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Full Service Online Digital Marketing Agency in Reading, Pennsylvania providing Quantified, Data-Backed Leads, Sales Revenue and Return on Ad Spend



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- Daniel B. Laws, Jr.

CEOCFO: *Mr. Laws, would you tell us about DaBrian Marketing Group?*

Mr. Laws: One of the things that happen in a lot of businesses is a lot of emphasis is put on the action and not necessarily the strategy, which lays the foundation for the appropriate action to take, and how you justify or quantify that those actions that you have taken as a business are yielding the results that you want to see come to fruition. For us it is about doing the research, understanding the positioning, understanding the market, understanding the customers in that space and the needs and wants. It is about coming together and putting together a strategy that aligns with addressing those as well as the emotional needs and wants of potential customers and making sure that we are able to quantify via leads, sales, revenue, return on ad spend, that our clients specifically have gotten what they need from a value perspective from the dollars that they invest in us as being one of their strategic partners.

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

Mr. Laws: We have an organization that came to us about five years ago in reference to helping them generate leads via online digital marketing strategies. Over the years we have been able to put together a plan making sure that we execute on that plan. We have ongoing conversations with the client in reference to what they are seeing on the ground, what type of phone calls they are getting, whether or not the leads are the type of leads that they want, and working through that process to reduce the cost per lead and making sure that the people that are coming are the best possible candidates for their services. We have been able to see just going through an analytical report this morning, year-over-year comparisons of over 50% growth in online lead generation and in some cases that materializes beyond 50% growth and revenue just from online lead generation. That does not necessarily include those other components that are out there such as television, radio and what have you. That is one example of how we work with someone. In other cases, we have worked to simply update the brand look and feel from a website perspective to make sure that it aligns more specifically to the brand. A client decides to rollout some increased functionality for their place of business, they are offering additional services that we have been able to build a brand, create the content that helps them get the visibility they need for new offerings and see what type of lead generation that leads to, and enquiries that leads to via online form completions and tracking of phone calls. Those are two classic examples and in most cases we have been able to see incremental success of over 50% on both of those examples.

CEOCFO: *How are you able to work with your clients on how to handle the responses they get to what your initiatives?*

Mr. Laws: I think one of the things that we try to do is we work through our project management system which gives our clients visibility to what is going on from our end but it also allows us to stay on top of our clients with guidelines and approvals to make sure that we close the loop. If we bring up something in a conversation, we are able to revisit that as

best as possible to try to keep track of that. Often it is a recommendation on our end to take that off the plate if at all possible so that we know that some of that comes to fruition. It is about trust getting the right people involved in a conversation and a level of transparency as partners and not necessarily isolated as a “vendor.” Vendors do not necessarily have as much visibility, where I would say 50% to 60% of our clients, we know spot on what revenues they generated and what leads are being generated and what those opportunities look like from a value perspective. That allows us to create that sense of urgency and not focus on what should be priority. Walking through our strategy that we have laid out with them to be able to say this is a strategic component that we talked about before, help us understand and help us to figure out the best possible way to help you through that whether it is us taking charge of that or the client saying ok we understand this was a part of our mutual agreement that we were going to work towards. In general we get very little push-back because we are asking for client approval further upstream and it allows us to revert back to that when we run into challenges as far as working through and closing a loop on marketing components.

CEOCFO: *What might you look at when you are creating a plan for a client that less knowledgeable people do not realize is important?*

Mr. Laws: I think people understand that most of the variables that we talk about go into the mix. I think it is a matter of time, resources and just wanting or needing to do it. One of those things is what does the competitive landscape look like, what is the offering, what is the differentiation between your product or service versus your competitor, what your positioning is and what is the organization brand, tone and characteristics. Regardless of whether or not you are a digital agency or not those components need to be consistent regardless of whether it is print, radio, or online. If you are building a brand and if you are trying to generate those leads, sales, and increase brand awareness, ecommerce or whatever it might be, those components should be consistent throughout. Many times when we talk to clients, they say they did not know they needed that. That is usually where the surprise comes into play that because it is often associated with the traditional media or marketing, it is not always perceived that it is needed on the digital side.

CEOCFO: *On which industries do you focus?*

Mr. Laws: We have done a lot of work in financial services and that is from my previous background where I spent five years at Liberty Mutual, five years at Sovereign Bank which is now Santander Bank, on the marketing side. There were some relationships there and trust there from our clients. We did a lot to promote that in the earlier stages of DaBrian Marketing Group. We in recent years very much diversified that offering around consumer services as well as ecommerce and shopping. Those are probably the consumer services and ecommerce related online sales, which is very much where we are focused going forward but that is not to say that we do not pay attention to other markets such as the banking and credit unions and what have you.

CEOCFO: *How do you stay ahead of trends and keep your personal preferences out of the mix?*

Mr. Laws: As far as staying in the mix, I use this scenario in the office all the time; standard today, mediocrity tomorrow. In the digital space, that is just the nature of the beast. Many of our relationships are vendors that we work with. Our Google partnerships and Google analytics, we have a relationship of being partners and/or a relationship with many vendors. Many times we are spoon fed a lot of what is the latest buzz. As far as the personal preferences, if it makes my clients money it is personal. I do not necessarily try to get over involved from a personal perspective but clients come to us for a couple of different reasons and it is very focused on brand, reach and visibility, lead generation and/or sales. My personal opinion often does not weigh on that because my team here has the ability to think for themselves and ask the questions and at the same time, they are seeing it more so than I am. When I do run into a question or something that I foresee as a possible challenge, it is very much a hypothesis and a test. If my personal opinion happens to sway something it is usually in the form of a test and not necessarily because that is the direction we are going.

CEOCFO: *What do you look for in your people?*

Mr. Laws: They have to be hungry and they have to have a passion for what they want to do. What I mean by that is I have always wanted to run an agency and be the principal owner, the big shot. I have a passion for that every day. I work but when people ask me what I want to be when I grow up, I live that every day. My question for my team is what they want to be when they grow up and if that is being in one of these prospective roles or the role that they are in, then do that to exhaustion and hone your craft. Many people want to be a part of the latest buzz as far as social media but honing your craft and staying up to speed and enjoying what you do day in and day out and taking pride in that work, not being afraid to push the envelope to challenge and ask questions and take initiative are the core things I think my team possesses in its entirety.

CEOCFO: *Over and above business advantages, why is community involvement important to you?*

Mr. Laws: Being in Reading Pennsylvania is noted as one of the poorest cities in the country over the last four or five years. I am from this area, I grew up in this area and went to school and came back. I got my Masters. My family, wife and

kids are here so for me you are either part of the problem or part of the solution. I prefer to be part of the solution. Whatever I can do to contribute to that at the individual level, whether it is being on the downtown improvement board or having my team participate on nonprofit initiatives, helps to make this place better for the people that are here and the people that may come here in the future. Investing in that is the same as investing in my people. It is a point of emphasis for me personally and I think a lot of my staff that are from the area, I think that resonates with them as well.

CEOCFO: *Why choose DaBrian?*

Mr. Laws: If you are looking for an organization that is going to put together a strategy and execute on that strategy with full transparency and quality service then we are the agency that you need to come take a look at. For the most part we have looked around and looked at a number of agencies and there are different components but the accountability on return on ad spend the participation of everyone here such as myself as well, involved in projects to make sure we are putting our best foot forward and making sure that those strategies align to the clients goals and objectives. Being able to prove that it actually worked is something that we have always prided ourselves on. That has always been an emphasis of DaBrian Marketing Group since its inception and it is not necessarily a new craze for us to be analytically focused or to focus on strategy because that is the way it has always been here. Many people in this space as far as we are concerned are not trying to catch up to what we have been doing for years, so if you want it done by people who have been pioneers in that for almost a decade, then come talk to us.

