

Adaptability Drives Ad Agency's Growth

Kashurba's growth comes from its ability to pivot to serve client needs.

Joe Kashurba started his entrepreneurial journey in high school. He produced a student band video at a local pizza parlor and sold copies to the members' parents. After he built his own website to promote his fledgling video-production business, a new opportunity in web design was born. That business grew so fast that the teen eventually set video production aside to focus solely on website design. To get more design customers, he taught himself the ropes of online advertising, which led to another transition.

Since 2017, Kashurba combined those talents and has operated exclusively as a direct response digital advertising firm, though the legal name of the Pittsburgh-based firm is still Kashurba Web Design Group, LLC. The business continues to run virtually and has added team members located throughout the country. As the company's founder, CEO, and chief strategist, Kashurba says adaptability has been critical to both the company's growth and that of its clients.

DIGITAL ADVERTISING DISRUPTED

The agency prioritizes flexibility in the way it serves clients. For example, when advertising clients began to push for more transparency and faster response times from their agencies, Kashurba enlisted a popular communication app to keep his customers in the loop. "We started working directly with clients in Slack and running all of our ads within their accounts for full transparency," he says.

Pivoting has sometimes meant veering from industry convention. Kashurba says the company has figured out how to advertise on Facebook and Google advertising at scale, largely by ignoring the platforms' own best practices advice, he says.



"Facebook and Google want you to trust their platforms, but we do a lot of media buying manually to squeeze additional performance out of the platforms," he says.

SMALL BY DESIGN

Constant change also describes the agency's creative process, with ad developers testing hundreds of ideas to find the winners. "It's almost like we're 'day trading' creative," Kashurba says. "We don't just create an ad and let it run for a year. Every week we're producing and testing different ads."

Kashurba has been deliberate about collaborating with a small clientele. That strategy allows the firm to provide services tailored to each client's needs. He also lets new customers "test out" the company with small-budget or even unpaid projects.

"We'll do a test to see if we can generate leads and profit for them," Kashurba says. "We're willing to start small, prove what we can do, and scale up."

KASHURBA.COM



Nº1055
2022 Ranking

617%
3-Year Growth

\$500+
million
Sales Generated
for Clients

17
Team Members