

Abridged Transcript Text

- [00:20](#): Podcast Intro for Episode 4 of [YMI Talking](#)
- [0:49](#): Jimi Honochick introduces Ernie Thomas Stiegler (ET) from Bethlehem-based [SWBR Marketing & Media](#) to discuss the secrets to digital advertising.
- [02:30](#): Jimi asks ET about SWBR's foundation and the family dynamics of running the business.
- [03:54](#): ET describes what the transition to working as the business's president was like after his dad and how it's affected ET's relationship to the company.
- [06:15](#): Jimi asks ET about the changes technology has brought to marketing strategies. ET talks about the ability to get very specific with target ads for their client's customers.
- [10:45](#): ET discusses why SWBR's rebrand was an important decision and how he got the idea for how to accomplish it.
- [18:15](#): ET describes the physical layout of SWBR's converted building and the unique details inside that help support the business.
- [19:37](#): Jimmi asks ET to talk a little more about how he connects with the Bethlehem-area community in order to get SBWR more locally involved.
- [23:06](#): ET talks about his personal relationship to Baseball and how that's connected to his relationship to his professional pursuits.
- [25:27](#): Jimmi asks ET to discuss the current challenges he's noticing in the digital marketing industry and what the future holds for SBWR.