

## Q&A with Glen Moore Co-Founder / CEO and Bear Newman Co-Founder/President of Bear Fox Marketing providing Smart Marketing Solutions for National SMBs focused on Lead Generation and Driving Revenues



**Glen Moore Co-Founder / CEO  
Bear Newman Co-Founder/President**

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**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOFCO Magazine**

### **CEOFCO: Mr. Moore, would you tell us about Bear Fox Marketing?**

**Mr. Moore:** Sure. Bear Fox Marketing is about providing powerful, smart marketing solutions that help businesses build their revenue. We focus on businesses with national scope that are small to medium in size.

### **CEOFCO: What do you understand about doing so that perhaps other companies do not?**

**Mr. Moore:** We do a good job of helping companies prioritize their needs and then we focus on how we can meet those needs. Most of the partners we work with don't think a lot about their website traffic or their Google rankings. Most of them are concerned about building company revenue and margin. By focusing on that and working our strategy backwards, we can craft solutions that contribute to those objectives, whether it's lead generation, e-commerce, or driving sales to retail partners.

### **CEOFCO: How do you help a client understand what their goals are and what they should be?**

**Mr. Moore:** Great question! The key is helping companies focus and prioritize what is most important. It's the "law of the laser beam". Marketing efforts are so much more effective when companies choose to do a couple of things really well and then focus on being the best when it comes to executing those 1-2 things. Too many companies spread their marketing efforts thin. The execution isn't great and neither are their results. For example, every company has a website but most couldn't tell you clearly what the purpose of the website is for. Is it to help build awareness of the products and services they offer, to generate leads, to feature management, for customer service, to engage the user. Websites with no clear purpose will fail to meet any goal in a meaningful way. It's important to help clients define what their goal or purpose is – law of the laser beam.

### **CEOFCO: Who is coming to you for services?**

**Mr. Moore:** We do a lot of business with consumer packaging goods companies, in particular health and wellness items. We've had a lot of success with clients in this area, and success has built success through referrals. We like doing business with companies with 25 to 500 employees. We've worked with very large clients before, but we tend to work best with companies that have an entrepreneurial outlook. We can laser focus certain opportunities with these clients in a way that be done with small companies with just a few employees or very larger organizations that have many layers to navigate in the decision-making process. Too often, agencies attempt to be jack of all trades but become the master of