

HIBU CASE STUDY

Mabel's Jackpot

Bet on Customer Reviews to Grow Your Business

Online customer reviews are the new word-of-mouth advertising – with Hibu Reviews, you can make them pay off big time!



"Reviews are very important in today's online marketing, and Hibu gave me an avenue to make it easy for my clients to leave a review as well as an easy avenue for my employees to encourage reviews"

- Kelly Beth, Mabel's Jackpot

The Challenge

Mabel's Jackpot had a bright, shiny new Hibu Website... but they knew a website alone wasn't enough to really get the payout they wanted from their digital marketing. They were getting good reviews online, but not enough to make a real impact – and they didn't have a way to manage the reviews they received. Mabel's talked with their Hibu Rep about a way to get more action from their 5-star reviews.

The Solution

Mabel's Jackpot worked with Hibu to develop a plan to maximize the return they were getting from their online reviews. By adding Hibu Reviews to their digital marketing mix, Mabel's was able to take their positive reviews and dramatically increase the impact they had on their overall business plan. Plus, because Mabel's Jackpot already had a Hibu Website, their reviews could automatically appear on their site.

The Results

Before Mabel's Jackpot purchased Hibu Reviews at the end of July, they only had four reviews on Facebook and one on Google. From mid-July through September with Hibu Reviews, they generated a total of 44 reviews – in just over two months! During that same period, their website had over a 91% increase in website visits. With Hibu Reviews, we not only helped Mabel's jackpot receive more reviews, but we also made it easy for them to share their positive reviews around the Web and on their website. You can't succeed online today if you don't have good reviews where people can see them. With Hibu Reviews and a Hibu Website, it's a safe bet that Mabel's Jackpot will continue to get 5-Star results.

