Description

Hey campers! In today's episode of Camp Content, We are joined by Jay Aigner, The mastermind behind JDAQA. Jay shares insights into software quality assurance and its ties to content marketing, email marketing, and cold emailing. They discuss email deliverability, using secondary email domains for mass emailing, and the value of multiple sales channels. Jay also offers LinkedIn engagement tips and stresses the importance of building lasting client relationships.

Tune in for a content-packed episode with valuable tips for software testing and marketing strategies!

Quotes

"Quality assurance is not just about avoiding bugs; it's about ensuring a seamless user experience and building trust with your customers." - Jay Aigner

"Having a multifaceted approach to marketing and reaching potential clients is crucial for long-term success in business." - Jay Aigner

Featured Guest

Jay Aigner
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Chapters:

00:00 - Introduction
03:07 - Assisting Companies with Software Testing - The Role of a JDAQA
04:02 - Navigating the Challenges of Software Testing
05:20 - Building Scalable Expertise - The Value of Long-Term Relationships
08:07 - Leveraging LinkedIn as a Vital Sales Channel
10:01 - Building Authentic Connections on LinkedIn
13:25 - Strategies for Email Warm-up and Cold Outreach
14:48 - The Art of Writing Effective Email Sequences
16:23 - Succeeding with Automation and Multichannel Approaches
18:16 - Staying Top of Mind in the Business World
21:47 - Overcoming Email Overload and Data Quality Issues
22:51 - Analyzing Open Rates, Low Replies, and Cost-Effective Outreach
27:54 - Outro

Book a call with Molly: Discovery Calls

Molly Ruland: CEO & Founder

Matt Billman: Operations Manager

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Transcript:

Molly Ruland:

Oh, real quick. Is it Ainer? Jay Aigner?

Jay Aigner:

Aigner. Just pretend like there's no I in it.

Molly Ruland:

Okay. See, I bet everybody gets that wrong,

Jay Aigner:

Most people. Most people.

Molly Ruland:

I thought I was gonna be fancy and get it right. You know, I was like, oh, I'm into a little spin on it, but I should've said that.

Jay Aigner:

It was a good guess.

Molly Ruland:

Alright. Okay. Alright. Alright. Alright. Welcome to camp content. We're coming in hot as usual. We have a special guest. He is a game changer in the realm of software quality assurance. Jay Aigner is a mastermind behind JDAQA, which is a company that sets out to handle all your testing headaches and heartaches. You can get back to what you love, which is building cool stuff. So what does that mean if you have an app, if you have a like, a new app that you're rolling out or software company and you have some

programs you're rolling out. They're the guys that are gonna do all the testing to make sure that it works, and your phone line doesn't crash when people call on you. It's telling you that it doesn't work. Unlike other competitors, JDAQA narrows their focus solely on providing top tier software Q And A ensuring they deliver nothing short of world class processes and expert teams to their clients. So we're also gonna talk about how quality, assurance and all of this wraps in with content marketing and email marketing and cold emailing and all kinds of stuff. So I'm excited to welcome Jay to the show today. Thanks for coming to camp content, Jay.

Jay Aigner:

Thanks, Molly. You're fantastic. Thanks for having me.

Molly Ruland:

Yeah. No problem. Tell me a little bit about the history of the company. How long ago did you form it, and what was the motivation behind doing so?

Jay Aigner:

Around 7 years ago. I used my kids' milestones for just about everything. Do you remember when things happened? And money. Money was the motivator. My wife wasn't a nurse. She worked overnight. Really crappy job, and I wanna get out of it. I wanted people, you know, to be able to stay home with kids, so I started picking up contracts online on Upwork. Used to Elance back in the day. And just kinda slowly built it into a thing that, you know, now we have 60 people. We're across multiple continents. We got a bunch of long term clients, and my wife has been home for years. And now she's trying to start her own business as a nurse, but that's for another shell.

Molly Ruland:

That's right. We'll have her next week. Yeah.

Jay Aigner:

That's her soon enough. Yeah.

Molly Ruland:

Talk about that. That's impressive, man. That's a lot of employees. That's a lot of growth in a short period of time. Man, that's pretty impressive. How did you get into that quality? I mean, that's a pretty specific thing. I didn't even realize that we build websites, and we do a little testing, but it's a little bit informal. Right? I didn't realize that people actually outsourced companies to do that. That's, I mean, it makes sense, but, so who are some of the bigger clients that you've worked with?

Jay Aigner:

So kind of our our, actually, I had lunch with their CEO yesterday. It was a company called Refersion out of New York. It was kind of our, our , our, unicorn where we started with them as they're at thirty people and as their product and team grew up to, like, 200, 250 people they got acquired. We were still their QA company after that. So, like, that's a pretty big example. We have some fortune 500 companies that we work with doing performance testing. We do a lot of security testing. So we we work with a lot of different size companies every year from, you know, small, medium sized business up to enterprise, but that you know, like to say 8 to 80, size is kind of our sweet spot that doesn't have a QA team where, you know, the developers are doing the QA. The project managers are doing QA. The C level people are doing too. Like, everybody's just testing the application, and they're just trying to get it done because they don't know what browsers to use or what you know, devices do I test on? Like, how do I test this thing to make sure? 10,000 people can log on at the same time. They didn't wanna invest in that. It's a very cyclical process too where you know, there's a lot of work, and then there's no work. So having a team like mine, but we're not w 2. We're, you know, we're 1099 contractors. We can come in in a scalable kind of way. When you need us, we're there to scale up for around big releases. And then when you don't need us, we kinda scale back down and it's a very cost effective way to really ensure you have a high quality software product.

Molly Ruland:

I mean, that makes a lot of sense. Right? You're the pinch hitters. You get called in when you're really needed and you do a great job and I mean, even if you were to test something, I couldn't test 10,000 people using it at the same time. I wouldn't even know where to begin with all of that. Just from a business perspective, do you find that churn difficult? Like, do you constantly have to find new clients because of that, or are they coming back to you? Because Most people build their businesses now. Like, pay us forever. Pay us every month forever and hope you just don't notice that you've given us all this money. Right? That seems to be the m o. Yours like, hey. You don't need us for that long. So what does that put you in?

Jay Aigner:

I would take your analogy and tweak it a little bit. I would say we're more like the designated hitter than the pinch hitter. Right? Like, we're there. Mhmm. Like, we're part of the lineup. We're gonna be there every game.

Matt Billman:

Just called upon when needed.

Jay Aigner:

Just call upon when needed. Right? Like, you don't need us to write code. You don't need us to, you know, deploy the code. You need us to get in there and test the thing that needs it. And that that part just scales up and scales down kind of continuously. So we are just like most businesses. We like to engage in long term relationships. We don't want the term. We don't want you know, short term projects, mow most of the time. Now if they're for, you know, enterprise, we were doing big giant one off projects. Those are a little more palatable, obviously, but even those companies come back to us and say, alright. Now we've got the next big release going out. We need you guys to do this big round performance testing on it again. So, yeah, no, we're very much in the long term, relationship building kind of thing. And once people see how nice it is to be able to have a scalable team. We tend to stick with people for a long time. And we get a lot of subject matter expertise about the product too. Right? Like, as we learn it, and document it and test it, who better to keep around than the people who know how this thing broke last time. Right? So it's a pretty sticky engagement for us, which we like to, you know, we like to work with people for a while. He he was gonna

Matt Billman:

say instead of looking at it from a perspective of Oh, they did such a good job. I'm not gonna need them again. It's like, no. They did a good job. So it's like, if we get in a bind because we did a good job and we launched, and now we're growing, and we're gonna we're gonna get in a bind again. If we keep progressing, and getting better. So we're gonna, at some, at some point, the base is gonna be loaded. We're gonna need 2 to come in. So we're gonna call them up, pop it in, and we're good, and just keep that long term.

Molly Ruland:

I knew Matt was

Matt Billman:

gonna go

Molly Ruland:

in the game when you made a sports analogy. I saw Matt's Yeah.

Jay Aigner:

Is that a hockey board behind you back there?

Matt Billman:

It is. Yes.

Jay Aigner:

Okay. I'm like, all my kids play hockey. So I

Matt Billman:

Okay. There you go. Unfortunate.

Jay Aigner:

I mean, we we could

Matt Billman:

go off the rails here, but -- We can do a hockey podcast.

Jay Aigner:

If we want.

Matt Billman:

What program do they play for?

Jay Aigner:

They play for the royals. Black bear or black bear is the name of the -- Gotcha.

Matt Billman:

Gotcha. Alright.

Molly Ruland:

Matt is

Jay Aigner:

Talk for hours.

Molly Ruland:

Matt is a hockey coach for, like, some teenage girls. And they, like, they do really well. They win, and they travel all over. He's an excellent coach. Yeah, man.

Jay Aigner:

I love that. Alright.

Molly Ruland:

Yeah. Super cool for sure.

Jay Aigner:

Here we go.

Molly Ruland:

Alright. So speaking of, clients and client acquisition. I like your analogy. It's very helpful. We're kind of the same. A lot of our clients come back to us. Because it works really well, and I don't wanna find somebody else. But in regards to finding new clients, right, you seem to have some knowledge about how to get leads on LinkedIn, right, which I'm curious about because I feel like I delete more emails in connection requests and actually read them at this point. So I'm curious. Like, how are you guys getting your leads for new business? Is that from LinkedIn or how are you doing that?

Jay Aigner:

I think that if you only have one sales channel, you're not gonna have a business for very long. So LinkedIn is one of our sales channels. And there's also, like, multiple ways to engage in each sales platform. Right? So with LinkedIn, there's the long play, right, where you're just making connections with people who are connected to people that you know already that are in your area. Right? I mean, that's the easiest way. The best way anybody that ever asks to say, just find the people that are in your area. Go I mean, I'm in Philly. Like, I go look for Philly CTOs and VP event engineering. Like, Who is more likely to connect with you? Somebody who lives in your state or somebody, like, far away that's never even heard of you or your company before. So, like, I try to connect to people who are in my area, that will typically lead to, either a, you know, direct message conversation. For, you know, I'll wait a while, and then I'll come back and just ask directly like, hey. How are you guys doing with QA? Right? And so you have a very short direct We're already connected, so the barrier is gone. There's no, like, I don't ask anything on connection requests. That's, like, number one rule. Right? Like, you're gonna get shot down if you're trying to sell something in a connector request. If I'm not even really selling anything, like, I am providing value. And a lot of times, we're working with a custom software development shop who makes products for other people, they mark up our rates to their customers and make money from working with us. Right? So, like, there's not a lot of selling I have to do. I just have to show the value and then they take it. So, yeah, so linkedin, I used to Dripify, is a 1,000,000 automation tool out there for LinkedIn. If you wanna kinda set and forget it with connecting requests, so I'll do a search in Philadelphia for, CTOs, VP of engineering, you know, different levels of engineering manager who are some of our target personas. I will queue them up and dripify. There's a sequence that runs that's, like, you know, sending a connection request. I use the sports teams in Philadelphia because I am a huge sports fan, obviously, but also, It's a big sports town. So when the Eagles were doing great last year and they went to the Super Bowl, my message started with Go Birds. Right? And it was a great opener. I must have had a 40% connection request, you know, acceptance rate with that. And then from there, that just makes connections with people. And then you kind of figure out how to have a conversation with this person, without being

salesy? Because then, you know, the long game is to go out to lunch, and to meet somebody and to know them and to, you know, do that sort of thing, which has turned into deals. There's direct ones where you're just like, how are you guys doing with QA? And they say, awful and you get on a call and you say, well, we have a solution for you and they're a client. So there's, like, a bunch of different kinds of approaches you can take on LinkedIn. So that was a lot. So I'll pause there, but that's one of the channels we use to engage with people.

Molly Ruland:

No. I love it because I I I I want to be talked to the way that I talk. Right? Like, I I I don't wanna be sold. I don't want a lot of adjectives. I don't want a lot of fluff. I can either use your services or I can't. Right? I either find value in it or I can't. And there's nothing that you can say or do that's gonna convince me I need your services if I don't. Right? And so I think there's real value in speaking the way you speak, because then you attract people who like to be spoken to that way. Like, we did some cold outreach, and it was, like, 2 sentences. Like, hey. If I could help you do this, would you be interested?

Jay Aigner:

Yep.

Molly Ruland:

And I can't tell you how many people would sign up and say, I delete these in mass every single day, but I responded to yours. I don't know what it is. And then I get on the call and they're just like me. They're like, curse a little too much. You know, stand up comedy is planned. Don't really wanna mess around. Have a goal in mind, have a company, trying to get something done, but don't want all the extra stuff. And so I found that I was getting all these people who really Like, we've got along very well, and it was kind of a good lesson for me to, like, speak the way I wanna speak because it's gonna track people who are gonna be able to hear me and be able to I'm gonna to understand them back. And so I think there's real value. I love sports teams, like, go birds. I grew up there.

Jay Aigner:

It's p direct. It's p direct. You know?

Molly Ruland:

That's all I gotta say. -- make -- Make that decision without fluff. Sorry. Go ahead, man.

Jay Aigner:

Yeah.

Matt Billman:

No. I was just saying it's all I gotta say to anybody in Philly. Go bars, and you're good.

Jay Aigner:

Cool. You're in you're in the bag if you say, you know, now it's Philly's time. Right? When the Sixers were in the playoffs last year, it was go sixers. So, I mean, it's just

Matt Billman:

to 98. Yeah.

Jay Aigner:

Right? I mean, just you I mean, unfortunately, the flyers, Matt, are not gonna be anything I use anytime soon, but, you know, if you're using the success of a sports team to get introductions, why not? Right? Like, whatever. Whatever works.

Matt Billman:

It's next when it starts with natural conversation.

Jay Aigner:

Instead of that.

Matt Billman:

That's an automatic sales page. It's, you know, let's connect on a personal level and then get into it.

Jay Aigner:

That's it.

Molly Ruland:

Indeed. Okay. So let's talk about how to get started in the scary world of email because you mentioned that as well. So how are you guys using email because this is something I talked to a lot, with my clients about, and it's just, it's a whole thing out there. So I'm really curious how you look at email marketing.

Jay Aigner:

It's a numbers game and a story. You are not gonna land a ton of business doing cold email unless you send a ton of emails. People are inundated with it. Everybody who's listening to this and you guys, I'm sure, get millions of spam emails a year, and you're just like, my god. Stop. So if you're going to do email, You need to warm up an email box, right, because you have to worry about deliverability. And all that means is, like, there's a bunch of services out there that you go by domain, mine's jdaqa.com. Right? So I bought jdaqa.coandjdaqa.net. You don't wanna use your main email domain for sending mass email because it's a great way to get all your normal accounts blocked and just just it's a mess. Right? You don't wanna do that. So you take those secondary emails you set up, You redirect your main website to those URLs, by the way. So are you redirecting those URLs to your website? Right? So when somebody goes and says, who is this guy? And they go to jdqa.co. It doesn't bomb out. It goes to your actual website. You go to these warm up, your email, inbox websites and you put them in and you basically let them bake for 33 plus months or so. And they're just, like, blasting emails out to predefined email boxes that this company, these warm up company boxes own, And what that does is basically increases the reputation of your email boxes and email accounts over the months. So then you can use these deliverability checkers to see if I send an email to an Outlook address, to a Gmail address, to, whatever address. What are the what's the percentage chance that it's gonna hit the inbox? Right? And eventually, it'll get to a point where it's 98 99%, and you're not gonna get caught by the spam filters. So at that point, you have a warmed up email box. And then from there, I use Apollo. Io. There's, like, 1,000,000 different, I mean, 1,000,000 different email tools, but I like Apollo because you can prospect slash targets in Apollo. So I can segment and say, like, find all the people in Philly that are CTOs that are whatever. And add them to the sequence. And, you know, your sequence is a whole step. That's a whole that could be the tune podcast of just, like, how to write sequences and how to, like, how to you know, checking your, open, you know, your open rates, you know, your 1st, second, third email and then tweaking the content and, like, you know, doing all the different

stuff. So I got to mean, and trust me. It was a struggle to get to this point. Like, it took me a while to, like, figure out what the hell I was even supposed to be doing. But we're sending out about 5 or 6000 emails a month now.

Molly Ruland:

Holly. Welcome, Molly.

Jay Aigner:

Which isn't that much in the scope of things, but, like, from where I came from and, like, just trying to, like, individually, like, find the companies that I wanted to send emails to and then, like, find their email address. And then, like, do I mean, I would send, like, 10 a week. And, like, you're not gonna you're not gonna get any calls doing 10 a week. So we've got some conversions off it. We've got some discovery calls. We've got some contracts out of it. And as we've been running for, like, a couple months now and, It's for the most part of the sudden forget it. It's another one of those tools like LinkedIn where it's like, you can do the automated thing, and you can play the numbers game, like, triple 5 and, like, the kind of mass connecting thing. And then you can also target people directly if you know somebody that knows somebody and you get a warm intro, you know, introduction from them or you know, so there's a kind of different flavor of doing cold email, but there's the mass mass. I say mass. I mean, some companies send, like, a million a month. I mean, 5000 is nothing, but, so that's that's kind of our strategy for now is to just let that rip and let the LinkedIn stuff rip And then, you know, on top of that, I'm doing a bunch of other stuff like podcasts and and, my own podcast and LinkedIn content, marketing, and, like, so having a bunch of different channels, I think, like I said, is really the way to, be successful.

Molly Ruland:

So that leads me to my next question. How are you finding a balance with all this? And, you know, did you understand marketing, or is this something that you've learned in the process of being a business owner? Like, you recognize that you just had to learn it, or is this something you've always been interested in?

Jay Aigner:

It's definitely not something I've been interested in. I was not a marketer. I was the word marketer just seemed, you know, and salesman. Do you need to see, like, the used car salesman in the flat jacket kind of image? But -- It's

Matt Billman:

like a weird mix between an influencer and a used car salesman. Yeah.

Jay Aigner:

It is. It is. No, I just kinda figured it out. I mean, I don't even think I have figured it out. I feel very frustrated sometimes because I know I've made a lot of progress, but then I go back and I'm like, you know, I need to be doing more, like, the LinkedIn content thing, just consistency. Right? And, like, becoming an expert, a thought leader or whatever. I hate that term, but, like, just an expert in your field so that when people see your stuff, they go, oh, that guy could do QA for us when we need it. And that's, like, the biggest thing. Right? Like, you're not gonna catch most of your b to b targets, like, right at the moment where they need you. It's just like there's, like, there's, like, a very small percentage. Like, if you got any QA at the moment, they see my post or that I reach out or whatever, but if I'm top of mind or if I'm around when they do need me, I have a good chance of connecting with those people and being a resource that they would they would go to. And I know some of my content stuff worked because one of my clients who is a CTO saw one of my posts and was like, hey, man. I saw your post on automated testing tools. Like, I really wanna talk through, like, you know, which ones we should use in blah blah blah. And I was like, holy shit. Like, that worked. Like, he saw it and, like, he liked it, and he -- Yeah.

Molly Ruland:

--

Jay Aigner:

without one of my opinions. And we got on a call, and we talked about it. And I was like, it kinda just proved to me that, you know, I need to do more of that. It's just very time consuming and can be a bit draining to, like, create quality content, over and over again. Mhmm. Well

Molly Ruland:

and it's a fine line, right, because there's good content on LinkedIn. And then there's people who just, like, write content every day, and they get, like, lots of likes and

comments, but it's, like, what what it just it's like a lot of posturing. And you're like, what do you even do? And, you know,

Jay Aigner:

so -- -- get those likes though. Are they, like, buying likes or something? Like, I don't understand how these people are, like, how this post gets a thousand likes with some guy, like, saying the same stuff that everybody else says.

Molly Ruland:

You know what I think it is, honestly? And this is just, like, the jerk in me. It's pretty my mom's from Brooklyn, my dad's from the Bronx. I blame it on them. But I think there's people who literally don't have jobs, don't have anything going on. And all they do is sit on LinkedIn all day, and they just go from post to post and comment on this and that and this and that. And I think that there's just, like, the same people commenting and liking over and over again because at the end of the day, like, if I don't have time to be on LinkedIn like that, I scroll through. I like a few things. You might scroll for all of 4 minutes, and then I'm like, okay. I'm good at that. You know what I mean? Who has time? Do you have time to read Paragraph long responses on 100 LinkedIn posts a day? You know, people who aren't working, people who aren't busy. And so I don't think that it's a metric at all. It's like, are you getting discovery calls? Are people inquiring? I don't think that having likes on your LinkedIn post isn't a metric at all, to be honest.

Jay Aigner:

Yeah. Okay. But the only thing is, like, it increases the impressions and I mean, visibility, I think. Right? So it's like, they get the carry on other people's feeds, and they'll say, hey. This, you know, so such and such like this post. And it's like, maybe one of those people that was one of those impressions is a potential customer. Like, I feel like they're gaming the system somehow. I mean, if anybody knows that, please email me and I'll pay you to like my post a thousand times, just so I can get in other people's feeds.

Molly Ruland:

Well, in my other room, I have a bank of cell phones on the wall. That's the secret to broadcast media. Yeah.

Jay Aigner:

You know? You can help with this test as well. You can hire us to test some mobile stuff.

Molly Ruland:

That's too funny. Yeah. I mean, it's a complicated world out here. Right? I go back and forth on the email, sequences and all that because I think it's just annoying in a lot of ways, right, like, I had a sales meeting with some guy trying to pitch me on email services last week, but it was at 1 AM, so I canceled it. I've gotten 7 emails from that guy in the last 4 days, and I'm like, listen, Luis. I haven't even talked to my boyfriend this much. We gotta reel this in, dude. You know what I mean? You have sent me way too many emails. We never met, and your email sequence is annoying me. And you sell email marketing. So I feel like every week, I'm just convinced that there's a lot of bad information out there and a lot of people selling services because they know how to warm up a domain, but they don't know how to actually talk to people. Right? And so I'm super curious. Like, out of 5000 emails you send out, like, what is that trans? Like, what is the math on that? Is it, like, direct mail, like, point 2%? Like, do you know what the return rate is?

Jay Aigner:

I know that the open rates are somewhere between 30 40%. Just every day. -- the replies are not super high. Again, it's a it's a it's a it's a timing thing, and it's a visibility thing. You know? So, I mean, how many people need QA right this second? It's gonna be low. So, I mean, yeah, it's it's probably sub 1% of, like, actual replies and discoveries from that, but, you know, at the same time, we've been running it for a couple of months and we're tweaking all our stuff. So, I mean, it's not super successful, but the fact that I got anything out of it, it cost me a hundred bucks a month to run 5000 emails. Like, if I get one deal out of that a year, like, that's that's ten times more, you know, than I'm paying for it, and it's kind of a set of forget. I enjoy it. Like, that's the one thing is as I've bought my time back in my business, by having, you know, a bunch of assistance and, like, I have a really good operations lay at our business. Like, I get to do the fun stuff now. Like, that's fun to me. I love I love tools, and I love figuring stuff out. And I love, like, playing with the, like, you know, finding prospects. And, like, that part is cool to me because, like, you could be about to find your next big, you know, whale that could be, a half $1,000,000 of your client. And, like, I get to do that because I'm not you know, rescheduling, you know, a podcast or, like, you know, doing all these different things that, like, I've kinda farmed off other people now. So I I enjoy that stuff. Like, it's fun to make.

Molly Ruland:

Yeah. I agree. I enjoy figuring it all out and testing things and I'm, you know, I gotta stop spending all my money on appsumo, honestly, because I'm like a software junkie. I'm always like, oh, would this work? Right on. Right on. Well, Jay, let me ask you something. You know, I see that on your CTA here, you have a little thing about if you want, don't let your customers test your software. So if anybody is listening to this right now and they are curious about quality assurance on their product, their software, their business, whatever. What is the best way for them to get a hold of you?

Jay Aigner:

JDAQA.com, book a discovery call. Email me, jay@jdaqa.com, reach out to me on LinkedIn, Jay Aigner, A-I-G-N-E-R. I think that's it. I'm around if you need me.

Molly Ruland:

He's right. Well, you got, like, those set up. You got your on air thing in the back. There. You got a microphone.

Jay Aigner:

Well, I have a podcast. I have a pie which I also use for marketing, by the way. Like, I started to figure how to use that to, like, have clients on. They're a little more aligned with my target persona and, you know, using that as another sales channel. So I'm just trying to do it all.

Molly Ruland:

Well, that's exactly it, Jay. I mean, that's that's what we teach over here at hardcast media is interview 10 people you wanna do business with this year, or you wanna continue doing business with this year and not worry about interviewing a bunch of entrepreneurs about failure, but interview people you wanna do business with and do a really good intro and don't talk about yourself and forge a relationship and then nurture that relationship in the follow-up. And it works really, really well. And so it's good for visibility, right, but going on other people's podcasts can sometimes be better for visibility. It taps into new audiences where your podcast since it's a harder lift to get a lot of downloads and stuff. And, again, it's like 5000 downloads, 5000 emails went out. Right? I I'd be real curious to see what the conversion rate on that is, but if you interview somebody that you'd like to do business with, and you really, create that relationship, then chances are that's gonna be a higher conversion rate than than, you know, the

mass numbers, but there it's it's like you said, it's a multifaceted approach to the whole operation. You can't just do one thing. That's not how you have to pop up in people's universes in multiple places to get that nod, if you will. So --

Jay Aigner:

I agree. Love it.

Molly Ruland:

Right on. Well, Jay, hey. Thanks for taking time. We actually scheduled our interview for labor day, so thanks for rescheduling that. I'm like, you know, as a business owner. I'm like, what holiday? What is this?

Matt Billman:

Yeah. It's also, yeah,

Jay Aigner:

My team is not in the United States. That is my scheduling. So it was not a surprise to me that Labor Day was not on their radar. So, that was totally my fault. So I'm glad to have been on and I look forward to a nice follow-up email from you.

Molly Ruland:

You know, it'll be there in 5 minutes, actually. --

Jay Aigner:

a little bit that's automated, or if it's not, it should be. So, Molly, you're awesome. Really enjoyed the meeting. Enjoy the beautiful backdrop there. I'm very jealous. And, Matt, good luck on the rest of your season, man.

Matt Billman:

Yeah. Appreciate it. Good luck to the kids.

Jay Aigner:

Thanks, man.

Molly Ruland:

That's right. Well, thanks for coming on, Jay. And, hey, when you guys are ready for your company retreat in Costa Rica, you hit me up. I got you.

Jay Aigner:

I'm there. I'm there, babe.

Molly Ruland:

That's my new, like, goal in life is just bring everybody I like to work with and hang out with and just come to Costa Rica. That's the plan.

Jay Aigner:

Well, that's a good goal. That's a good goal.

Molly Ruland:

It's not a terrible one.

Jay Aigner:

Thanks guys!

Molly Ruland:

Thank you. Have a great one. Thanks for tuning in to camp content. If you found this content valuable, please consider sharing it on LinkedIn and tagging us. Throw us a like that that we've been talking about and hit up Jay and his company. Come out and on his website. All the links are in the episode description and until next time be excellent to each other. Thank you.

Jay Aigner:

Alright.