



## Content Management System for Mobile Friendly Ecommerce Websites



**Joshua Maag- CEO**

Use SquareHook to make your business look amazing. Our goal has been to build an application that is easy enough for anyone to put together a mobile friendly ecommerce website. Our tool makes it easy for you by lowering your costs of development for you and your customer, allow for advance features like custom forms, integration with CRM's, video and embedded images and hosting all in one. There is no one click installs, no initial setup time. Just create a website and go with our easy to use interface. We are a mobile first content management system designed to make responsive websites easy to create using Twitter Bootstrap and a drag and drop editor. Our sites are hosted in a load balanced environment. Creating websites happens quickly and easily. All websites are mobile first, meaning the themes and content are built with mobile design first and adjust to support desktop. Users can add text, images, YouTube and Vimeo videos, custom forms, and Google Maps without knowledge of HTML.

### **Who we are. What makes us tick.**

Our office environment is that of any other 'software as a service' business, it's chaotic, busy, unique, playful, and runs like a well-oiled machine.

We come in everyday to give our all to developing and producing only the best content management system we can. Our clients' successes are our own. When our clients are happy with their sites, we have done our job....But we aren't done yet. We are constantly in the development-zone, where we bring to life new features that help YOU make an even better site.

Designs are being created. Code is being written and built upon. Calls are being made and received. We're posting, tweeting, and blogging our hearts out to spread the word that you can build your site and make it mobile!

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

### **CEOCFO: Mr. Maag, what is the concept at SquareHook?**

**Mr. Maag:** The concept is to provide an easy mechanism for novices with their businesses to essentially create a website for themselves. They need a mobile friendly website, they need to sell products online and they do not really know the underlining infrastructure, how to use HTML or how to do any of that complex stuff. The objective of SquareHook is to simplify that for 90% of those consumers that just need a site up and running to start selling their products online.

### **CEOCFO: What are the challenges in making the process simple?**

**Mr. Maag:** The biggest challenge is making sure we understand what the painpoints of the customer are. For us, our customers are already small business, so we need to understand that they may not always be at their computer. For example, in construction, the contractors are typically out on the field, they have a phone but they do not necessarily have a computer. Understanding how to target and tailor to those customers is critical in making it effective. The way that we do that is simply through user testing. We will actually run, build out a concept into our staging environment and actually hire people to do user testing from a third party perspective, watching what they do, then going back to get feedback from them afterwards.

### **CEOCFO: Has this issue been addressed in the past?**

**Mr. Maag:** There are different companies that have different takes on how this will work. We definitely see many different variations and businesses like our competitors doing this as well. It definitely has been attempted, there are companies out there that are working on similar solutions that are targeting specific protocols of the market or are targeting a general mass population.

**CEOCFO: *What have you been able to figure out differently, cheaper, better, faster, easier than others?***

**Mr. Maag:** One of the things that we have run into especially in the Software as a Service (SaaS) space is that there is a lack of flexibility at the websites being built on some of our competitors' platforms. SquareHook is targeted specifically at marketing firms or IT firms who may actually know a little bit of HTML even though their consumers, their end user does not know anything about the HTML site. We have actually found that our niche is essentially targeting those firms who basically need to lower their cost of development but still need the flexibility of making certain changes or accommodating customers' requests. This is something that our application does quite well, but still allows the novice experience of the end user who is just making changes to their content on the fly.

**CEOCFO: *Who is your typical customer? How do they find you and how do you reach out to them?***

**Mr. Maag:** We have a couple mechanisms. We use social media and end users. The other thing that we have actually spent a great deal of time on is building channel-partner relationships and building at reseller models. For us, that is more of a lucrative business because we can target specific firms and it is very focused as far as our marketing prospects go. We are able to go after them specifically, set them up as resellers so they can begin sharing in the revenue of the hosting and then our primary support is to cater to them in making sure that their customers are happy and they are having a good experience.

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**- Joshua Maag**

**CEOCFO: *How do you make sure that your resellers are people you want to resell your product and will represent your product in the way you would like it to be?***

**Mr. Maag:** We do a couple things. We have two different programs. One is where it is just a reseller and they get a percentage of the share. We go through basically a three hour process with them to evaluate and guide them through the process, making sure that they understand how the application works and how it functions. We constantly engage with those customers to make sure things are moving and flowing. It is all about that communication piece. With any of these in general, you want to constantly be in contact with the resellers, making sure they have all their needs met and that they understand the application on a regular basis because they will not always call you, so we are pretty proactive about reaching out to them. We also have a partner program where essentially these individuals are setting up a SquareHook branded franchise in whatever location they are in. For example, we have one forming in Maui and we went through a process of vetting and trying to understand what it is that they are wanting to do, how they are doing it and making sure we can provide the right materials for them, meeting them in person. In this case it has a great deal to do with our branding as well, so we want to make sure that we are actually going in and interacting with these people on a more personable level so we can make sure they are the quality that we are expecting.

**CEOCFO: *What does the name SquareHook represent?***

**Mr. Maag:** We were formed like most businesses. We just pick a name and go, so our original business name was Leuly, which is the name of my dog. There is no rhyme or reason on that, but then we went for branding exercises, we started to establish and grow. We brought in 8 or 9 people into a room and just did a big brain storm session and what we came up with was SquareHook. The idea of "square" represents a mobile device, tablet or phone, and then "hook" is kind of marketing ploy to draw you in. That is where our name kind of originates.

**CEOCFO: *What is the atmosphere at the office like?***

**Mr. Maag:** We have a big open office; there are no separate office rooms or anything. Even our conference room is part of the big open space. We all share desks next to each other. I am no different from any of my employees. We all sit down, work and have fun. It was really important setting up that culture to begin with the make sure that it was a comfortable, relaxed environment where people can handle or experiment with things and let the creative juices flow. We wanted to create an environment that is conducive for that.

**CEOCFO: *What changed for your original concept as SquareHook has grown?***

**Mr. Maag:** Initially, we wanted to do a content management system; we were not honestly sure how all the details of that would happen. Our initial idea was to focus on just mobile. What we realized early on that response of design was coming, so we built out an application that supports all of the devices and not just one really made us alter our initial objective of just building something that generates mobile websites to building something that builds a more robust, cohesive site experience for all the users. That was one thing that we identified early on just from running small experiments of reaching out to customers, finding out what their needs are, finding out if there is an actual market for this and how we can go about doing these things. From there, we built a responsive design, content management assistant that is based on Twitter bootstrap and went live with that, then we immediately identified that ecommerce was critical. Everyone is trying to sell products on their site and they were doing anything they could to sell, including dropping PayPal

buttons in there and doing all kinds of things. We immediately identified that we need to introduce ecommerce so that people can sell and manage their products on their mobile devices or on their websites as well. We basically built after our go live in an ecommerce package so they can manage their products, inventory, set up payment and everything.

**CEOCFO: *How do you keep on top of the trends and new technology and how do you know what to keep on your radar screen that might be something you need to incorporate or what is likely to go by the wayside?***

**Mr. Maag:** I used to be much better at being on top of things before I became the CEO of the company. The nature of the responsibility of managing a team in a project and everything else has made it a little harder for me. One of the things that I do to mitigate that is still doing things like going to lunch with friends, interacting with people, going to conferences. Typically conferences are where you will see something new that people are either experimenting new or they have discovered, or just talking with developers at those events are very useful. For example, this year I will go to Microsoft Build. On the 15<sup>th</sup>, I am going to be a speaker at a local conference in Salt Lake City Utah, where I will be introducing a discussion on NoSQL databases. For me, having that opportunity to go in and present my knowledge to people and then get feedback from them is really what helps me identify newer things that are cropping, things that the media will sometimes take a little time before they identify some of that when it is early on it its stage. It is an opportunity for me to see and get exposed to it quickly.

**CEOCFO: *What surprised you on the positive side as a growing company?***

**Mr. Maag:** I love doing it. Sometimes is a ton of work, but it is also really rewarding. At the end of the day, I have my own business. We are succeeding and making it and that makes you feel really good. For me, just being able to provide a great user experience for my users, making them happy, being able to see them be impressed with what they can do with their website. It is amazing to have a novice sit down, for example, my 4 year old son has a website on my platform and he builds pages on it all the time. That is pretty impressive. It is amazing to be able to see even someone at that age to just create a website and put all the things that he wants to into it. There is a great deal of pride in that and you cannot help but feel good about that.

**CEOCFO: *Put it all together for our readers. Why pay attention to SquareHook?***

**Mr. Maag:** We are constantly looking to make sure our customers are happy and we identify what it is that your readers will get. One of the things we do often is provide as much customer support as possible. Part of our idea of franchising is that not only do we have the software as a service experience, but you also have someone local that would be accessible to you. That is one of the things we are trying to build right now so that you can be in NY and find someone that not only knows the tool but really knows the tool because they are part of the company. That is why I would say readers should pay attention to what we are doing and how we are building our company.

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**BIO:** Joshua Maag is a programmer by trade and loves technology. He has built a number of large applications for State Government and large public firms. In 2008, he built an app for taxi reservations that now transaction about \$200,000 /month in each county it services in the US and serves about 18 counties nationwide. Since then, he has gone on to get an MBA from the University of Utah and participate in a startup incubator called The Foundry.

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