

CASE STUDY

NAVIGATING A GROWTH STRATEGY DURING ADVERSE TIMES

Digital Market Media Seeks Assistance for COVID-19 Emergency Funding

By providing high-quality leads at the lowest possible acquisition cost and focusing on exceptional service, Digital Market Media earned its reputation as the most trusted provider of inbound calls and leads for the insurance, financial services, and health industries.

ABOUT DIGITAL MARKET MEDIA

RIDICULOUSLY HIGH-QUALITY PAY PER CALL LEADS

Digital Market Media provides media buying advertising, inbound call generation, exclusive lead generation and live transfer calls. They have served and retained, since its founding year, many Fortune 500 companies, such as: Mutual of Omaha, TransAmerica, eHealth and Prudential. Since 2016, Tom Carolan, founder

and CEO, has applied his knack for growing award-winning, highly profitable businesses to build companies admired by his peers and competitors alike. Within the world of sales and marketing, Tom has built a track record of delivering triple-digit revenue growth for his clients.



TOM CAROLAN,
FOUNDER AND CEO



Flagship Product

Digital Market Media is the most trusted provider of inbound calls and leads for insurance, financial services, and other industries.

Website

digitalmarketmedia.com

Founder

Tom Carolan

Headquarters

San Luis Obispo, CA



THE CHALLENGE

Digital Market Media rapidly emerged as a marketing industry leader while balancing its need for tremendous growth internally. While a good problem for any startup to have, COVID-19 abruptly disrupted the company's growth trajectory. The Digital Market Media leadership team unexpectedly faced the issue of growing the organization during a pandemic, while recognizing that its customers were in new and unexpected territory. It became apparent that two strategies were presenting themselves; leadership could either double down on growth or brace for impact and maintain. Either strategy was going to require capital.

"Originally, we engaged the SBDC for guidance with our growth strategy. Like many businesses at the start of the pandemic, we knew we were in uncharted waters and finding an ally to help guide us was imperative."

– Tom Carolan, Founder and CEO

"The SBDC was pivotal in helping us to understand the process and documentation needed to obtain the emergency funding," remembered Dawn Carolan, CFO of Digital Market Media, "The SBDC task force team was so well-versed on the funding application process that it saved us an immense amount of time and effort during a very unnerving time."

THE SOLUTION

Digital Market Media turned to the Cal Poly CIE Small Business Development Center (SBDC) COVID-19 task force team to gain guidance on how to receive the newly released federal funding known as the Economic Injury Disaster Loans (EIDL) and the Paycheck Protection Program (PPP). The task force spent countless hours being briefed by both the regional SBDC and the Small Business Administration (SBA) on how to successfully and seamlessly apply for funding. The task force team became instrumental in assisting Digital Market Media in obtaining a combined funding amount of nearly \$200,000.

RESULTS

Digital Market Media excelled in overcoming the economic growth barriers presented by the pandemic. The funding gave them the financial safeguard they needed to grow and find success, such as being recognized as one of Inc 5000 Fastest Growing Private Companies, receiving the Central California SBDC 2022 Outstanding Business of the Year Award and CEO Tom Carolan was a recipient of a 2022 Small Business Administration Person of the Year Award.

- ✔ Economic Injury Disaster Loan Advance - \$10,000
- ✔ Economic Injury Disaster Loan - \$149,000
- ✔ Paycheck Protection Program - \$39,452
- ✔ Hired over 100 new employees
- ✔ 3-Year Revenue Growth of 449%





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ABOUT THE CAL POLY CIE SMALL BUSINESS DEVELOPMENT CENTER

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