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**The Most Powerful Name in Corporate News**

## Digital Campaigns for the Development and Marketing of Tangible Assets



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**CEOCFO:** *Mr. Ward, the tagline on your site is, “Fulfilling your online potential”. How do you do that at Commexis?*

**Mr. Ward:** We create digital campaigns that focus on the development and marketing of tangible assets for our clients. Your brand, your website, your content, your traffic, your lead generation funnel and the technology that goes into supporting those assets are what we develop and market.

**CEOCFO:** *Who tends to use your service? Is there a common thread?*

**Mr. Ward:** Professional service companies are our target market. Law firms, medical facilities and hospitals are examples of our portfolio. However due to a recent acquisition of a creative agency, we are now adding pharmaceutical, food/beverage and event venue companies to our portfolio. We do engage in strategic partnerships with certain traditional and digital agencies as well.

**CEOCFO:** *Was that a deliberate strategy or did it develop over time?*

**Mr. Ward:** To be honest, it has developed over time. Our agency started out strictly as an SEO shop handling both white label and our in house accounts. On occasion we would do a website design or assist in the hosting of a site, but mainly it was SEO. Around 2 years ago, we noticed most of the prospects we were engaged with wanted one agency to handle all aspects of the digital marketing. So, we had to innovate and meet this growing demand.

**CEOCFO:** *What do you understand about websites and about SEO for these groups that others may not?*

**Mr. Ward:** The thing that helps us out is that we have years of experience in working with these types of professional service companies. So our team understands how the potential client is searching online, the phrases they are typing in, the devices they are using and what they expect to see once they find the website.

**CEOCFO:** *Have what people are looking for changed over time? How has searching evolved?*

**Mr. Ward:** Yes it has. Years ago, people would mainly use a desktop or laptop and type in multiple different queries to find what they were looking for. It would take around 3-4 searches to find a business contract lawyer in your city. Or 5 different search phrases to find a medical facility that has doctors that can take care of your condition and accepts your insurance. Now, people are using their phone and are typing in, “Contract lawyer near me” or “Orthopedic doctor that accepts Aetna insurance.”

People are just assuming Google will show them what they want and in the town they want, and they are right. Google search has really evolved and is focused on providing hyper local results to the mobile user.

**CEOCFO:** *What types of information are people looking for on a website that may not always be there?*

**Mr. Ward:** The about us page. We see way too many companies who put little to no effort on this section of their website. What many people do not know is that your about us page is one of the most visited pages on your site. When people find you via whatever marketing vehicle you are on, they know what service they need; they are there to find out more about you. Get a great bio on there, talk about your history, show reviews, lay out a case study and give them a reason to hire you.

**CEOCFO:** *Are you able to help your clients understand that they need current contact information and addresses?*

**Mr. Ward:** Part our initial discovery process with each client is to make sure the obvious is covered. Properly working contact boxes, numbers that are in working order and clear directions are all initial points of our campaigns. It is staggering to see how many sites that do not have the right contact info.

**CEOCFO: *On every page of the Commexis site you have an email and phone number; something few sites provide. How is it that companies miss the obvious?***

**Mr. Ward:** The problem is that people generally get too caught up in how the site looks and they forget the basics. Look, go ahead and design the greatest site or hire us to do it, but remember, at the end of the day, just answer the questions that people are asking and show them how to contact you.

**CEOCFO: *Are website trends important when designing a site? How do you handle it when something is new and popular, but may not be right for a particular client?***

**Mr. Ward:** They are very important and we do make sure each and every site we create is current with the latest tangible trends. However, when a client asks about having something on the site that would be considered a new trend and one that we feel would not be right for them, we simply will show them the industry data that would argue otherwise. If they were still not buying it, we would test it. By that, I mean, we would create a landing page with that trend, run a pay per click campaign on Google or Facebook, drive immediate traffic to the site and find out how the users are responding. After you test it, you will definitely know if that trend is right for your online voice.

**CEOCFO: *Would you tell us about your work or potential work with hospitals?***

**Mr. Ward:** While our work with hospitals is broad, we normally will start out with a website design. Eventually this will move into a branding SEO campaign, microsite development for the different divisions within the hospital and print collateral projects.

**“Commexis is one of those rare agencies that can offer our clients over 20 years of experience in both the FINE ART of creative design and the SCIENCE of digital marketing. Our creative arm breathes life into brands in the way of logo creation, ad campaigns, sales collateral, website design, mobile app design, packaging, direct mail and exhibit design, just to name a few.” - Len Ward**

**CEOCFO: *How is business?***

**Mr. Ward:** Business is outstanding. We are at an extreme, rapid growth rate. In three years we have tripled in size and now have two offices. Although the growth has been good, you have to make sure you can scale. The systems we have installed over the years have really helped with our growth.

**CEOCFO: *What surprised you as Commexis has grown and evolved?***

**Mr. Ward:** How fast this industry changes. In my past professional life, I worked on Wall Street and you had to pay attention to the news at all times due to how fast things were changing. Estimates, forecasts and so on were critical to know for the companies you followed. Now to me, this industry is moving in that direction. Things change daily in the digital space and if you do not have a current, in depth understanding of this industry, it will be tough to produce real results for your clients. I do think the understanding of how to quickly interpret data, analyze it and apply it has really helped our agency grow.

**CEOCFO: *What is ahead for Commexis? What might be different if we talked a year from now?***

**Mr. Ward:** With the recent acquisition of a creative agency, Commexis will start to offer more traditional types of marketing for current and future clients. Brand creation, print collateral such as package design and billboards will be a growing part of our services.

**CEOCFO: *Put it together for our readers. Why choose Commexis?***

**Mr. Ward:** Commexis is one of those rare agencies that can offer our clients over 20 years of experience in both the FINE ART of creative design and the SCIENCE of digital marketing. Our creative arm breathes life into brands in the way of logo creation, ad campaigns, sales collateral, website design, mobile app design, packaging, direct mail and exhibit design, just to name a few.

Our digital marketing arm creates successful marketing strategies utilizing our vast experience in SEO Management, focusing on online solutions that include local and national SEO, Pay-Per-Click, Social Media, Reputation Management, inbound marketing, hosting and much more.

We successfully created brands and campaigns for a wide variety of clients—from Fortune 500 to small and midsize companies including the likes of: Pfizer, the University of Pennsylvania, Jazz Pharmaceuticals, Bochetto & Lentz, Center for Neurological and Neurodevelopmental Health, Atlantic City Golf Partners, Classic Nissan and Cherry Hill Jaguar. We strive to ensure our products and services are delivered in a prompt and courteous manner, are cost effective, and always put the customer first. It is our job and privilege to provide our clients with the best experience possible.