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Full Service Online Digital Marketing Agency providing Local Marketing Solutions, Live Video Lead Generation, SEO, Web Design and App Development, Reputation, SMS, Video, Social and Mobile Marketing



AS SEEN ON



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CEOCFO: Dr. Kundahl, what is BusinessCreator?

Dr. Kundahl: In a nutshell, we are an online digital marketing agency.

“I think BusinessCreator stands out because we take a very holistic umbrella approach to online marketing and to the digital world. We have a lot of experience. We have been doing this for a very long time. We do not look at the fads. We look at what we believe is going to work and it is a slow and steady process. That is the message I give to my clients. If you want to be ranked tomorrow we are not the company that is going to do it for you. We are slow and steady, but we sustain you. When we get you into those first positions and you start getting those calls and you are happy with the results it is going to stay that way.”- Dr. Edward Kundahl

CEOCFO: Is there a particular industry or types of companies where you focus?

Dr. Kundahl: Historically, we have run the gamut across the board of almost any industry. Anyone that comes to us or is referred to us, we will talk to and see if we can help them. That is really the bottom line. It is a matter of “can we help you.” This past year and a half or so we have been focusing on the legal market and legal marketing. We also work a lot with dentists and chiropractors and other medical professionals and that is something that we are going to focus on a little bit more in 2017.

CEOCFO: Why?

Dr. Kundahl: We do not consider ourselves a niche specific agency. We are all about helping small businesses grow and get a digital footprint.

CEOCFO: Why the legal and as you mentioned, chiropractic? Do you see good opportunity there or is it more that the industry is ready to make a leap and so it is time for you to step in?

Dr. Kundahl: Both. We actually fell into the legal market. A friend of mine worked for a Women’s Bar Association in New York and she brought us in to bid on their new website maybe eight or nine years ago. Ever since we have been basically offering them discounted services; part of their member benefits. Therefore, we kind of touched on the legal market a while ago. Then about two years ago I partnered with someone to do lead generation. He was specifically working in the law market, so that just got us deeper into that market. Then the third component or the third leg of our law entry was that I worked with someone years ago who specializes in merchant accounts and financing for small businesses and some of

the finance companies are coming out with programs to finance legal fees for law clients. We thought it would be a great opportunity to reach out to attorneys to help grow their practice. This last piece, financing, gave us entry into many more law firms and it gives us an opportunity to showcase our attorney lead generation services that we can offer law firms.

CEOCFO: *When you are working with a client in any arena what do you look at to develop a program for them that less experienced people do not recognize? What do you understand that they do not?*

Dr. Kundahl: The first thing we do is an evaluation. It is not just an evaluation of their website. It is an evaluation of their business or their practice and how it appears on the Internet. We look at what other people are looking at when they search for them. That is our starting point. That is our baseline. We then have points to discuss and have an intelligent conversation with that business owner about their online footprint. We start with the statement "Here is where you are at and here is where you need to be in order to grow your practice or your business." Then we develop a program around that; around the baseline and where they want to be and, of course, their budget.

CEOCFO: *Would you tell us about the range of services? What can you do for a client if they are ready to be really serious about getting attention?*

Dr. Kundahl: Because it is so hard to rank these days in Google most attorneys and many other small businesses have spent a great deal of money on trying to get ranked locally, thinking that was nirvana-that it was absolutely imperative they be number one a Google search for their important keywords. That was the way to get their phone to ring. They were unsuccessful, either because they picked the wrong marketing agency or they just did not do it correctly. Most failed if they tried to do it themselves or they tried to hire someone in house and they did not have the right skills. The bottom line is they want their phone to ring. They want that next appointment. They want that next client or patient. There are other ways of doing it besides ranking. Ranking on Google is extremely important, but one of our goals is to get their phone to ring and that makes them happy. That is why we developed some of the lead generation programs that we have and continually tweak. We focus on video marketing and social marketing. Those are the two ways we can get their phone to ring. Videos rank really well on Google. We do not necessarily have to worry about ranking their website, because we are ranking videos that relate to them and then that phone rings and that is what is important truly important.

CEOCFO: *Do you work with clients as to how they handle the response after you have generated the leads? Are you able to help them or point out the part they need to play to be successful?*

Dr. Kundahl: Yes. When we do it sort of comes under the umbrella of our reputation marketing. You had asked me earlier about what things are that we can offer. We do the traditional local search marketing. We do the citation building. We do social marketing. Mobile marketing is extremely important now. We just brought on a mobile marketing program that basically sends out text messages in order to solicit reviews from their clients. We are just bringing that out this week. However, to answer your question, it is a difficult process. That is because one of the things that I talk about very early on in my conversation, with attorneys especially, is that I can get your phone to ring. Is there someone there to answer it? All too often the single practitioner wants our lead generation program but wants the tracking number to forward to their cell phone. If they are in court the cell phone is off. The valuable lead call goes to voice mail. I tell my clients they need to work with an answering service that can do a proper intake in order to get that client to wait for their call back. In this age of "hurry up, I need somebody now," that is the perception. If it goes to voicemail they are very likely going to call the next one on search or the next attorney. They want to contact someone. They do not care about not talking to an attorney right then and there. What they do care about is making that contact where someone talks to them and says, "when can you come in, let us make an appointment to come in." People realize, especially with attorneys or any type of professional practice, whether it be a dentist, chiropractor or what have you; they understand that they are probably not going to talk to someone like the lawyer right away on the phone, but they want that appointment. They want to talk to someone and they want a call back. Those are the types of things that we talk to attorneys about and I will them, "Look, if you do not have someone to answer your phone and answer correctly you are wasting your money with me. It is not going to work." We now work with a call answering service that specializes in intake for attorneys. We try and convince them to subscribe to this low cost alternative. They get much better ROI.

CEOCFO: *In terms of text messaging or even emails, how do you know when it is too much? How do you help guide an interaction so that it is not overkill, but still keeping the business interaction?*

Dr. Kundahl: That is different for different types of clients. Most clients we will talk have that same question that you have; when is enough, enough. My dentist does the same thing. My dentist not only does it by email and text, but he is a little old school and I will get a birthday card. I think it is great. Most lawyers are not going to do that. Most lawyers will simply just do things that are relevant to what is coming up. For instance, if there is an appointment coming up a text message will go out for an appointment reminder and that is about it. The text messaging that I referred to earlier is designed to solicit reviews. One of the most important things these days, one of those, what we call, pillars of local search

marketing, are reviews. Lawyers are becoming more aware of that. The text message system that we have set up is basically set up to go out three times. If they do not respond after the third time it stops. We could set that a week apart or a month apart. We have flexibility to set that schedule. We find three is usually the limit for that type of thing. If someone is not going to respond after the third time they are likely not going to respond. In the case of email marketing, the general rule is 10-11 touches before you get a positive response. Email marketing is still very effective. Newsletters, company updates, new services, "how to" content are just some ways a small business can reach out to a list of leads. Whether it be email or text, it should be consumer-focused and not just a sales pitch.

CEOCFO: *What has changed in your approach over time?*

Dr. Kundahl: Because we are a small agency my clients expect to be able to talk to me. Therefore, my availability for them has, by evolution, increased. I communicate as much as I can by email with the things I mentioned above-weekly newsletter, blog posts I share with them, and we have become more social as a company. The direct contact frequency is really up to the client. I always tell them, "call me when you feel like we need to talk," and I will outreach to them at least once a month just to say "how are things going" and ask for things that I think will help them with their online marketing. That is because many times clients do not tell you how things are going if they get angry at you for whatever reason. Let us just say there is a big Google update and they saw that their ranking report is a little lower this month. They do not say anything and I would like to reach out to them and say, "Look, here is what is happening with Google and here is what we are doing to reverse that trend and to make it better for you." I think clients expect more phone contact now than they used to, so we do more outreach.

CEOCFO: *What services do you offer that are not getting the traction you would anticipate??*

Dr. Kundahl: Especially the professional services, they have not quite grasped on to social marketing and mobile marketing. They are not there yet. They know they need to be mobile friendly, but they do not really understand what mobile marketing is. They think social marketing is simply just posting to Facebook and it is not. There are many more things involved. There is a whole engagement portion of social marketing that they do not quite grasp. Also, on the reputation side, they think that they do not need to respond to good or bad reviews. I think it is critical that people respond to any review, whether it is good bad or ugly. They need to engage people that way and say, "Thank you for that great review, we really appreciate your business." People like to see that. It makes people warm and fuzzy. On the negative side, every business is going to get a negative review from someone; that is just the nature of the beast. It is the nature of the Internet. You have to respond to those in a professional fashion and do not escalate it into an anger match. However, if you say, "We are really sorry, what can we do to make it up to you," or "We are going to call you and see what can be done to fix this." In many cases, you will elicit a response from your client saying, "You know what, these guys are great, they fixed the problem!" That is where a lot of clients miss out. They do not understand that they need to respond to that. They think it is just going to go away.

CEOCFO: *How is business?*

Dr. Kundahl: This year has been an interesting year! In general, the bottom line is it has been slow. I would say at best it has been flat. We brought on a lot of new services. We did outreach to a lot of small businesses. We have a very large law firm email data base that we send a weekly newsletter. Our direct email program has been very, very good to generate inquiries for certain services. We are putting together our strategic plan for 2017. We are going to be focusing more on some core services moving forward. We offer a great deal of value to clients. I just think that across the board most of the people that I talk to say 2016 has not been a good year, for whatever reason; whether it has been the politics that have been going on or whatever. It has just been a very flat year and it has dropped for a lot of companies in my industry. I think we are going to go into 2017 with at least some more knowns now in the world and in politics and I think 2017 is going to be a better year for us. Businesses will be more confident. We pride ourselves as being "Made in the U.S.A." and that will definitely be a stronger, more meaningful statement as we move through the next few years.

CEOCFO: *You are in a crowded industry. Why does BusinessCreator stand out?*

Dr. Kundahl: It is a very crowded industry. Globalization has made some of our services a perceived commodity. The print media companies have moved into the digital world with a large number of sales reps selling digital products like they are print media, making deals for low cost and low value services that business owners do not understand but think they need. I think BusinessCreator stands out because we take a very holistic umbrella approach to online marketing and to the digital world. We have a lot of experience. We have been doing this for a very long time. We do not look at the fads. We look at what we believe is going to work and it is a slow and steady process. That is the message I give to my clients. If you want to be ranked tomorrow we are not the company that is going to do it for you. We are slow and steady, but we sustain you. When we get you into those first positions and you start getting those calls and you are happy with the results it is going to stay that way.