

CASE STUDY

Mississippi Trailer Sales Company

In April 2021, we started an internet marketing display campaign for a small trailer sales company in rural Mississippi. They were a HIBU customer spending \$3000 a month and, at one time, the biggest internet marketing success story in the region for HIBU. Their business had seen good growth over the years with HIBU, but they were not getting the same results they once did.

We cut their budget by 30%, so their monthly budget for a display campaign was \$2100. This large budget allowed a 50-mile radius target area around their location. Even with the reduced budget, Dollar a Day Websites and Marketing was able to double the traffic to their website and increase sales.

1,294,728 people a month saw the ads, and 6,461 people clicked the ads to visit the website. The average click cost was only 32 cents. The results for their small business were dramatic.