

## 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  
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CEOCFO Magazine

**CEOCFO:** *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.

**CEOCFO:** *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.

**CEOCFO:** *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.

**CEOCFO:** *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

none. Bear Fox Marketing is focused primarily on three things: building revenue through organic search, paid search, and performance advertising like Facebook. By focusing ourselves, we are experts in these areas.

**CEOFO: *Did you understand that on day one or did that goal develop over time?***

**Mr. Moore:** We started with that goal in mind from day. Having been on the client side for 20 years, it was always a frustration of mine. Each agency I'd work with maybe did two or three things well but the breadth of their services was wide and they'd push other services that they didn't do well. With Bear Fox Marketing, we went into it with our eyes open saying let us not make the same mistake. Let's understand what we do really well and let's not lose focus, even if our clients want us to do something else. It is like the difference between going to a family doctor and specialty doctor. The family doctor may advise on a basic level, but she'll refer you to specialist in the area you really need. We see ourselves as specialists. If it's not in our specialty, we'll refer you to another specialist. Again, it's putting the client first.

**CEOFO: *When you are working on a solution, what goes into your strategy and where does gut feeling or personal preference come into play?***

**Mr. Moore:** Good marketing is a combination of both art and science. When it comes to SEO and pay-per-click, the analytics are so good that the balance tilts toward more of a science, but you still need super engaging content that users love and want to share. When we first look at strategy with clients, we often look at the competitive landscape. What space does each company or brand own, the competitiveness of the category and how to they stack up, and what unique selling propositions the client can capitalize on. We spend a lot of time up front, usually a week or two, pulling and analyzing the data. Then we come back and present some of the lowest hanging fruit, with options for how aggressively they want to meet their goals. Once we implement the strategy, everything is very transparent and trackable. Clients should see their progress and it makes us more accountable to our partners.

**“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... When you're an agency that really is committed to putting the client first, your actions must consistently demonstrate that. When you do, it sets you apart. For us, the only winning business scenario is “win, win”.- Glen Moore**

I love to tell the story of one company we work with. It does about \$200 million in sales and is publicly traded. They were using a large digital marketing agency in California, and spending a lot of money on blogger outreach as part of their SEO plans. After 12 months and tens of thousands of dollars spent each month, the client wasn't seeing improvements in website traffic or revenue with small gains in website authority. Bear Fox Marketing came in and revamped the strategy. After 7 months of work, their website traffic was six times higher than the previous year and cost per customer acquisition was cut in half. The right strategy implemented the right way, produces the right results clients are after.

**CEOFO: *What did you do that the other company did not?***

**Mr. Moore:** When it comes to SEO, there are many opinions out there on how to do it right, and unfortunately a lot of money is wasted. Most agencies agree on the importance of engaging, marketable content that users want to share. Of course, when creating content, it's important to have proper keyword usage and to work these keywords into the body of the content and to set up title tags, description tags, and snippets properly while including the right inbound and outbound links from your content. Creating social media links is also important these days. In order to gain site authority, it's critical to have reputable sites that connect back to your webpage content.

Here is where a lot of SEO agencies differ. Some still establish low quality links, many of which are cheaply built overseas. They can produce a quick boost in traffic but these link usually are temporary and drop off. Sites that use these strategies are penalized and unable to efficiently build longer-term SEO benefits. Some others engage in blogger outreach – they'll share content with thought leaders in the hope that these thought leaders will link back to their content. This game has changed considerably over the last 5 years as bloggers don't like to do this for free and it's now large a game of “pay to play”. Bear Fox Marketing engages in reputable back-link building that is organic and friendly with Google and other search algorithms. For example, given years of experience in the health and wellness industry, we'll plug clients into a network of bloggers, thought leaders, and news sites that we've established long-term relationships with over years. So when it comes to backlink building, we don't have to work from scratch like many other agencies do. Our clients are the beneficiaries of that.

**CEOCFO: Are companies turning to you because they understand the depth of what you do?**

**Mr. Moore:** I think companies turn to us because they've heard about the results we're producing for our clients, usually through our clients. But no, I don't think they understand the depth of what we do, nor would I expect them to. When it comes company executives, they ultimately care about end results. Yes, they have a base understanding of digital marketing and most want to engage in it, but they want someone else to deal with it. Having a partner that's completely dedicated to it becomes a valuable thing.

Just since the beginning of this year, Google has implemented twenty changes to their algorithm. Facebook advertising has come on strong in the last couple years and is taking share from AdWords and producing some great results for our clients, but they too change their own search algorithms frequently. The digital environment changes constantly and companies need a partner they can trust to navigate it. Of course, we gain trust through the work we do. Once trust is gained, it produces rewarding, long-lasting relationships.

**CEOCFO: What is ahead for Bear Fox?**

**Mr. Moore:** We are going to continue to grow but we always want to put the quality of our work first. We'll continue to learn, adapt, and focus on ways that we can do great work for our clients. Controlled growth is important as we do not ever compromise our core beliefs or quality of work. We're an agency that is national in scope but focused in our systems and approach, and we will be true to that. We're dedicated to working hard and smart, and hiring incredibly talented people that are client focused.

**CEOCFO: Why choose Bear Fox Marketing?**

**Mr. Moore:** It may sound cliché, but at Bear Fox Marketing, we really do put the client first. We understand that each dollar that is spent on marketing is a dollar that could otherwise go into the owner's pocket or towards the bottom line. With us, return on marketing investment is top priority so that clients can put more dollars to the bottom line. If we don't get the results we anticipated, we'll be the first to tell the client to stop or change course. We recently did this with a client that was spending \$75K per month on AdWords with us and just launched a new e-commerce website. The initial conversion rate on this site was below average for most campaigns and landing pages. After 10 days of collecting enough data to base a decision, we encouraged our client to turn off the campaign until the website could be optimized for conversion and we helped them do it as an added value. When you're an agency that really is committed to putting the client first, your actions must consistently demonstrate that. When you do, it sets you apart. For us, the only winning business scenario is "win, win".

