

Full Service Digital Advertising



Brandon Rosen
CEO
BMI Elite

CEOCFO: *Mr. Rosen, what is the idea behind BMI Elite?*

Mr. Rosen: BMI Elite is a full service digital advertising agency. We specialize in driving consumers from the internet to clients' websites and/or storefronts.

CEOCFO: *What types of companies typically come to BMI Elite?*

Mr. Rosen: Our clients span various industries, from hotels, homebuilders, automotive dealerships and shopping, to call centers looking for generate data for different products such as alarm systems and direct TV types of offers. They could also be a local restaurant or restaurant chain as well. We specialize in B2C digital marketing.

CEOCFO: *What do you understand on a basic level about getting people from point A to B that perhaps others do not?*

Mr. Rosen: We have our own in house technology, in house sites and in house databases that make us different from the rest of our competitors. Eighty percent of our clients are ad agencies, list brokers, media companies and marketing agencies that resell our services and products to their clients. Twenty percent of our clients are direct, so at the end of the day, we are more of a **wholesale ad agency**. **Because we have many unique** forms of traffic online and some unique ways of generating consumers for our clients, we are able to separate ourselves from the rest.

CEOCFO: *Was the plan originally to be a wholesaler?*

Mr. Rosen: We have always been a wholesaler. For us, out of our 150 employees that we have right now, we only have about six or seven sales people, because the rest are all technology, production and account services. The thing with us is that everything we do, we make unique for other ad agencies and marketing companies to white label our services and products for them and their clients.

CEOCFO: *What can be done because of your proprietary information that others cannot achieve as well?*

Mr. Rosen: The quality of the sites that we have and the data that we generate allows us to target the right consumers for the right advertisers to generate the right type of traffic for them.

CEOCFO: *When you are looking at defining the right consumer, what might you look at that others do not realize is as important? What goes into the mix at BMI?*

Mr. Rosen: We look at their lifestyles and their selects. We look at not just targeting any person but a specific type of person, whether from different buying trends to different personal interests, hobbies and things of that nature.

CEOCFO: *When you are putting together information, program or strategy, how important are trends? How do you match your experience and gut feeling with some of the trends or some of the statistics?*

Mr. Rosen: We definitely follow trends. We are always trying to stay one-step ahead for our clients and following what is going on out there in social media, the market, the news and the economy. This ensures that our marketing campaigns are built with rhyme, reason and logic and we can stay ahead and get one up on the competitors. Trends are very important. We are constantly following trends and diving into the analytics and statistics of campaigns to makes sure we deliver the best quality.

CEOCFO: *What are you doing today that provides a better offering than three or four years ago?*

Mr. Rosen: We are doing more in social media and mobile marketing that was not around three or four years ago. We continue to thrive in email marketing and lead generation, which is the same stuff we have done for years. For us, there

are fewer competitors out there. For us, prices have gone up in certain areas. For the most part, I would probably have to say that it is on the social media side.

CEOCFO: How have you developed the atmosphere that you think a workplace should have and did you know day one that it was as important a factor as it is into success?

Mr. Rosen: I think it is one of the most important factors. If you do not enjoy where you work every day, it will reflect in your productivity. We built a very energetic, fun working environment where people enjoy coming to work and telling people and their families and friends where they work, what they do, and they are excited about it. I think the workplace encompasses everything from how it is decorated and designed, to how the people interact, and how the public functions. It all correlates into the kind of business you can become and type of revenues you can end up generating. We have been very fortunate to win a number of different top workplace awards over the years because of the way we handle this place and because we give back to the employees and staff here.

CEOCFO: What might be different when you work at BMI than from average companies?

Mr. Rosen: It is all about the environment. You walk into the office here, it is bright, and there are murals and inspirational quotes on the walls. There are bright colors and high-end lighting. There is music pumping throughout the entire place at any given time. There are constantly different parties that are going on based on every holiday and functions, picnics and parties and breakfasts. We provide a lot of extra fun in the workplace.

“If you are looking for sales of products, leads for a service, or walk-ins into your business, we have some proven ways to make that happen.” - Brandon Rosen

CEOCFO: Are there certain areas that people not utilizing overall?

Mr. Rosen: I think many people are still missing the boat on search engine marketing, and the importance of being on top of the engines for your major keywords and what you are looking to target. Many people think if they just do pay per click, they do not need to do organic and the SEO side. At the end of the day right now, we know every business needs to have a very solid search engine marketing strategy and a social media strategy. That is the way of the future. People are looking you up as soon as they find out about your business or service, before they even walk into that business or service. Many people still do not realize that they need to have that image and reputation on point.

CEOCFO: What is next for BMI?

Mr. Rosen: Next for BMI, will be moving more into the app world as for as marketing more on apps and having our own apps. The biggest thing for us is having a bigger reach and target of demographics to go out there and market to. It is hard for me to predict. We went from three people to 150 in less than five years. If you told me right now that I would be at 250 or 350 employees next year at this time, it would not surprise me anymore.

CEOCFO: Are agencies coming to you at this point?

Mr. Rosen: Most come to us based on past experience, referrals or word of mouth.

CEOCFO: Why choose BMI Elite?

Mr. Rosen: Working with BMI Elite, you are working with a wholesale ad agency. Amongst hundreds of other ad agencies and marketing companies, we sell our services and products and white label them to sell to customers like you. When you go through them, you are paying retail plus retail. When you come here, you are going directly to the source and you are at a wholesale price. At the end of the day, we know how to generate customers for businesses online and brick and mortar. If you are looking for sales of products, leads for a service, or walk-ins into your business, we have some proven ways to make that happen.

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

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