

Q&A with Richard Andolshek, Co-founder and CEO, and Albin Andolshek, Co-founder and President of Brick, Inc. providing Digital Advertising and Marketing, Web Design and Development to help Brick and Mortar Businesses, Retail and B2B Firms Increase their Overall Business



Albin Andolshek
Co-founder & President

Brick, Inc.
www.trybrick.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Andolshek, would you tell us about Brick?

Mr. Andolshek: The idea behind Brick is to apply enterprise software, the latest technology, internet advertising and marketing to essentially help businesses impact online presence, gain awareness, gain new customers, increase the sales that they make from their customers and by delivering it in a way where you are getting information to individuals on such a granular level where personalization is attainable with every business goal. It is best practice in terms of today's digital infrastructure. We leverage the best in enterprise software and the best in communications.

CEOCFO: How do you evaluate so you can provide the best tools for your clients?

Mr. Andolshek: We know it is challenging to determine what the word best means. We use trends where we know the reference point, context or benchmark. From there, we are approving it from the appropriate context such as online traffic, engagement, business revenue, conversions or sales. We are getting back to the basics of business measurement which is sales, topline revenue, and increasing bottom line profits. We apply today's technology and communication infrastructure to your business. When we see indicators going in the right direction based on the programs we are running, we can be confident that those are in fact today's best ways to target individuals who are interested in that particular business. In a world that is ever-changing, the iterations and evolutions of the changes on these technologies and ways to use them is always in flux. The ways that we have to learn as a business is changing in the fact that we have to learn constantly every day, hour and week.

CEOCFO: You define Brick as a boutique digital media marketing agency. What does that mean for Brick?

Mr. Andolshek: What that means for Brick is we are positioned as a specialty boutique in that there are a great many internet firms, software firms and enterprise Software as a Service firms. The goal of our business is to help brick and mortar businesses, retail and B2B firms increase their overall business. We do work for enterprise or commercial firms and specialize in helping them be successful, without having to take your business and actually change it. There has been a lot of news over the past ten to twenty years specific to changing human behavior supported by grocery ecommerce, virtual reality, not having to leave your home, and business initiatives such as IBM having remote employees around the world come into virtual workplaces. Many ideas of this virtual society are not exactly where we are going as civilization or as a business society. Yet leveraging these online platforms and solutions to enhance business using age old strategies and tactics that have been used for centuries or thousands of years. Just because technology can help assist or facilitate, individuals interested in business products and/or services still like a friendly face or engagement with people. The