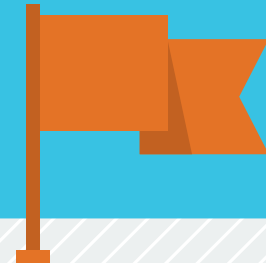


# WE THINK. WE CARE.

# WE DELIVER.

How <sup>✦</sup>Our Values <sup>✦</sup>Make Us  
a Better Agency



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## CLOSING THOUGHTS

# INTRODUCTION

We've come a long way from our beginnings as a search agency in 2009. Now that we've made our roots and established BFO as a leading digital agency, we want to share what it is that makes us one of the best:



**WE THINK**



**WE CARE**



**WE DELIVER**

These aren't just buzzwords. From BFO's earliest days, our founders, Dan Golden and Steve Krull, personified this trifecta of strategy, empathy, and initiative. It's only now that we're putting these values into words, but from the start they have permeated the work we do and the way the company is run. As our team has grown and we've had the opportunity to work with a long list of great clients, those values have solidified into the pillars that support our agency.

It's an understatement to say that our values are important to us. Every single day, in everything we do, we think, care, and deliver.



**WE THINK**

# WE THINK



Every successful digital marketing program begins with the right strategy. As industry experts and excellent collaborators, we're qualified to develop comprehensive digital strategies that drive our clients' businesses forward. We have a team of really smart people putting an incredible amount of thought into every service we provide. Each person's brain power is maximized by our ability to collaborate and share ideas, in order to drive our clients to success.

We also know the value of continuing education, especially in a space that evolves as constantly as digital marketing. In addition to our certifications, we have weekly "15-Minute Fridays" in our office—brief presentations by our resident experts that help the rest of the team learn new strategies to infuse in our clients' campaigns. We stay up-to-date on the latest software and best practices by treating team training as an ongoing process. Each of our team members has access to our learning library, which is filled with industry resources, and a continuing education budget which they can spend at their discretion. In these ways and more, we

keep our skills up to speed and stay ahead of marketing trends to remain one of the smartest agencies in the industry.

When we don't know the answer, we have easy access to people who do. We are a Google Premier Partner, Yext certified partner, Acquisio fundamentals certified, Marin certified agency, Yahoo search marketing ambassador. These partnerships continually advance our knowledge in the industry. We are first to learn about new technology, marketplace shifts, etc.

Our thoughtful approach to digital strategy involves thinking carefully and deeply about the goals, audience, and marketplace of each client. We strategize to ensure every project and every campaign is designed to deliver the best possible results.





**WE CARE**

# WE CARE



At BFO, we care deeply about our people, our clients, and our communities. Company values aren't just something we list on our site. We're truly invested in what we do, from the conversations we have to the way we treat one another to the projects we deliver. That's why it's so important for us to include caring as one of our company pillars. We foster a culture of family, which includes our employees as well as our clients.

From our day-to-day work to the charity events we participate in, the BFO team strives to make positive change around us. For starters, since 2014 we've followed an open-book approach to management. Called the Great Game of Business (GGoB), this approach focuses on transparency and giving employees a stake in the outcome of the company. In practice, this means sharing financial reports and key business information, giving our staff a say in big decisions, incentivizing hard work, and ultimately driving home the values we operate by. In 2016, we were nominated as

a Great Game of Business All-Star and we ranked #1 on Ad Age's list of Best Places to Work, two accolades that reinforce our decision to follow the open-book approach and foster a dynamic, culture-rich organization of people who care. Dan Golden, our President, is also a board member of the Better Business Bureau in Chicago.



# WE CARE

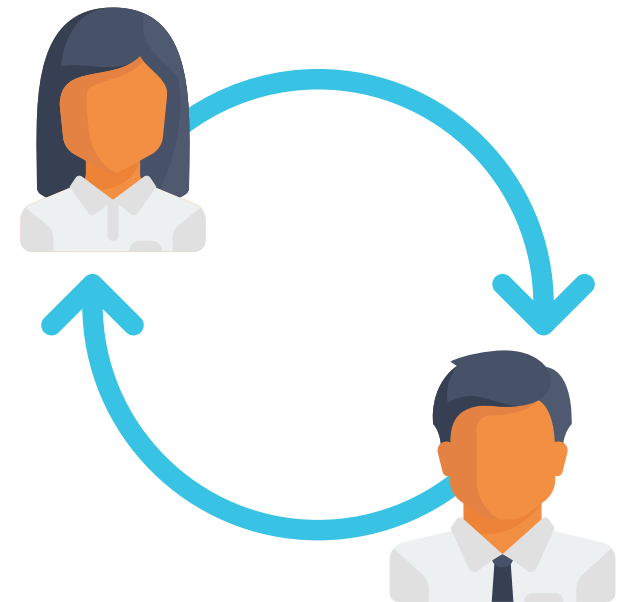


## About Each Other

We've created a culture that reinforces the importance of showing appreciation at work, making our company a rewarding and enjoyable place to be. Not only do we have fun together, but we love working as a team and empowering each other to grow. Each day, we strive to be good to each other, make a difference, and speak up about what matters most.

Our code of conduct reflects how we foster a culture of trust and mutual respect. Every week, we send a company-wide shout-out to a team member who lived up to our code particularly well. These "Cheers for Peers" remind us to be grateful for one another and to live by the values our company stands for. Plus, we're always there for each other at a moment's notice—for old colleagues and new teammates alike. We're proud to be a part of such a caring and tight-knit bunch of "Beefers," and we encourage each other to speak up about what matters.

Of course, in any workplace, there are times when creative differences can present a challenge. In these instances, we focus on encouraging each other to speak our minds. We make sure everyone feels comfortable sharing their opinions and confronting one another in a healthy way when needed. By having each other's backs, we foster an environment of collaboration.





# WE CARE



## About Our Clients

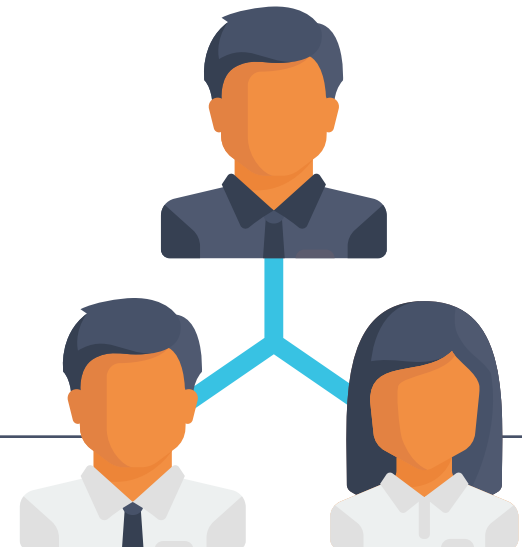
When we're at work, we're intently focused on driving client success. Seeing our clients meet and exceed their goals makes us happy. We're not just interested in completing a project and moving on to the next one. Our focus lies in building a relationship for the long haul. From the first call, we set the stage for a successful partnership built in trust.

Keeping our clients happy doesn't mean being yes-(wo)men. Sometimes it means having the hard conversation and telling a client no if their suggestion or request won't help in the long-term. We care about their business enough to do that—rather than just say yes, and cash the check.

Everything we do centers around the vision of our clients. We deliver real results not only because we work hard, but because we care about the client's goals, we speak in the client's language, and we work toward the client's purpose. Together, these three focuses make up a customer goal-vision that resonates in everything we do.

Our pervasive, continuous commitment to the client experience allows us to go above and beyond simply providing services and products to our clients. It allows us to become a true partner with each client—one who is invested in their goals for the future and motivated to deliver excellent results on every project.

This means treating every campaign as a unique project. We adjust and adapt our strategies to find the right one for each customer and each campaign. We consult on every strategy and think deeply about what we're implementing. In this way, we can get ahead of potential problems before they happen, allowing us to focus on delivering great results that meet and exceed client needs.



# WE CARE



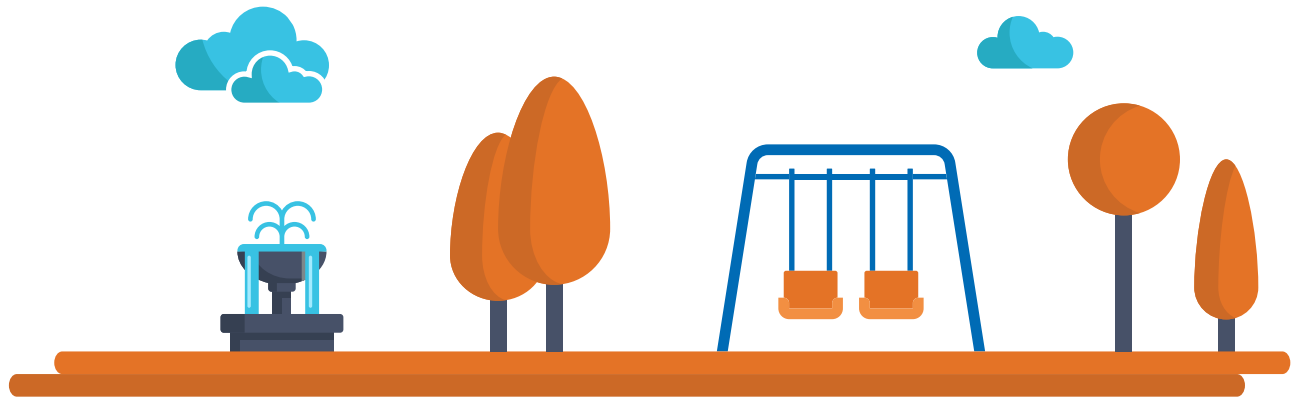
## About Our Communities

We're big on supporting the people and organizations that make our communities better. Each year, we vote on community initiatives that are close to our hearts, and make an effort to bring change to those causes any way we can. By organizing at least one charity activity per quarter and participating in other events when we can, we strive to ensure that BFO is an organization that does good in our communities. Beyond simply donating money, we aim to get involved by building deep relationships with local charities to make a lasting difference.

We lend a hand to support a variety of organizations in the Chicagoland area and beyond, including:

### ASPIRE CHICAGO

A pioneering organization that provides services to children and adults with developmental disabilities in the Chicagoland community. Aspire partners with area businesses to provide employment, volunteering opportunities and more to the people it supports. To do our part, BFO sources 100% of our office coffee from Metropolis Coffee, one of Aspire's partner businesses. We also visit the Aspire office to learn how they operate and help them with their marketing efforts.



# WE CARE



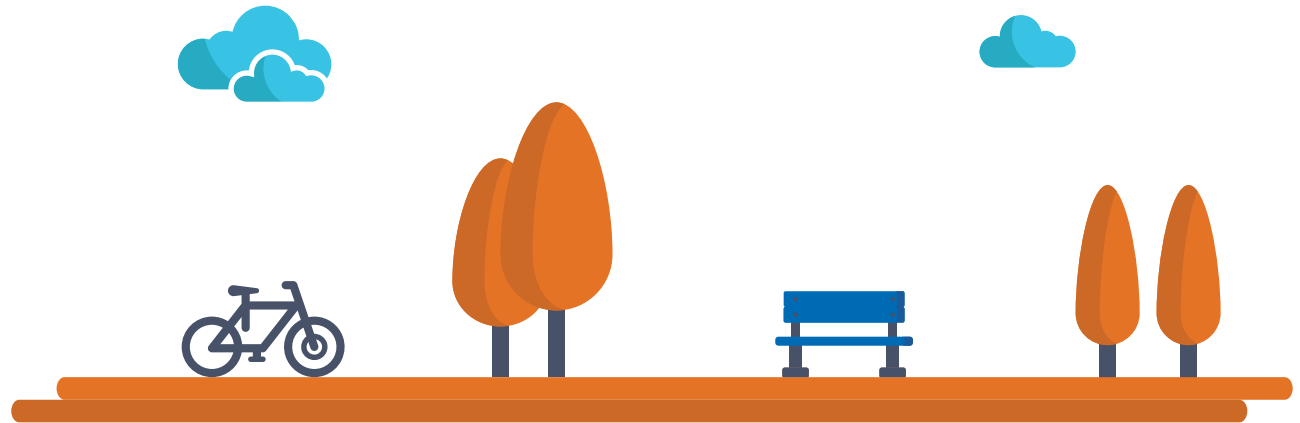
## CARA CHICAGO

An organization dedicated to helping people overcome poverty and turn their lives around with career development and job placement services. Our very own Julia Ebner is a on the Board of Directors for Cara, and we organize events while getting to know people in the program. We've also raised funds for Cara through a scavenger hunt event, and our participation in this year's Hennepin Hundred race will benefit the organization.

## CHICAGOLAND FOOD DEPOSITORY

One of Chicago's leading charities, the Food Depository partners with 700+ programs to provide food for hungry people in Cook County. Every year, BFO donates to the cause, either in food or monetary donations.

With each of our community initiatives, we strive to make a difference and have fun while doing so. By organizing events and contests that benefit organizations like these, we continually strengthen our relationships with each other, our families, our clients, and our communities. This helps foster a happier environment overall, which means we're able to do better work for our clients.





**WE DELIVER**

# WE DELIVER



Multiple organizations have recognized BFO for delivering impressive, consistent results for our clients. The way we conduct businesses has helped us earn a range of awards and recognitions, including:

## U.S. SEARCH AWARD SHORTLIST

We made the shortlists for three U.S. Search Awards. We were finalists for “Best Use of Search—Retail,” “Best Large PPC Agency,” and “Best Large SEO Agency.” These awards recognize agencies for excellence in strategy, creativity and results. BFO was nominated thanks in part to our successful campaigns for Bai, Motorola, and Jamba Juice. Our work on these campaigns also made us a finalist at the Landy Awards.

## INC 5000

We’re among a very select few to have the honor of being chosen for the INC 5000 list of Fastest Growing Companies in America six years in a row and counting. BFO is one of 245 companies to be a six-time honoree—and one of just 5 in the Chicago area.

## TOP PPC AGENCY ON CLUTCH

We were delighted to be including among a select group of organizations to be named one of the top PPC firms of the year by Clutch. By delivering results that make a real difference to our loyal clients, we’ve maintained a rating of 4.7 out of 5 on the site. These review numbers were given to us by our clients themselves. For more info, check out our Clutch profile.

We’ve also been named a top Chicago-based digital marketing agency by Clutch, a top marketing agency in the US by Upcity, and a Hot in Chicago agency by Owler. Long story short, BFO is honored to be among the best in the industry, and our work reflects that.

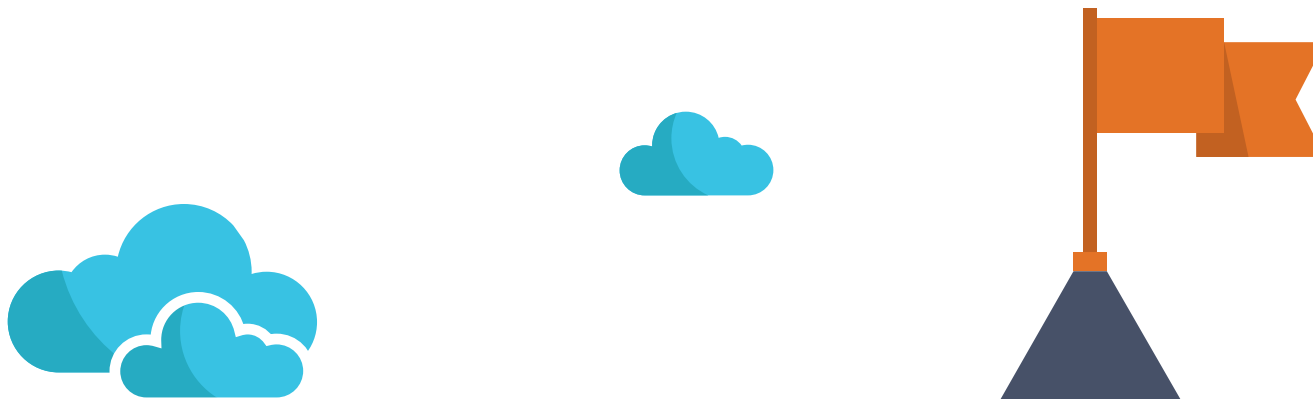
If you’re a part of the team or you’ve worked with us before, you know firsthand that we’re dedicated to the success of our clients.



# CLOSING THOUGHTS

At BFO, we regularly measure our efforts against these values; potential hires along with prospective clients are introduced to our pillars from the start to ensure they'll fit with our culture. Thinking, caring, and delivering define who we are, what we do, and why clients, employees, and partners want to work with us.

We think, so we can apply our expertise and experience to understand our customers' wider goals and develop strategies to move businesses forward. We care, so we can effect positive change every day for our people, our clients, and our communities. We deliver, so our clients can reach their goals and enjoy peace of mind. It is how we operate, day in and day out.



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