CEO CFO

OuterBox

CEOCFO Magazine

Q&A with Justin Smith, Founder and CEO of OuterBox a Digital Advertising Agency providing SEO and Web Marketing, Website, Mobile App and Lead Generation Website Design to eCommerce Businesses

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CEOCFO: *Mr. Smith, what is OuterBox?*
Mr. Smith: OuterBox is a digital advertising agency that focuses on ecommerce businesses. We do everything from website design development to ongoing marketing.

CEOCFO: *Is ecommerce business why you started initially or did you recognize over time that was the best opportunity?*
Mr. Smith: We started the company as a general web design company in 2004 but recognized that we needed to have a niche and also that we were getting a lot of inquiries in regard to developing the ecommerce website. The ecommerce industry was really moving, so as that was happening, we decided to focus more heavily on the ecommerce space.

> "The biggest reason people come to us is because they want that integrated approach of wanting to work with one company for our planning that can do our design, programming and marketing."- Justin Smith

CEOCFO: *One a very fundamental level, what do you understand about ecommerce that others might not?*
Mr. Smith: There are a lot of complexities with an ecommerce project. If you are talking about building an ecommerce website, there are a lot of initial questions asked that if you have not built hundreds of ecommerce websites, you may not realize, from technology to ERP integration, to the way to handle potential shipping logistics. If we are talking search engine marketing, there are many intricacies in doing marketing on a website that has thousands of products and is database driven. It is one of those things where until you have done it a lot of time and made the mistakes, you do not always know the challenges you will face.

COECFO: *What is an example of what you might ask a company that would lead to a better result?*
Mr. Smith: The number one thing that we always ask people in the first place when they come to us wanting to build a website is what their goals are. I feel like a lot of companies do not really start there, they start with technical requirements. They say tell them what you want the website to do, where we really try to take a step back and tell them to tell us why they are calling us in the first place and what the goals are and why they want to build the project, if they are sales driven or branding etc. It is taking a step back and not just looking at it from a programming perspective. A lot of the things that we ask that make a big difference as far as data integration, how we are going to get products into the website, how we are going to keep your in house inventory and website inventory in synch in real time, how we are going to handle