



The Interview...

Each month, Finance Monthly brings you

'The Interview'

The Interview is specifically designed to bring you detailed insights into recently finalised deals, straight from those at the centre of their developments.

This month we speak with:

Timothy Roberts, CEO of **StationDigital**, a multimedia digital broadcast company that offers free music, music videos, movies and TV with over 30 million songs and titles. Over the last few months, StationDigital's iOS App entered iTunes' Top 10 free music downloads and the company also merged with Alarming Devices, a development-stage home and commercial wireless alarm system provider. Commenting on the company's latest milestones, Timothy shares StationDigital's vision for digital, online media.

Matt Smith, CEO of **Modmacro**, a provider of web design, copywriting, and Internet marketing services for small businesses. Modmacro advocates the continuous improvement of its clients' web presence as their central marketing component and recently acquired award-winning design firm J. Gregory Studios in a move to strengthen its talent-base and creative offerings.



MATT SMITH

CEO of Modmacro



“For Modmacro, the merge with J. Gregory Studios was mostly a move to acquire talent”

Matt Smith is CEO of Modmacro, a boutique web design and marketing firm in Southern California. For Matt, the founding of Modmacro in 2010 was the culmination of more than a decade’s work in software and automation companies and gaining a strong passion for small business.

“I’ve had the opportunity to work with some great organizations, and along the way I found myself gravitating toward seeing things from the business owner’s perspective.” said Matt when we spoke to him about some of the firm’s latest developments.

What more can you tell us about Modmacro?

Modmacro provides partnership level service to clients. That’s not marketing-speak, it’s what we’re really all about. We partner with clients to build their brand and grow their business. And we treat their business like our own. As such, we are selective in who we choose to work with. While healthy profit margins are important to us, what’s more important is maintaining strong relationships while ensuring that we’re fulfilling the marketing objectives. In short, we make sure each client is a good fit for us, and us for them.

Focused mostly on small business, Modmacro advocates the continuous improvement of a company’s web presence as their central marketing component. While many other tactics often play key roles in the overall strategy, it’s our belief that a company’s website and the direct search rankings thereof are a critical path to growth, targeted exposure and building an authentic brand.

How do you stand out in the industry?

We’re an award-winning web design firm. But we’re so much more than the typical web company. With a holistic approach to marketing and a close

eye on business goals, we develop tailor-made solutions that fit the client’s needs, industry and budget.

We also take a content-heavy approach to marketing. Our team includes copywriters and editors because we know that fresh, original content is an important component to search engine optimization and helping our clients maintain authority in their industry. Some marketing companies simply aggregate content, like articles and blogs that were written by others. We don’t.

We’re sensitive to the reality that smaller organizations usually have staff members wearing multiple hats. So we’re careful to develop marketing strategies that don’t add to the burden our clients already feel. Small business owners need to focus their strengths and time on running the business. It’s our responsibility to bring exposure to their brand and get their company in front of the right customers.

Other components of our holistic marketing approach include advertising solutions across our network of websites, integrating public relations tactics like national and international press release distribution, and focussing on remarketing tactics to existing customers.

You recently acquired J. Gregory Studios; what more can you tell us about this?

Yes, we’re excited to have announced this merger. It took almost a year for us to get the details right and maximize the benefits for both companies. Now, well into the transition period, things are going very smoothly.

For Modmacro, the merge with J. Gregory Studios was mostly a move to acquire talent. Jerry Lund, J. Gregory Studios’ founder is an award-winning design veteran with decades of experience. His

design style and technical skills are among the best we’ve seen nationwide. Merging J. Gregory’s more traditional branding and identity services with our digital marketing and web design specialties was a natural fit.

What does this acquisition mean for Modmacro’s clients?

Our clients’ needs are simple. They say things like “make my company stand out from the competition, make the phone ring, and grow my business.” Those goals remain, and the merge with J. Gregory Studios added firepower to our branding and marketing arsenal. Our clients see tremendous benefit in having access to a broader set of marketing services and we align each solution with the specific needs of their business.

What’s next for Modmacro?

The second half of 2014 will see the completion of our transition as we further solidify our service offerings and continue to provide partnership level marketing solutions for our clients. We’ll continue to focus on retaining the best clients as we maintain an integral role in helping to grow their brands and businesses.

Without rattling off a laundry list of services from email marketing to logo design, I’ll simply say that we’ve developed a couple dozen proven services, each of which is evaluated for inclusion in the client’s marketing plan. But only the services that fit their needs are employed.

CONTACT:

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