

ABOUT US

HIFIVE is rethinking the connection that people have with brands, businesses, and organizations. We believe in connecting brands with audiences through messaging, relevancy, and culture.

Rethinking culture gives HIFIVE an approach that is different, fresh, and welcomed. Our team has learned through personal and professional experiences that consumers want 'new'. By rethinking culture, we connect consumers with the 'new' and 'improved'. This fresh perspective is what helps us traverse tasks with effective solutions for our clients.

QUALIFICATIONS

DAVEY AWARD WINNER

Google Partner

WIX webmaster Certified

ADDY AWARD WINNER

Google Ads Certified

SEMrush Advertising Certified

DISTRICT ADDY WINNER

Google Analytics Certified

Facebook Blueprint Certified

@hifive the agency

@hi.five

@hifive-creative

@hifive

ORL
FLA



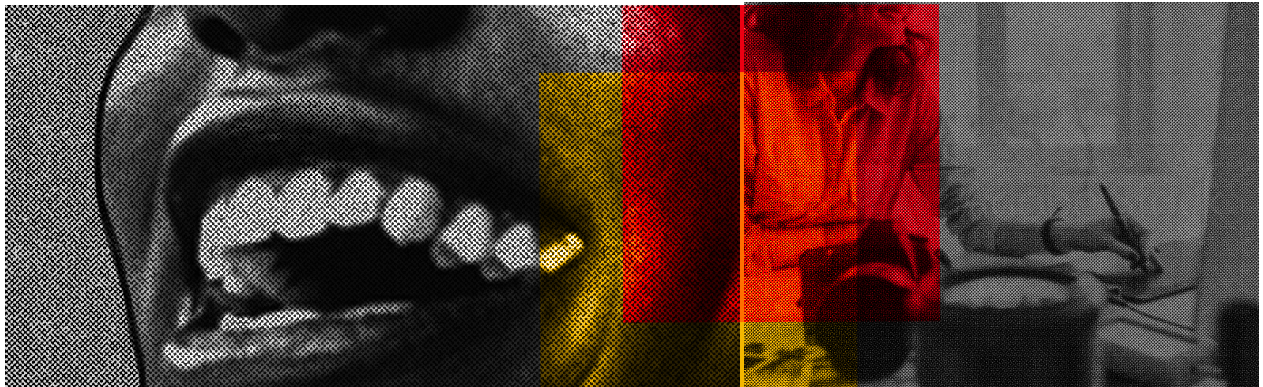
creative
content
digital

HIFIVE is rethinking the connection that brands have with people through creative, content, and digital advertising tactics. Our team focuses on maximizing engagement, conversions, and meaningful impact so that our partners continue to grow as their brand becomes more recognizable.

Creative: branding, static graphics, motion graphics, and animation

Content: videography, photography, audio, and social media

Digital: SEM, SMM, analytics, audience building, web design & dev



THIS CAMPAIGN

HIFIVE has planned, strategized, and optimized a search campaign on behalf of our client [Florida Pavers & Pergolas]. The main purpose of this campaign is to drive qualified leads that will be converted into sales.

This campaign has performed 200% better than other related industry campaigns that we manage. We attribute this to both the website, our team's tenacity with optimization and a strong understanding of the industry. The Central Florida area is also a highly competitive region for these services.

BACKGROUND

PLATFORM: GOOGLE ADS	CUSTOMER SATISFACTION: 10/10
MONTHLY BUDGET: \$3,350	CAMPAIGN LENGTH: 12 MONTHS
OBJECTIVES: QUALITY LEADS	SUCCESS RATE: 100%

CLICKS: 18,973	CONVERSIONS: 1,620
SPEND: \$39,280	CVR COST: \$24.24
CTR: 3.91%	CVR RATE: 8.5%
CPC: \$2.07	CVR to SALE: 40%

ROI:

\$1.9M

AVG SALE: \$3,000
TOTAL SALES: 648

