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The Most Powerful Name in Corporate News

Full Service Digital Marketing Agency Serving Human Capital Management and Technology Companies



Ashley Carrier
CEO

CEOCFO: *Mr. Carrier, would you tell us about 190west?*

Mr. Carrier: 190West is a full service digital marketing agency. We primarily focus on the Human Capital Management, Software and Technology, eCommerce and Professional Service industries.

CEOCFO: *How does full service differentiate from a search company?*

Mr. Carrier: Rather than take a siloed approach to digital marketing, we look at campaigns holistically and leverage all facets of search, in-bound and retention marketing tactics.

Our process starts with delving into our client's industry, understanding the company's business goals and challenges, and what they are trying to achieve. More often than not, it does result in a conversation around lead generation. However, unlike an in-bound company where they are just developing content, 190west leverages all possible strategies to help clients achieve those goals.

CEOCFO: *Was that the concept from day one or did you realize over time that approach was better for your clients and for you?*

Mr. Carrier: Like many companies, our business model has evolved since day one and continues to develop. It's the nature of the business and the only way to progress. What began as a search marketing firm developed into an in-bound marketing company. And, while we continue to offer these services we are still expanding, growing and embracing new strategies. We find ourselves immersed in every aspect of digital marketing including social and viral media in order to better serve our clients.

CEOCFO: *Are prospective clients turning to you because they understand that you have much greater depth or are they sometimes surprised to find out?*

Mr. Carrier: More often than not, we find clients pleasantly surprised with our approach because when they think "digital marketing" they usually think just search or content. And that's simply not the case. Our strategy is to reverse-engineer a plan for our clients that starts by asking, "what do you want to achieve," and we go from there. We are not a "let's try it and hope for the best" agency. We research, plan, and execute campaigns to meet and exceed our client's expectations, and really open their eyes to what a full-digital marketing strategy is.

CEOCFO: *When you are in your discovery phase, what might you look at that less experience people do not realize is important?*

Mr. Carrier: Part of our onboarding process is establishing an intake brief for each client. This includes a series of probing questions that helps us to better understand what the client, in their own words, feels they can improve upon with our help. We also ask for access to their online analytics. This is a key component to truly understanding their online presence in the discovery phase. We cross-reference the analytics with the intake briefs and quite often, we find that our clients' perceived challenges are very different from the actual problem. Many don't read or fully understand their online analytics, but for us this is quite telling. We do our due diligence, and give the client insight into what their numbers are telling us. This is the foundation for a successful strategy. Think about it this way, a person tells a mechanic the noise under the hood is the engine and it needs to be fixed. A mechanic isn't going to make their final assessment without checking under the hood themselves to determine where the problem ultimately lies. The mechanic is the expert and they know what to look for. They evaluate each component before determining what needs to be repaired. An experienced digital marketer will look at every aspect of an online campaign in order to propose the most cost-effective solution to the client.

CEOCFO: *When you are putting together a program for a client, how do you measure statistics and trends in the industry or in advertising? How does it come together?*

Mr. Carrier: Industry trends, while valuable and certainly influential, is a secondary focus for us. First and foremost, we assemble programs that align with a company's revenue goals and KPIs. It's important to look at industry trends when creating these programs, but ultimately the right strategy will be designed with the client's objective in mind and appeal to increasing their revenue stream.

CEOCFO: *How do you handle real-time personalization?*

Mr. Carrier: The short answer is – many of our clients aren't ready for personalization yet. They are at the beginning stages of their digital marketing. The longer answer is that real-time personalization has solidified itself as an important piece of strategy in this arena and must be micro-managed to get the best ROI. While marketing automation systems make it more accessible and streamlined, personalization can also be done manually through individual touch points - but all of these elements must be in sync. Otherwise, your real-time personalization is rendered ineffective and becomes a waste of money.

CEOCFO: *How do you reach global companies?*

Mr. Carrier:

For the most part, we operate exclusively in North America. While we do have some international counterparts, our partnerships center around different search engine and localization tactics that are done solely online. Some countries have restrictions around their internet connections and legislation that makes it difficult for our digital marketing strategies to circumvent. So, we concentrate on collaborating with localized agencies in other countries to get the "feet on the street" insight and perspectives in order to market in territories outside of North America.

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CEOCFO: *Do you work with companies after they have a lead or sale?*

Mr. Carrier: It depends on the size of the company. Some large companies do not need that service because they have internal BDRs that they will take the inquiry and nurture them through to a close. For other mid-sized companies, we will continue the relationship from a digital marketing perspective. We help to nurture an inquiry from MQL to SQL, and support the close of the sale. This also provides a better understanding of what their specific sales cycle looks like. Our strategies improve their relationship from MQL to SQL, and often times identify opportunities in the data that help to close a sale. As an agency though, we do not advise in a teleservices or BDR capacity.

CEOCFO: *What would your prospects search under that would pinpoint 190west as instead of the myriad of other companies generically in your field?*

Mr. Carrier: That is a great question that we try to understand as well. From a search perspective, it is very noisy out there. A lot of prospects come to us via referral, or they are trying to replace their current digital marketing company. If they've used another company they may search under familiar tactics, i.e. SEO, AdWords, Marketing Automation but ultimately this will be coupled with Digital Marketing. From there, our prospects are looking for experience. Our outreach also includes events and webinars on behalf of marketing automation companies, and through partner marketing, our prospects learn of 190west's capabilities.

CEOCFO: *Would you walk us through a typical engagement?*

Mr. Carrier: There really is no "typical" engagement per se since we are not a campaign-in-a-box agency. Each program, each strategy, is customized to the specific client. We do however have a "special sauce" that we include in each individual account. 190west creates a "playbook" for every client to help roadmap successful strategies. Many of clients have tried a siloed agency, and some have contracted with previous digital marketing firms that did not provide satisfactory results. When clients partner with 190west the process is very different than what they've experienced in the past. We begin with a 3-month on-boarding process that includes extensive R&D to help us thoroughly understand the company, the industry, the competition and the differentiating factors. This phase also includes initial strategy, identifying objectives and outlining programs that will lead to the desired results. This first step is crucial to align both company and agency expectations. This becomes the foundation for our playbook. The playbook then continues with tactics and

implementation. Our client playbook is not unlike a football playbook. It's created with strategy and execution in mind, and uses direct maneuvers that aim for the end zone – only our end zone just happens to be a client's ROI. We never implement a strategy for the sake of doing it. We like to say that we *engineer* marketing and sales success because all tactics must impact a KPI either in a short term, medium term or long term. If it does not, it's simply not done.

CEO CFO: Do you see a general trend towards companies understanding the need for more than that entry level SEO company or are most companies still not there?

Mr. Carrier: Unfortunately, there are still many companies that are just not there yet - and are jaded in their thinking that they implement SEO; therefore they have a digital marketing plan in place. Education is key. For instance, I host a webinar series for different industries that helps them become familiar with different types of digital campaigns that work collaboratively rather than autonomously to provide better results. For the same amount of money spent on SEO, many of these companies could be employing a varied campaign with significantly higher ROI. They are just unaware of the options available to them.

CEO CFO: How is business?

Mr. Carrier: Business is good. January is always a prosperous month for the industry as companies come to us with new year objectives and want to hit the ground running. While we do see ebbs and flows in business in a calendar year, digital marketing has become an integral component in a communications and outreach strategy, which has led to our expansion and growth.

CEO CFO: Why choose 190west?

Mr. Carrier: We are a team of dedicated experts and we are very knowledgeable in our disciplines. We will solve your business challenge and help you grow your business.

Interview conducted by: Lynn Fosse, Senior Editor, CEO CFO Magazine

190west

**For more information visit:
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