

EAGA Business Builder

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Today's speaker was Paul Jew—Moji Cinema



Paul started his presentation by providing us with a bit of information about his family and its proud history. His grandparents lived in China. When Paul was a youngster, he and his family (father, mother and brothers Kim and Stanley) were able to visit his paternal grandmother in Hong Kong. Paul's grandmother had previously lived in China but was able to escape to Hong Kong a few years after her property was confiscated and she was tortured during the communist takeover of that country. Paul's father passed away about 25 years ago, but his 91 year old mother is still with us. Paul grew up in Albuquerque. His first professional career was as a busboy/dishwasher/waiter at the New Chinatown Restaurant that his father established in 1950. Paul attended the infamous Highland High School before going to college at the University of California Irvine. At UCI, Paul not only received a good education, but he also got an opportunity to meet his future wife. Paul and Judy have two sons. Both of the 'youngsters' have grown up to be fine young men and are off on their own life adventures. Brandon is working in the Sports Administration Industry and Corbin has just been promoted to a position of Manager with Pepsi. Judy has retired from her work as a DOE Inspector. Paul says that he has never kept any secrets from his wife. He couldn't. As an Inspector, she was basically a professional detective—and could 'spot deception a mile away'. A little while after graduating from the university, Paul moved back to Albuquerque to join with his brother, Kim, in the photography business. At one point the team had built up their activities to include three locations. Their operations even expanded into the industry of school photography. However, it wasn't very long before Kim decided that the school photography just wasn't a good fit for the rest of their business. Kim asked Paul to form a separate company to do that type of work and Moji Studios came into existence. Over the years, Paul phased school photography out of his operations too as he rebranded into Moji Cinema. If you are not familiar with the video work that Paul and his company are doing, you should make an effort to find out about it. You can talk to Paul about their abilities, or you can talk to some of the many EAGA members that have had videos made for their families or businesses. In today's presentation Paul chose to discuss advertising - a very important aspect of business operation. In managing his company, Mr. Jew noticed that he had an advertising budget of about \$10,000 that seemed to be working, but he didn't actually know what aspect of the advertising was generating revenue. So Paul began a journey to become educated in how to find his real ROI. He took courses that involved 40 or 50 hours of internet-based education and training. The online learning was useful, but even more beneficial was the three months of private coaching that followed. In this morning's presentation, Paul shared with us some of the things that he learned. First, you have to find out who is your ideal client. They would, obviously, be those individuals or entities that make your business profitable. But you also have to determine what specific demographic group needs and would most benefit from having your products or services. Once you have figured out your ideal client pool, you next have to set about attracting them to your operations. A buyer's journey primarily consists of three phases: 'Awareness'-they have to know that your company's products and services are available; 'Consideration'-you have to get them to think about purchasing what you have to offer; and then 'Decision'-you have to have a positive influence on their ultimate choice of what/where to purchase. You must provide the type of advertising that is appropriate for each of those phases. For the 'awareness' stage: make your ads around 60 seconds in length and feature a sort of brand posturing that promotes your ability to overcome challenges and provide opportunities. Advertising in the second, 'consideration', phase should be a little longer in duration and promote how your offerings can fix the viewers' problems. Stories of your brand, and FAQ (frequently asked questions) sections would be most beneficial. Ads for the final, 'decision' phase should be more detailed. Use case studies, product demonstrations and testimonials to provide the potential clients with specific knowledge emphasizing the benefit they would receive by purchasing from you. A good rule of thumb is to budget 50% of your advertising to the awareness phase and 25% to each of the other two phases. But there are also additional steps that you must take as well. You have use marketing metrics that are able to measure the effects of your advertising on viewer actions. You should track views, likes and conversions. Get software or consulting services that provide web site analysis and manage 'tags' and video views. Another valuable tool is the UTM (Urchin Tracking Module). This is not a means for finding mischievous children, or tiny sea creatures. It is computer code originally developed by Urchin Software Corporation. Now specific to Google Analytics, UTM helps track the progress of the campaign on all your online platforms. Ultimately, you want to determine the value of your advertising when measured as a cost per view; cost per click; cost per lead; and cost per inquiry. If all this commentary has been a bit confusing and you really would like to get a better understanding of Paul's message, it would be best to speak with Paul directly. He is able to give you all the details and advise on all the processes. You can reach Mr. Jew at 505-315-3265, or paul@mojistudios.com. Don't forget...Paul and his team can also create fantastic videos to promote your company; train your employees; or memorialize the journey of your business or your family.

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Ken T. Bower

Kenneth T. Bower, age 69, born in Rochester, NY on February 25, 1953, passed away unexpectedly on January 24, 2023. Preceded in death by his parents, Donald and Regina Bower, and father-in-law, Rumaldo E.



Armijo. Ken is survived by his wife, Victoria Armijo Bower; his children, Todd and Ashlee Bower, Robert and Kelly Bower, Celeste and Chris Travelstead, Russell Bower; his seven grandchildren, Cole, Grace, Avery, Miles, Lainey, Brody and Ryan; siblings, Steven (Gloria) Bower, Timothy, Michael, Peter, Richard, Suzanne (David) Zelinski and Joanne. In addition, extended family includes his mother-in-law, Victoriana Armijo, Rosie (David) Yee, Rumaldo (Claudia) Armijo, Michael Armijo, Phillip (Tasha) Armijo, Lori Armijo and five nephews and eight nieces.

Ken was a self-made, hardworking husband, father, grandfather, brother, uncle, and local business owner. Ken worked at

Hunter Lumber, now Hunter-Bower Lumber, starting at the age of 17 in 1970 and bought the lumber company in 2010. Ken loved and supported his family and was known for always having a smile on his face. If there ever was a man

of faith, hope, and charity, he was the epitome. Ken will be immensely missed but will remain in our hearts forever. We have been blessed with his love and devotion, and for that we are grateful.

A viewing will be held on Wednesday February 1, 2023, at 5:00pm followed by rosary at 6:30pm at Daniels Funeral Home 7601 Wyoming Blvd NE, Albuquerque NM. A mass will be held on Thursday February 2, 2023 at 9:30am at Risen Savior Catholic Church 7701 Wyoming Blvd. NE, Albuquerque NM. In lieu of flowers please make a memorial contribution in Ken's name to Mandy's Farm, <https://www.mandysfarm.org/> or Casa Angelica, <http://canossiansisters.org/casa-angelica>.
