



Digital Marketing Solutions and Consulting providing Website Design, Search Engine Optimization, Social Media and Pay-Per-Click Campaigns that Help Companies Establish and Improve their Online Presence and Sales Results



Paul Chambers
Chief Executive Officer

Element5 Digital
www.element5digital.com

Contact:
Paul Chambers
248-530-1000
info@element5digital.com

Interview conducted by:
Lynn Fosse, Senior Editor
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“We have consistently delivered outstanding results for our clients for almost 20 years, and have the team, knowledge, and the industry expertise to back that up. It is not hard for us to prove what we do is nothing short of awesome.”

- Paul Chambers

CEOCFO: *Mr. Chambers, according to your site, Element5 Digital is crafting a better web to help brands thrive in a digital world. How are you doing that?*

Mr. Chambers: We help companies establish what their goals are online in a digital world and work towards meeting those goals through a variety of different digital marketing techniques. That may include helping them build a better website, search engine optimization, social media or pay-per-click in the right channels. We help our clients put the right emphasis in the right areas to meet their goals.

CEOCFO: *How do you help a company define their goals?*

Mr. Chambers: It comes back to organizationally what they are hoping to achieve, such as if they are trying to drive sales for the year, or trying to create awareness for their brand or products. Then we will drill down further into specifics from a digital standpoint. If we need to create awareness, then their goals may be page views or impressions. If their goal is increasing sales, it might be increasing goal conversions on contact forms or driving sales of their products on their website. We will start by looking organizationally at where they are and what they are trying to achieve, then drill down from there into the online space.

CEOCFO: *Are there particular characteristics of companies that turn to you, such as size, location or industry?*

Mr. Chambers: Not any in particular. We have an emphasis in a couple of different verticals, including the family entertainment center space, as well as the manufacturing and automotive space. Being from Detroit we will see a few more clients in the last two. However, we have helped companies all around the world in a variety of different verticals, from refractory repair to selling socks online. We have never chosen to focus in a specific vertical because allows us to continue to explore, try new things and expand on our creativity.

CEOCFO: *Would you walk us through a couple of examples of how you work with a company?*

Mr. Chambers: For one of our clients that is selling a product online through an eCommerce site, we helped them from start to finish. First we helped establish a strategy of how they would market themselves online which we subsequently executed on. We help optimize their site every month for particular keywords and key terms. We manage their online paid spend including their Google and Facebook pay-per-click campaigns. We also write and post their social media and blog content. That is a full service approach where we are helping them with everything that they do. Then there are companies that choose to engage us on a smaller more consulting level, where they have an in-house team and we help

to guide their content calendar, and make sure their team is following best practices and a governance model. Those are two different ends of the spectrum.

CEOCFO: *How do you reach potential clients? How do companies find you when they are looking?*

Mr. Chambers: We have been very fortunate after having been in business for 20 years that we have many great fans and friends that have been referring us to all of their friends and counter parts. By doing good work and doing the right things for people, that continues to build a good referral system. We are also good marketers of ourselves and it would not be fair to say to say we are good at what we do if we cannot do it well for ourselves. We are able to optimize our site locally for the search terms we hope to rank for and to run marketing campaigns for ourselves as well.

CEOCFO: *How do you put together the various pieces of a campaign, including statistics, trends, gut feeling and personal preferences? How do you combine all that or keep some of those issues out?*

Mr. Chambers: Sometimes personal preferences and your gut can be a good thing to rely on and sometimes you have to be careful about that. We use a variety of different tools to help us evaluate things, and then we also have a talented team in-house, from our digital strategist down to our marketing team members. We will sit down together as a team to evaluate things and help guide the best strategies going forward using the tools we rely on and our industry expertise. In addition, our knowledge continues to grow because the marketplace is constantly changing, so the opportunities are changing every single day. Whether it be Instagram rolling out their stores or Google changing their search algorithm, we are always going to keep on top of it, so we use the other resources that are out there as well.

CEOCFO: *How do you know when something is at a tipping point, when Facebook is out and Instagram is in? How do you keep track when there are so many new ideas?*

Mr. Chambers: That is a good question. It is hard to tell exactly where the tipping point might be, either towards success or end of life for a particular product. People have been saying for the last year Twitter is reaching its end, and Twitter is winding down, but we still see some success in that channel and some popularity. I would have clients 5 years ago tell me they did not think Facebook is here to stay, and now Facebook is one of the most valuable companies on the planet. Therefore, it is important to keep an eye on all of the channels and be ready. We started exploring Snapchat a year ago for our clients. Not necessarily moving them into the space, but helping them start to think about when the time would be right, what they would do, and how they would approach that channel. I have clients today tell me they really need to get on Snapchat, and I will push back where appropriate, because we may need to get better with the channels that they are currently on and maximize them. Then when the time is right and we can dedicate the right resources to it, then we would be ready to move into that area. It is tricky, but that is the exciting part of the job.

CEOCFO: *All of the letters in your company name Element have a word attached to them, such as “N” for nurture. Where does nurture come into play?*

Mr. Chambers: We are not running around giving hugs out every single day, but we do nurture our clients by helping them follow the best practices and follow the best strategies. It is not a one and done approach, not a sprint, but a marathon, so we help nurture them along in their marketing strategies and move them to the right spot and the right position, at the right time. The true test is in the length of the relationships that we have. We have clients that we still work with today that we started off with almost 20 years ago. That is a testament to our nurturing nature and understanding the client's needs and not taking advantage of a budget that might exist and doing the right things for them.

CEOCFO: *How do you know when the timing is right, for example, to ramp up a campaign or take something down a notch?*

Mr. Chambers: There are two different ways. One is we watch the data, and if we see a channel start slowing down or becoming saturated and not producing the results it once produced, then we know it is probably time to lower our emphasis in that channel. Two would be talking with the client. If they need to scale things back because of their budget, then we may need to be more effective with our spend in different areas. However, the biggest indicator is the data.

CEOCFO: *Over time, what has changed in your approach, in your philosophy or how you interact?*

Mr. Chambers: Over the years we have gained access to more data, so that has helped us continue to expand on what we can do and how we look at things for our clients. Even our approach to our relationships with our clients has changed though, where some clients we work with on a cost per lead, rather than a fixed monthly fee. They will engage us and pay us per lead that we bring in the door for them.

CEOCFO: *What is ahead for Element5 Digital?*

Mr. Chambers: We are continuing to explore new ways to engage in our relationships with our clients, and that could be on different types of retainers. We are always keeping an eye on the latest technology and trends. Then we have our

sister companies and partner companies that we are helping expand and grow, including the [Gentleman's Box](#), [Subscription Summit](#), and [Moka Boka](#).

CEOCFO: *Would you tell us about your partner companies?*

Mr. Chambers: The Gentleman's Box is a company we helped launch two years ago and have helped to grow to a very healthy seven figures in revenue. We are continuing to build the subscriber base, and while the company has its own in-house marketing team now, we still are actively helping to grow it in different ways. The other side of that was creating the Subscription Summit this year. It is the first conference designed for subscription box companies. Never before has there been a conference dedicated exclusively to subscription commerce like this.

CEOCFO: *Put it all together for our readers. As you are in a crowded industry, why choose Element5 Digital?*

Mr. Chambers: We have consistently delivered outstanding results for our clients for almost 20 years, and have the team, knowledge, and the industry expertise to back that up. It is not hard for us to prove what we do is nothing short of awesome. We have a great mission in what we are out to do in crafting a better web, and we are always excited to find new clients that are a good fit for us and we are a good fit for them, so that we can continue to grow together.

