

PRESENCE & PERFORMANCE

To effectively advertise your business on the web today, you basically need to do two things...

- 1 Establish your online presence
- 2 Maximize your advertising performance

Here's a quick look at the digital marketing you need to put yourself ahead of your competition and get the most leads from your advertising.

PRESENCE

Your Website

Your website is the center of your digital marketing. It must be mobile-friendly, totally secure, and built to take advantage of the latest technology, like voice-search.

Your Business Listings

Information about your business can be found all over the web – it has to be accurate and up-to-date.

Your Online Reviews

People believe online reviews as much or more than advice from friends. You need to generate and share positive reviews.



PERFORMANCE

Social Marketing

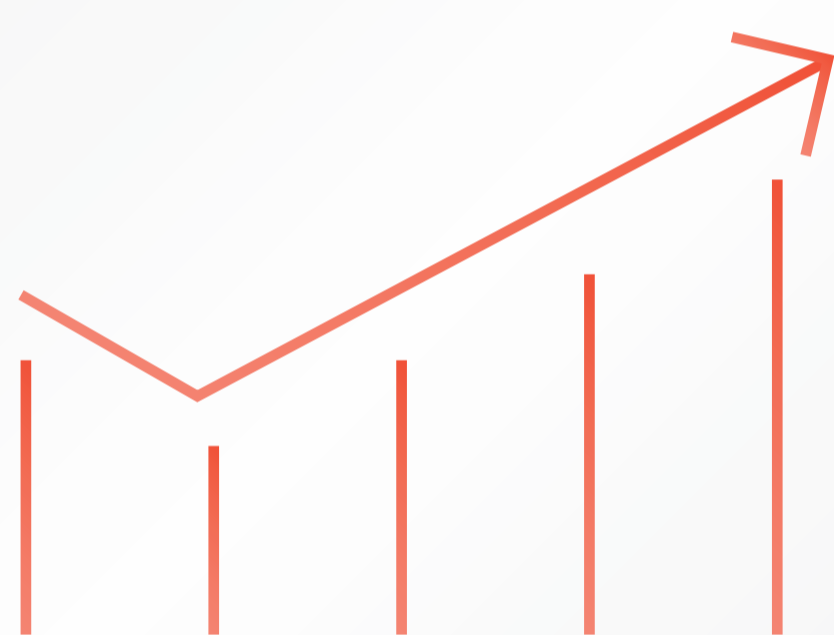
Your customers are on social media, so that's where you need to advertise your business – with engaging content and enticing ads.

Search Ads

When someone is searching for what you offer, you need to make sure they see you on the search results page. With search ads, you own the top of the page.

Display Ads

With display ads, your business can appear on the the web's top sites – the sites your customers visit most.



Why you need both PRESENCE & PERFORMANCE working in sync

80%

WEBSITE + LISTINGS

80% of respondents felt that seeing incorrect or inconsistent contact details and/or business names online would make them lose trust in a business.



70%

WEBSITE + DISPLAY ADS

Website visitors who are retargeted with ads are 70% more likely to return to your site and become customers.



48%

WEBSITE + REVIEWS

48% of consumers will visit a company's website after reading positive reviews.



233%

WEBSITE + LISTINGS + DISPLAY ADS + SOCIAL

Small business websites received 233% more unique visits when working in sync with listings management, display ads and social marketing.



See how easy it can be for you to establish your online **PRESENCE** and maximize your marketing **PERFORMANCE!**

Call us today at **855-727-1889** or visit **Hibu.com**

