

**Unknown Speaker 0:00**

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**Shawn Hill 0:32**

Welcome to another episode of the nice job podcast. I'm your host, Shawn Hill. So glad you are able to join us for this particular episode. My guest is Matthew Prepis, Director of Business Development for Smartsites. And he joins me to talk about digital marketing, how it's changed, how he got into the biz, and a lot of great insight into this one. And I really enjoyed having him on. If you're joining us for the very first time, let us know what you think, you can rate our podcast. Give us a nice little review at [ratethispodcast.com/Nice Job Podcast](http://ratethispodcast.com/Nice%20Job%20Podcast). Let's dive into my conversation with Matthew Prepis. Let me actually get to my guest right now, because it's not the show about me. Matthew Prepis is the Director of Business Development from SmartSites joins me and Matthew, thank you so much for taking time out of your day to join us here on the Nice Job Podcast.

**Matthew Prepis 1:29**

Thank you for having me. I have really been looking forward to this all week.

**Shawn Hill 1:32**

And we have as well, because we hear it at Nice job Reputation Marketing software, there's so much we do from one perspective, but we always love talking to other people within marketing. And because it's such a diverse field, there's so many different angles that you can approach it in. But ultimately the most successful businesses have systems in place for all different elements. And you guys at smart sites have a wealth of suite of services that you guys provide. Before we dive into that, I want to dive into you a bit. How did you get into marketing? Was it something that you worked your way through education, you found a little bit of a passion for it? Was it Hey, I got a job. And I found out I was pretty good and sort of grinding away at it. How did you get to where you are today?

**Matthew Prepis 2:17**

First, I thought it was pretty funny. I thought you were about to introduce me as a surprise guest right? In the beginning. I was not ready for that. But let's see what happens. But for me, personally, I fell into the position. I studied literature at Rutgers, as you might have seen from my bio, and actually started at smartsites as a writer. So when I was looking for positions, I was looking for places to recognize my strengths, things like writing and editing. And when I joined smartsites, I had very little knowledge about digital marketing. And this was right around 10 years ago, and SEO paid searches were relatively new, they've been around in some shape or form, but it still wasn't super mainstream, like it is now. So when I landed the job at smartsites, I was just super into what they were doing. I love the company culture, I love the service that they are offering and what they are doing for their clients. And I basically told them, Hey, I'll be the best writer, you have all kick ass here in this position. So I don't know if I can curse. But what I

did was basically prove myself there. And they gave me opportunities to exceed growth. So I went from a writer to an editor to actually managing, editing, and then an opportunity joining the sales team, where I was able to actually talk directly with clients, instead of just doing work for the clients, and learning more about what they do, what their goals are, how digital marketing might affect their businesses. And now 10 years later, I'm managing the sales team, I'm doing a lot of marketing strategy for the company. So it's something that I fell into, but something that I absolutely love and have been really studying over the past 10 years to give myself an edge and give myself the best of ability to talk to my clients.

**Shawn Hill 3:57**

And that's such a great perspective to have come through finding opportunities and learning new skills along the way. Because oftentimes, people dedicate themselves from the academic standpoint, and they go to university studying one specific field of marketing, and they dive into it. Sometimes upon graduation, there is a little disconnect, where they don't quite have the real world understanding. And I know that sounds like such an old man sort of statement like you don't know the world yet. But what I'm getting at is there's a lot that you're going to learn from the traditional sense of education, but it gets enhanced and then evolves, as you go through experience and sometimes bringing in a non-traditional look at things. Is there one thing that now having a bunch of years in the business, that you're either surprised that you took too or were a little bit intrigued by the fact that like, Hey, if you were to ask me 10 years ago, that I would be passionate about this thing. I would have said No way, but here we are. Is there anything like that?

**Matthew Prepis 5:03**

Yeah. So I think if you asked me, maybe 10 or 12 years ago, when I was still in school, I probably would have seen myself right now being in some sort of education field. Maybe teaching English or something like that, where I landed is I started to educate people just in a different way now, educating people on the importance of digital marketing and the different benefits between things like organic versus paid. So it's definitely a completely different field. But in some shape or form, I'm still giving that education, which I always played in hopes I would do.

**Shawn Hill 5:35**

Do you think it gives you a little bit of an advantage, but the ability to look at things perhaps from a different perspective, because it wasn't drilled into you from the start? This academic sort of viewpoint?

**Matthew Prepis 5:46**

It's a tough question, because I think digital marketing is something at least now that it gets a little more mainstream, where there are, in fact, as I've learned recently, digital marketing courses, I've been interviewing a lot recently with new potential people for smart sites. And some of them are saying, I got my digital marketing certificate at this university. I was like, Oh, I didn't know they offer that thing where, even there was a course that you might take nowadays. So I think when I first started the workforce in marketing, it was just hands on pretty scrappy

reading blogs. Now it's a little bit more digestible, there are certifications you can take to learn more about, versus paid versus organic, inbound versus outbound, and it takes like search certifications, it probably never existed 10 years ago.

**Shawn Hill 6:35**

And last year, in 2020, all everything that went on, I am under the impression that the customer, the business owner, really the public at large, took a step forward when it came to educational resources. And really a technology understanding, I think the digital landscape is a little bit less scary now, because some people were forced into it. I was speaking earlier today to my nieces and nephews that are under 10. And my parents that are over 60 know more about zoom than I would have predicted any one of those age ranges would have known prior. What challenges does that present for professionals like yourself? Or is there more of an advantage that the audience's at large, become more technically savvy, because prior, I feel like digital advertising was a little bit almost an unknown quality, that perhaps a little bit easier to advertise, whereas now, people have the general public, have the receptors up of what's craft and advertising, what's genuine and all that sort of answer. So if everyone's evolved, if you subscribe to that, like I do, what are some of the challenges or some of the advantages that have come from the public taking a big step forward?

**Matthew Prepis 7:54**

Yeah, so definitely a great point. Last year, businesses were forced to turn or be a little more introspective about ways they could improve their business, separate from just being a brick and mortar presence. So a lot more people did start trying to learn about how to get their website more prominent, or even to build a website. The challenges that I've seen are one, a lot of new players have cropped up in this space. So, probably this time last year, there were 100 or 200 less digital marketing companies or website design companies. The other challenges, there's such a wide range, I'm sure same for your services, in terms of pricing and offers, and what we offer for our services might be the same price as another company. But what they do might be totally different. Or explain to someone why our services cost a certain amount versus another company, which might be twice cheaper or whatever it may be. And I think the final thing, there is someone who's searching for something like digital marketing. They could be someone looking to educate themselves in days one to read blog posts, and maybe update things on the website, write blog posts, right to meditate upon meta descriptions are how we're technically going to be. Or it might be a larger organization who wants to actually find an agency like ourselves or like other agencies out there, to have the work done for them. So these very broad keywords can mean something to two totally separate businesses, and what they're ultimately looking for.

**Shawn Hill 9:24**

And the landscape hasn't just evolved from the public perception. The digital landscape, for professionals like ourselves, is always evolving, and you have to make sure that you're up on trends and you're up on the latest changes with algorithms or perspective and things like that. Is there something that you would love to share with the audience or be willing to share with the audience of maybe a change or something that shifted or maybe a myth that's gone a bit too

long? That you think you know, hey, listen to my podcast, here's a little gold nugget for you. What's the one thing that maybe people should start paying more attention to or should make sure they've been understanding focus or have hired someone to have an understanding of focus. This made me shift to the last little bit that hasn't gotten big headlines.

### **Matthew Prepis 10:11**

So it's nothing new. But I'd say whether it's today or a year or five years ago, what I would really just tell people is to look at the numbers. So Google Analytics, which is a free tool that's out there, lets you track your visitors to your website, it gives you a huge wealth of information about who they are, what they do, where they're coming from, what their income gender age is, and what time of the day they visit the website, what device they're using. And it might seem overwhelming to look at this. But if you're able to sit down and look for trends or look for things, look for patterns, you might notice that there's a certain time of day where your website performs better. There's a certain type of device where your website performs better, certain age, gender, and so on. And you're able to take that information and use it properly. Like, I noticed that my conversion rate on mobile is horrendous. Why? Why is that? Is it because my website is slow on mobile, is it because the experience is bad on mobile, but I think the first step is just identifying either good things or bad things. And then you can try and figure out what to do with it. And on the flip side I noticed for whatever reason, on Tuesdays and Wednesdays, Wednesdays from 12pm, to 4pm, I get a ton of traffic, I get a ton of conversions. I don't know why. But if I can control anything, let me put my investment into those times where things are going really well. And where I actually do see a lot of good things happening. So I'd say something that anyone could do if you could spend the time or you can hire a company to try and analyze the data for you and try to make those decisions for you.

### **Shawn Hill 11:49**

And you touched on it a bit there that the data that's out there is really going to help you figure out your audience, your target. Ultimately, sometimes we see when people start their first foray into the digital landscape if they're thinking of such a global thing. They're almost thinking of competing with perhaps your Home Services, the National competitor that's in your area, instead of perhaps the prime focus of focusing on the audience that's in your area. What are some of the pitfalls that perhaps business owners make? When it comes to looking nationally not to focus locally, a better way to phrase it is why is it important to understand what's going to make the greatest impact locally and not get caught up? For example, I don't have X amount of visitors to my site, I think I should have more because of how many people in the world? versus maybe the metric. It's like how many? Are you converting? How many are actually visiting with a purpose? And then becoming something that you actually can use? Why is it so crucial to make sure you don't think too globally? and really focus locally?

### **Matthew Prepis 12:52**

Yeah, that's a really good point. And good question. I think a lot of customers feel self defeated before they even start trying, because like what you said, I offer this home service or whatever. There's a guy who's spending a million dollars a month who competes nationally or globally, how could I ever compete with this person, but like you said, you don't really necessarily have to

compete with that person, you just need to understand your audience, try and maybe dominate your particular area and just focus on getting yourself more visitors more calls more forms. And if your main goal is, let me just do better than I did the month before. I think that's really enough to shoot for, you don't have to worry about competing with those large either big box stores or these large national franchises or whatever you might call it.

**Shawn Hill 13:37**

I know every business and every situation is unique. So just talking about the high level and wide view here. Is there a channel or a form of local advertising that you think is potentially the best bang for your buck when it comes to the digital side of things?

**Matthew Prepis 13:56**

Yeah, it's a challenging question. I think Google Ads makes advertising very readily available to anyone. However, it can be extremely difficult to manage on your own. And I feel like a lot of people listening might feel the same way and have actually tried Google ads in the past or Facebook ads in the past. And I've just gotten really nothing from it. And the problem is when you're trying to do it yourself, you can easily fall into a lot of traps or pitfalls that these programs intentionally put there to make it so that you spend your budget very easily, and maybe you don't necessarily get the results you're hoping for. So with us who have done it 500 times before or even more at this point, we know probably some of the best headings that will work right off the bat. And we know what keywords to go after and what keywords to avoid for mostly any campaign. And not to say that the campaign is gonna be perfect, and it's gonna be like the best performing thing ever, but you're gonna at least save a lot of money up front, and then we can start seeing what's happening once the campaigns are running. I think something that I like to talk about with some of my clients is like literally taking them to Google's website, Google Ads website. And it says Get your campaign running in five steps. And it literally says, like your locations, like your keywords and select your budget and go. And literally that could be that easy. But if you do it that way, there's a good chance that you won't get much from it even if you invest a lot of money.

**Shawn Hill 15:20**

So when you start you find a channel, you find your platform and things like that, is there anything in particular that you've noticed over your experience? Or or the data center tends to trend towards that? Like, make a good ad? It sounds like such a simple question. But ultimately, I think people that don't, you know, if they're so focused on their home business, they might get off out of like, Oh, well, do I need a copyright attorney this like what thinking but is there just some basic elements of like, hey, these are ads, if you at least start here, you're going to start building a successful campaign.

**Matthew Prepis 15:53**

Yeah, so I think there's two things I can talk about with that. One, Google has called them a set of best practices, which do give you pretty clear instructions on how to use them. A lot of people surprisingly, don't, even though they tell you how to run it and how to operate it. If you were to follow their letter to a tee, there's a good chance you'll be more successful than literally when

blank. So for example, you can put multiple headlines, it's not mandatory to put multiple headlines. But if you do, your ad then becomes larger and more eye-catching. And if you do nothing more than just that, your ad will still cost the same amount of money, but maybe you'll get more more eyes because it's larger. The other thing I can say in terms of the actual ad copy itself, is there are a lot of really cool tools out there, which essentially allow you to look at your competitors, see what they're spending per month on things like Google ads, what keywords they're bidding on and what their ads look like. So if you're maybe not the most creative person, you can at least start with something like that, to get a sense of maybe the terms to go after or notice, hey, I noticed this company, they do similar service to me, they're spending a majority of their money on whatever this term or this service, I wonder why that is. And again, through just some thought, thoughtful analysis, you might make some good determinations of how you can spend money, spend your money or focus your ads.

#### **Shawn Hill 17:15**

A little bit deeper into that, we just recently had an episode with Caleb Winegar, about perspective, and one of the things he talked about was getting a little risk averse. But then also spending too much time looking at the competitors set up and not focusing in but it definitely is important to have your finger on the pulse of what your competitors are doing. He talked about keyword competition, and things like that. Is there a hierarchy of things you want to pay attention to when looking at competitors data, and perhaps some pitfalls that you want to avoid? and not get too caught up with?

#### **Matthew Prepis 17:50**

Yeah, I think it's, it's interesting, because you could spend five hours doing competitor research, you could spend 50 hours doing competitor research. And at the end of the day, what do you do with it? I think it is important to spend some time there because if they are indeed your true competitors, whether they're direct or indirect, even if there's one small nugget of information you can take from what they've done and use that for yourself or your own inspiration, I think it well will have well been worth the effort. I do agree that it might not make sense to get too heavily invested in trying to figure out every minute of what they're bidding on and what strategies they use. And why. Because at the end of the day, even if you run maybe the exact same campaign as they do, it might not be the same results. So you can't necessarily be 100% reliant on what you're seeing, and at a certain point just to get a launch and see what happens.

#### **Shawn Hill 18:44**

Is there a strategy that you tend to, I don't say like feels the best, because again, and people know this in the podcast. We try to give as much information as possible and understand what the disclaimant topic is. Every business is different. That's also why we recommend like, reach out to people at smart sites, reach out to people at nice sharp retail people, whoever you're going to get involved with it and like, pick some extra expert brains. But is there any sort of strategy, rule of thumb or anything you want to say? When it comes to trying to decide when is it appropriate to approach a competitive keyword or competitive environment? And when perhaps to get creative and try to go in another way? is there a kind of a mindset you can get, again, every situation is gonna be different. But you know, something as someone's trying to evaluate,

maybe they're maybe they're talking and they want to evaluate who to hire. These are some key questions they could ask, but is there a mindset of or a strategy when it comes to Okay, it's worth waiting into something really competitive? Or perhaps let's make some grounds in some other things and see if we get some traction there?

#### **Matthew Prepis 19:50**

Yeah, I think the hard thing about that question is, you can't really control the competitiveness of your business unless you just decide to change your career field or what your company does. So no matter what, if you're let's say you're in the law field, it's going to be expensive to advertise. So in this case, I probably wouldn't recommend going after those keywords which might cost 50 or \$100 per click, and maybe try to find ones that either are still specific to a certain location or a certain service might be a little bit less expensive. But still, at the end, the day, you'll do the same. The end result also comes down to budget, some people are willing to throw out 10s of 1000s of dollars into experimentation. Others have a one or \$2,000 budget, that is a lot of money for them, because maybe it's coming out of their own pocket because they're the business owner, and they want to make sure that every single dollar that they spend, goes as far as it can. So in any case, we definitely want to try and understand like, Who are we making these ads for? Who is the audience and what's the best possible way to get the most bang for the buck for the customer, because at the end of the day, they care about mostly, it's the results, they don't really care about the minutiae of what you were, they're going after, as long as it ends up bringing them in, let's say, a call or a contact form,

#### **Shawn Hill 21:07**

Is there a certain channel or, or platform or type of advertising that might be most beneficial for those on a tighter budget, because we've seen that a lot of I don't have the money to spend for marketing from the reputation marketing side of it. And I don't want to say it's an easy answer. But we're saying it's reputation, you go out there, you earn it, you're able to put that into high quality, and we'll put that in your recruiting, they'll solve a lot of problems, just by making sure you have that foundation. That's why it's perfect that you could use smartsites and use Nice Shot together, because you're going to feed it and make a nice big machine there. But if you're on a tighter budget, it is like a focus on price per click as a focus on everything. Is there something that Okay, first step, let's, let's maybe put some dollars into this?

#### **Matthew Prepis 21:51**

Yeah, good question. I think for me, what I like to tell people, if they are at all concerned with hiring agencies to do a service, like we offer, is to try it out yourself. Try with a smallest smaller sample budget, I can even send my clients sometimes, like documentation or articles or pay, if you will get certified in Google ads, and like, learn all there is to it, and then create your own ad, just try it out and see how it looks like, I encourage you, I support you, please do it. And then I'll give you a call in a few months. And we can discuss what went well, what went wrong, are you still in need of assistance there. Because what we do, whether it's SEO, even design or paid search, it really is something that anyone could do if they had unlimited time and resources. The reason people hire us to do it is because it's challenging, and if it's not managed properly, it can get expensive.

**Shawn Hill 22:52**

Yeah, I mean, that's it. It's a smart sort of situation to put yourself in, where you're able to hire someone that can help run it and help do it and monitor it. But make sure that you have enough information yourself to always double check, you don't want to blindly hire an agency and not really have any baseline understanding. Because, it's hard to evaluate. So with that being said, are there any resources that you would recommend? Ultimately, we do prefer but suggested if you're at the part where hiring an expert makes sense, budgetarily, that's going to be a great bang for your buck. He's now brought in experts to do something. But if someone's like, okay, I just want to get to the point where I can start talking to these experts, and just figure out if they're real, if they're Bs, is there any resources out there that you would recommend to start getting an education on?

**Matthew Prepis 23:48**

Yeah, I mean, all the channels that we use pretty much everyday like Google or Facebook ads, they, if you look hard enough, they have tons and tons of resources. They have their own, like certification platforms. And there are tons of blogs out there if you want to learn more about paid search organic search. So a quick googling can find you probably millions of articles about how to set up an awesome campaign, how to optimize your website for SEO, and how to get started with website design. You know, there's definitely some that are better than others, but there's no limit to the amount of resources you can find online.

**Shawn Hill 24:28**

And you mentioned already, a couple of those tools that you can get started with absolutely for free and perhaps at first glance, the data is not going to set a lot of light balls off for you, but it does give you the ability to be exposed to that data. And, the great thing about data is you may not understand all the full rationale that went into a change, but usually you can see a change, right like this number one up, this number went down. This increased this decrease like I had More money in my pocket when this happened, and I lost when that happened. It's all zeros. Yeah. And but, but that exposure is great. And I think even going back to the top of our discussion today, you came into where you are, a skill set particular background, you've learned you were exposed to data, and you were able to get some experiences and see a bit too. And I guess that I appreciate preaches a bit, which I'm wondering if you agree is sometimes a lot of these things were such a quick result, society. But a couple of these things are going to take long term investment. So it's one you could speak a bit to like, why it's important to make sure that you're at the right stage to invest. But also why you gotta sometimes maybe wait a little bit for results or or prepare for the long game?

**Matthew Prepis 25:52**

Yeah. So in digital marketing, I feel like most people equate things like organic search engine optimization with longer term results. Because with that sort of tactic, and you're creating content, you're building links, you're making your website more authoritative, you're fixing technical errors, you're fixing your title tags, and all that good stuff that Google looks for and likes. But if you do that for a month or two, it's probably not going to yield you too much results.



And we have to do continuously ongoing and maybe for six months online, you'll start seeing an uptick, which is exciting. With Google eyes, I feel like people equate it with instantaneous results, which to a point yes, because you can start an ad next week, and you can start getting clicks next week, that doesn't necessarily mean your ads will be successful the first week you run it. So I think like you mentioned, you do have to go into it, knowing that, hey, I'm going to invest in this for a few months, I'm going to make clever changes were changed that I think are clever, and hope that things get better, there's a chance that things can be amazing, right off right off the gate. But with any sort of advertising, I feel like you are collecting data and making changes based on that. So I would probably recommend with any sort of marketing service, that you give it at least like three to four months before you make any rash decisions.

**Shawn Hill 27:13**

In the end, it's always a journey. And so I thank you for sharing your journey through your knowledge, when ending every episode here in season two with the same question, and the premises such as this is, we invite guests on because you feel like they have some expertise. But at the very least they have that expert quality within them. So the question we've been asking is, and feel free to take this in any direction that you would like, what is something that you don't know now? But you're either eager to find the answer to or you're currently working on and striving to get that answer?

**Matthew Prepis 27:47**

Yeah, that's a really good question. I think one thing that I would like to know more about personally, there's some interesting new services that have cropped up that use artificial intelligence to create campaigns and create websites. It's something that to me just seems crazy. How can you trust a computer to generate these things that humans take hours and hours and hours to think out, to sketch out, to write and to create? And now there's programs that can make them for you, you might have seen things like, AI creates a play or an AI writes a love poem. And some of them end up turning out pretty wonky? Like they sound funny, but like the computer wrote that it makes sense. So I'm really curious to see where that stuff goes in the next few years.

**Shawn Hill 28:38**

And I can tell it's really close. Because you said you have a writing background. So that little little over your shoulder perhaps maybe have like, right, maybe not too good with the AI writing? Well, Matthew, man, I appreciate it. I appreciate your time coming on, and your willingness. I know, it's big for you guys, as a company and smart sites to kind of be you know, thought leaders and to be out there and to provide, you know, as much for the audience as large as those that you know, are signed up and partner with you for your services. If someone wants to, either, you know, hear more from you, get in touch with you, learn more about what you're doing, where should we direct them towards?

**Matthew Prepis 29:16**

Yeah, first, I just want to thank you for having me. It has been a lot of fun. I didn't know what to expect, but it was great being able to talk to you. And hopefully people enjoy our conversation. If

anyone wants to reach out to me, they can shoot me an email. It's just my first name, [matt@smartsites.com](mailto:matt@smartsites.com) or even [matthew@smartsites.com](mailto:matthew@smartsites.com) goes to me, or they can give us a call 201-870-6000. And as for me, I'm happy to have a conversation with anyone that's interested in learning more about data or different services that we offer or challenges they have. I'm happy to talk to anyone.

### **Shawn Hill 29:48**

And if you're watching us on the live stream, we'll go back we'll put it down the comments but if you're listening on the audio only version or watching on YouTube, in the episode description, you'll see the the contact info that Matt said there And if after we're done here, he wanted to change something, whatever is the most up to date contact information or redirect you. You can find that in the episode. Description. Well, Matthew, thank you once again. And then hopefully we get to talk to you again soon. Yep, enjoy the rest of your day. And for all of you out there that have tuned in, we are so thankful that you're here. We hope you enjoyed the episode. And again, if you want to, like you want to comment, you want to share it to you know, Facebook groups, things like that, we absolutely would enjoy that. But at the very least, we just hope that you got some information or enjoyed the conversation. At the end of the day. That's our goal here is to provide some knowledge that hopefully you can take and make your own. We'll be back next Thursday with another nice job live chat here on the Nice Job Podcast. But as always, we want to implore you out there to be healthy, be safe. And don't forget to have a little fun out there as well. Before we get to that fun, here's a recap of the business. Be sure to check out our friend Matthew at smart sites, glad he's able to carve time out of his schedule to chat with us now. Hope you enjoyed it as well. Here are three key takeaways that I picked up from the conversation. If there's one that I didn't mention, let us know. Just drop us an email podcast at [nicejob.co](mailto:nicejob.co). First, the biggest takeaway I got from the conversation was he can't ignore your numbers. Gut can really only take you so far. And even if you don't understand the numbers in fall, you'll still have the ability to monitor and track changes. Perhaps if you consult or hire an expert to help you in that regard, you'll at least be able to evaluate their performance. The second key takeaway for me was about understanding your audience and setting goals for your business, not versus your competitor party, your audience, not your competitor. This is actually a statement that's come up on a number of conversations here in the Nice Job Podcast. But I like the way that Matthew broke it down when he talked about but you could run nearly the exact same ad as your competitor and end up with different results in the long run. It's about process and understanding that your unique business venture needs unique handling. So don't worry about what your competitors are doing. Look at your data and figure out what your audience needs. My final takeaway before any sort of investment in advertising, keyword research, etc. Know the timeline of results. Sometimes you have to put in a couple of months' effort to really get the data to understand just the adjustments you'll need to make to be successful. By understanding you always can't be patient when it comes to budgetary matters. As long as you know the expected timeline and what you want to see, key benchmarks. You have a better chance for a better ROI. Level do it for this episode of The Nice Job Podcast. And we're actually getting close to the end of season two. A couple more weeks to go. We hope you'll stay tuned along the way. I'm your host Shawn Hill. Hope you are healthy, but we'll be safe and don't forget to have a lot of fun out there as well. Take care