

HIBU CASE STUDY

Rutzick Law

The Right Legal Representation

Online marketing is a process that should work for you in delivering continuous growth that dramatically outpaces investment over time



"... For years, we had an extensive phone book advertising campaign in the competitive personal injury law market. When it became time to shift focus to internet marketing, I trusted my sales representative to handle that transition within her team. Our trust in her and Hibu has paid off since that time, and continuing today."

- Adam Rutzick, Owner, Rutzick Law Offices

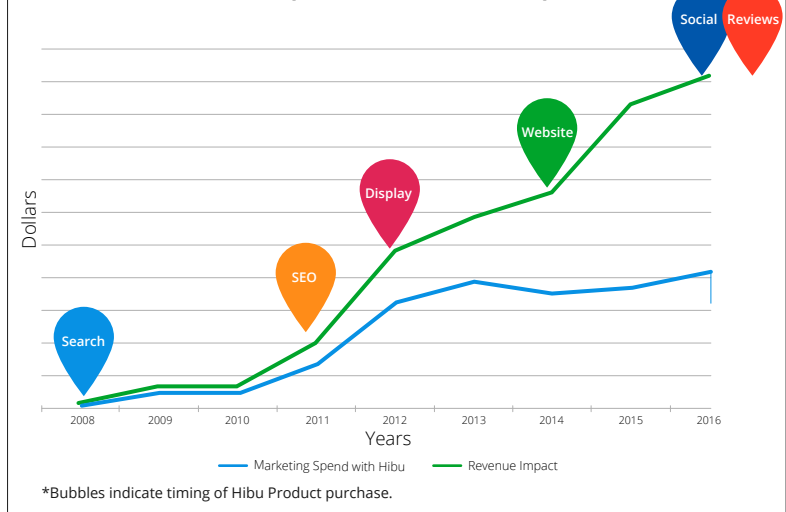
The Challenge

Rutzick Law Offices and Hibu have a long, successful relationship dating back to 2003 with print advertising. In 2008, Rutzick Law decided to expand into digital marketing, starting first with a Search Marketing campaign. That initial Search campaign was so successful that Rutzick Law increased their budget each year... and each year results improved. The challenge was how to continue that impressive growth year after year.

The Solution

Rutzick Law had very clear business goals and over the years they worked with their Hibu team to develop a mix of digital marketing that best met their goals and grew their business. Hibu worked to deliver a range of products that not only performed well on their own but increased the impact and results when implemented as a unified digital campaign.

Rutzick Law: Hibu Spend & Revenue Impact



The Results

Rutzick Law has seen increasing growth and effectiveness by combining Hibu products: Search Marketing, SEO, Display Advertising and a new Hibu Website (now a Pro Website). Rutzick Law has seen that revenue growth outpaces investment when the right mix of products and services are put into play. The success of these products, and the strength of a trusted relationship, have led them also to roll out Hibu Social and Hibu Reviews. Rutzick Law's results show that combining Hibu's performance marketing products with a Hibu website can magnify return on investment and drive real business growth.

\$1 MILLION

in Revenue Growth