the more important question today is... how do you make all those parts work together?

**Let's look at one small business owner's story...**



# Small business spotlight:

## Introducing Joe

Joe owns Smith & Sons Auto Care – a local business that's a lot like yours. He struggled to keep up with the changing technology. He was bringing in fewer new customers... losing out to his competition online.

**See if Joe's challenges sound familiar...**

# Joe's challenges

ALL THE WAYS AUTOMOTIVE SERVICE PROVIDERS  
STRUGGLE TO KEEP UP WITH DIGITAL MARKETING



## **Incorrect information online**

Joe claimed his Google listing... but he kept seeing incorrect information about his business online. He had no idea how to correct it.



## **Negative reviews**

Joe's been told he has some bad reviews online ...but he doesn't know what to do about them – or how to get more positive reviews.



## **Out-of-date website**

Joe's website is over three years old and hasn't been touched in at least two years. It's not bringing in any leads and falling farther down the search results.

# Joe's challenges

ALL THE WAYS AUTOMOTIVE SERVICE PROVIDERS  
STRUGGLE TO KEEP UP WITH DIGITAL MARKETING



## Competitors' ads everywhere

Joe's really annoyed that his top competitor has ads online that keep popping up on all of Joe's favorite websites.



## Ad campaign too costly, no leads

Joe tried using paid search ads, but he burned through a month's budget in just a few days... and it wasn't getting him many leads!



## Lacking necessary expertise

Overall, Joe's frustrated because he simply doesn't know where or how to start to solving his digital marketing challenges.

# Joe's BIGGEST challenge

## THE BIGGEST DIGITAL MARKETING CHALLENGE TODAY



### **Nothing is in sync**

Joe's biggest challenge was one he hadn't even considered... the fact that his digital marketing was separate, disconnected pieces. Rather than have a single, interconnected marketing solution working in sync... Joe had a series of disjointed components.

Even if he finds a way to solve his other challenges, he'll never maximize his results if he doesn't get all his different marketing working together to put his brand and business message in front of his potential customers as they go through the buying journey.



# Today's consumer journey includes three very clear steps ...Search, Discover and Engage.

When someone is shopping for a product or service today they go through three simple steps...

1

They **SEARCH** for information about what they need

2

They **DISCOVER** their options

3

They reach out and **ENGAGE** with the business that best meets their needs

# Today's customer journey

As your customers search, discover and engage, their journey can include a dozen steps or more – search engines, social media pages, ads, websites, review pages and more.

You might think that a “search” always starts with a search engine, like Google, Yahoo! or Bing – but a local consumer's search for information could just as easily start when they click on an ad, or see a post (paid or personal) on Facebook. Maybe it starts with a conversation on Messenger – you just don't know... so you have to make sure you're everywhere they might look.





# Digital marketing today: all the pieces

Not that long ago, a website alone was arguably all your business needed to have a “presence” online. Some basic SEO could get you found in search and that was all you needed to worry about.

Today, your digital marketing strategy has to include a plan that will keep your business in front of your customers as they move from shoppers to buyers... and that takes more than just a website.



# Today's digital marketing

No matter how or where your customers are searching for you, ultimately it will lead them to the heart of today's digital marketing... your website.

## Your business website

In business today, you have to keep moving forward to stay ahead of your competition. Standing still is not an option.

At the center of everything you do is your website. If your business is going to compete online, your website has to effectively position you as the better choice. Everything you do, online and off, leads to your website, so it has to close the deal – it has to turn visitors into customers.

Just as important, your site has to keep up with ever-changing technology and evolving customer behavior. Your competitors will be updating their sites – if you fail to keep up, you will fail to attract new customers.

**55%**

of small business websites are over three years old.<sup>1</sup>

**91%**

of small businesses plan to improve their website this year.<sup>2</sup>

**64%**

of small business owners say they can't find the time to maintain their site.<sup>3</sup>

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**Is your website  
keeping up with your  
competition?**

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# Is your website future-proof?

CAN YOU ANSWER “YES” TO THESE 6 QUESTIONS ABOUT YOUR SITE?



## 1. Is your business ready for voice?

In 2018, an estimated 60 million Americans will do a voice search - like “Hey, Alexa...” or “Ok, Google...” - at least once a month. Do Alexa, Google, iPhones and iPads have the right info for your business? If someone asks about you, or your type of business, will they find you?



## 2. Is your site truly secure?

Starting in July 2018, Google began to mark unsecure sites (i.e., with http, and not https, in the URL) as “not secure”... letting everyone know your website isn’t a safe place to visit.



## 3. Is your site really mobile?

A lot of people think they have a mobile-friendly website if they can see a teeny-tiny version of their site on their phone. Today, your site must be truly mobile-friendly – easy to use on any device.

# Is your website future-proof?

CAN YOU ANSWER “YES” TO THESE 6 QUESTIONS ABOUT YOUR SITE?



## 4. Does your site load too slowly?

If it takes more than three seconds for your site to load, the average searcher will click away.

1 – 2 – 3... gone.<sup>4</sup>



## 5. Is it easy for visitors to contact you?

You have to make it easy for site visitors to contact you, in whatever way they choose – click-to-call, text or form. Give them lots of easy options to help them engage with you.



## 6. Is it in sync with your other marketing?

To maximize results, your site needs to be connected to everything else you do.

For example, do visitors immediately see positive customer reviews you've received elsewhere on the web? They do when your site is in sync with your other digital marketing.

# Today's digital marketing for automotive service providers

Your website needs to be the heart of your digital marketing, but you need a lot more than just a website to make sure your business is everywhere your customers are searching and surfing online.

## Establishing a solid foundation

When someone starts searching for “car brake replacement” or “cars for sale”, your website is rarely, if ever, the first thing they see. Your business appears in dozens of different places – taking control of that information is the first step to building a solid digital foundation. In particular, you need to focus on...



### Online Listings

Too many small businesses ignore all the online listings where your business information appears. Your most important information – like your name, address and phone number – need to be up-to-date and accurate.



### Customer Reviews

You can't just sit back and hope happy customers will post positive reviews. You have to generate good reviews – and do what you can to flip bad ones to good.



# Today's digital marketing

**Your website may be the heart of your digital marketing,  
but you need to drive traffic to your site.**

## Generating leads

The greatest website in the world is useless if no one ever visits it. By using search ads, display ads and social marketing, you can drive targeted, qualified visitors to your site. Then, your website can turn those interested visitors into paying customers.



### Search & Display Ads

To succeed online, you have to be where your customers are looking. Search and display ads put you at the top of the search results and on your customers' favorite sites.



### Social Marketing

Social media is more than a great place for cat videos. The average user spends almost an hour a day on Facebook, Instagram and Messenger. <sup>5</sup> Your business needs ads that can connect with your customers where they're already spending so much time online.



# Putting the pieces together

If you're like most small business owners, you've expanded your digital marketing over the past few years, adding one piece at a time... probably working with a different vendor for each separate component. Now you're stuck with a disconnected parts instead of a single, synchronized campaign.

**Here's why that has to change...**

# Each step is a touchpoint

Choosing a provider today is a journey with a lot of steps. Take a second and imagine what you do every time you need a product or service – what steps do you take to choose a provider?

You need to be in front of your customer every step of the way– especially when you consider that they could begin the journey at any point. You need to be everywhere and anywhere they might be looking and each touchpoint must be in sync – with a consistent brand and message, pushing them forward to becoming a customer.



The background of the entire image is a close-up, high-contrast photograph of several interlocking metal gears. The gears are dark, with some highlights showing their metallic texture and the sharp edges of their teeth. The composition is centered around a white rectangular area that contains the text.
$$1 + 1 + 1 = 10$$

Our real-world results prove that you increase the effectiveness of your digital marketing by increasing the number of touchpoints – simply stated, the more opportunities you give a prospect to engage with you, the greater the results.

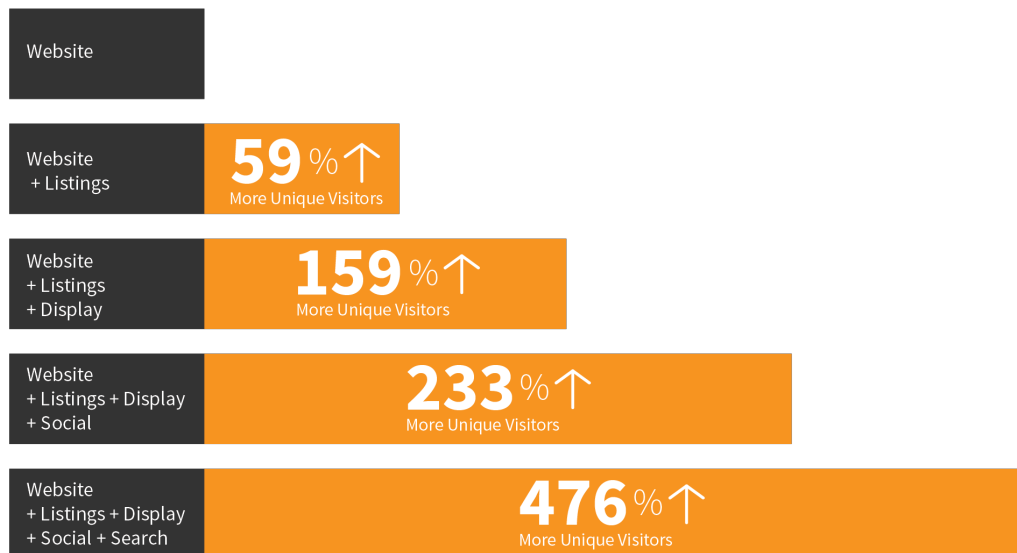
**Take a look at these numbers that prove you improve your results and increase your ROI when your marketing is in sync...**

# The proven impact of sync

## GETTING YOUR MARKETING IN SYNC DRIVES MORE LEADS

For too long, digital marketing has focused on individual products — a website, search, social, etc. It's become clear that a disconnected set of products, each from a different provider, is no longer the optimal business model. Today a comprehensive digital marketing solution, designed to work together to deliver the business goals you want to achieve, is the way to maximize ROI.

For example, as you can see below, by synchronizing your digital marketing you can dramatically increase the number of unique visitors to your website.



# The added savings of sync

## THE ADDED BENEFITS OF HAVING A SINGLE MARKETING PARTNER



### **Save time**

Because many small businesses work with a number of different vendors for their digital marketing, they need to make multiple calls every time they need to make a change.



### **Save money**

By working toward a single goal, you can often spend less on individual programs and still increase the response you get.



### **Reduce frustration**

A single partner helps you avoid all the frustration of “routine” updates – whether you’re updating contact info, like business hours, or updating messaging or imagery.

A background image showing two men in blue work uniforms working on a car engine in a garage. The man on the left is leaning over the engine, and the man on the right is looking at a smartphone. The scene is brightly lit, and the background shows typical garage equipment.

# Small business spotlight:

Joe... in sync

When we looked at Joe before, he had a series of problems and frustrations. Working with Hibu, a single digital marketing provider, Joe's digital marketing is now working in sync, and all of his original challenges have been addressed.

**Just look at Joe now...**

# Joe's solutions

A SMALL BUSINESS with synchronized DIGITAL MARKETING



## **Correct information online**

Joe's business information is now regularly checked and updated on his Google My Business page and across the Web. Plus, it's consistent across his digital marketing.



## **Positive reviews**

Joe has taken control of his online customer reviews . He's taking steps to generate good reviews – and turning negative reviews into new opportunities.



## **Updated website**

With an updated website as the central hub of his digital marketing, Joe is getting more visitors to his site – and more leads for his marketing budget.

# Joe's solutions

A SMALL BUSINESS with synchronized DIGITAL MARKETING



## Targeted ads everywhere

Joe now has synchronized ads at the top of the search results, on Facebook, and on top sites online and mobile. He's seeing better results with a tightly controlled budget.



## Synchronized search driving leads

By synchronizing his message and his digital marketing efforts, Joe's search campaign (Pay-Per-Click) is delivering better results at a lower cost.



## A single, experienced partner

By working with a single provider, with proven expertise and professional partnerships, Joe was able to turn a mass of disconnected marketing into a unified, effective solution.

# See where you stand

TAKE A FEW MINUTES RIGHT NOW TO TEST YOUR DIGITAL MARKETING



**[See how you look to customers searching now](#)** →

Check how your online business information appears across the web with this free business listings scan



**[Get your digital marketing score](#)** →

In just a few seconds, see how well your digital marketing is performing – where it's in gear and where it needs help.



**[See how many local prospects you could reach with a Facebook ad](#)** →

See how many targeted, local prospects you could reach with a single Facebook ad

# Where are you out of sync?

Here's a quick list of the digital marketing you need to connect with your customers at every step of the customer journey – from protecting your online reputation to driving traffic to your site.



## Online Listings

Is your online business information correct?

Do your listings connect to your site and social?



## Customer Reviews

Are you asking customers for reviews? Are you

sharing positive reviews online – and taking

steps to turn negative reviews to positives?



## Your Business Website

Has your website been updated in the past two

years? Is your site connected to all your other

marketing? Is it easy to use on all devices?

# Where are you out of sync?

Here's a quick list of the digital marketing you need to connect with your customers at every step of the customer journey – from protecting your online reputation to driving traffic to your site.



## Social Marketing

Do you have an active Facebook Page?

Do you routinely add new posts? Are you using targeted Facebook ads to reach your local customers?



## Search & Display Ads

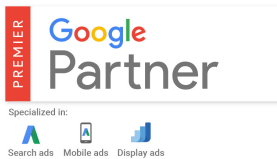
Are you using search and display ads to put your business where prospects are looking for you?

Do your ads have the same look and messaging as your site and social?

# About Hibu

## DIGITAL MARKETING MADE EASY

At Hibu, we specialize in digital marketing made easy. We're a leading provider of digital marketing solutions, and we've helped hundreds of thousands of local businesses across the US. We save our clients time, frustration and money, by providing all the digital marketing they need, all designed to work together, all from a single provider. Our custom marketing solutions include: listings management, website development, search marketing, display advertising, social media marketing and online reviews.



Talk to us today to see how easily you can get  
your digital marketing in sync – **call us at**  
**877-237-6120.**

Or, visit us at **Hibu.com** for more information.



# hibu™

Local. Digital. Solutions.

Sources:

1 Clutch; small business website survey; 2017

2 Espresso digital; 2017 small business website statistics

3 Entrepreneur.com; These Website Mistakes Are Costing You Money; 2014

4 Search Engine Land; Google new industry benchmarks mobile page speed; 2017

5 TechCrunch.com; April, 2016.

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