

# Inside B3 Media Solutions – The Secrets to a Successful Family-Owned Business

*Founders Myra Bell, Thomas Bell, and Barika Bell established a foundation to maintain and build on the legacy for the next generation of the Bell family.*

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EINPresswire.com/ -- Family-owned businesses have been a cornerstone of the American economy for generations. In the United States alone, there are approximately 5.5 million family businesses, many of which have evolved far beyond the traditional "mom and pop" operations of yesteryear. B3 Media Solutions, a digital and social media intelligence agency based in Southern California, stands as an example of a modern family-owned business, and its success story is one worth sharing.

Founded nearly a decade ago by three visionary co-founders, [Barika Bell](#), [Myra Bell](#), and [Thomas Bell](#), B3 Media Solutions has grown into a thriving enterprise that excels in social media management, social listening, brand/media monitoring, social intelligence research, and analytics. The company's name, bearing the family's last name "Bell," is a testament to its roots as a true family business.



Myra Bell, Thomas Bell, and Barika Bell are the founders of B3 Media Solutions, a family-owned digital and social media intelligence agency based in Southern California. Courtesy Photo.



**B<sup>3</sup> MEDIA SOLUTIONS**  
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B3 Media Solutions is a Minority Business Enterprise (MBE), certified by the Southern California Minority Supplier Development Council. B3 earned certifications as a Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE).

In an era where family businesses often face unique challenges, such as potential issues related to nepotism and maintaining a healthy work-life balance, B3 Media Solutions has thrived by



At B3, we grow a business with our family and collectively build generational wealth, teach our children the importance of having their own business, and strengthen the ties of our family."

*Barika Bell, co-founder of B3 Media Solutions.*

adhering to a set of core principles that have helped them navigate these challenges successfully.

Thomas Bell, a co-founder of B3 Media Solutions, emphasized the importance of clear expectations, effective communication, and mutual respect as the foundation upon which their family business was built. Since its inception in 2014, B3 has employed numerous family members, making communication and mutual understanding vital to their success.

"We divide roles based on strengths, interests, and experience, ensuring that everyone is engaged in tasks

they enjoy and excel at," said Barika Bell, co-founder. "This approach minimizes misunderstandings and keeps everyone aligned toward common goals."

Addressing the issue of nepotism, Myra Bell pointed out, "B3 Media Solutions follows a transparent hiring process, treating family members no differently than any other candidate." The company prioritizes hiring the best individuals for the job, regardless of their familial ties.

Another challenge faced by family businesses is striking a balance between work and family life. To address this, B3 Media Solutions separates work and family discussions, preserving family bonds and preventing burnout.

Barika Bell summarized, "What we have at B3 is unique in that not only do we get to grow a business with our family, but we are collectively building generational wealth, teaching our children the importance of having their own business, and strengthening the ties of our family."

B3 Media Solutions offers the following takeaways for aspiring family businesses:

1. **Set Clear Expectations:** Establish clear roles and responsibilities for each family member within the business to prevent misunderstandings.
2. **Prioritize Communication:** Regularly communicate about business matters to keep everyone informed and aligned.
3. **Respect Differing Opinions:** Respect each other's ideas and opinions, working together to find mutually beneficial solutions.
4. **Divide Responsibilities:** Assign tasks based on strengths and interests to create a productive and fulfilling work environment.

5. Separate Work and Family Time: Set boundaries to maintain work-life balance and preserve strong family relationships.

About B3 Media Solutions:

B3 Media Solutions, a family-owned digital and social media intelligence agency based in Southern California, offers services to small and medium-sized businesses that need affordable data analytics and reporting solutions. Its expertise and consultative services make data analytics accessible to businesses of all sizes. B3 Media Solutions is a social media management, social listening, brand/media monitoring, social intelligence research, and analytics agency. The company utilizes AI Tools to provide real human intelligence reporting and analysis for its clients. Simply put, through its services, B3 Media Solutions aim to help its clients organize and analyze data to serve customers better.

For media inquiries or further information about B3 Media Solutions, please contact Platinum Star Public Relations at [marielemelle@platinumstarpr.com](mailto:marielemelle@platinumstarpr.com).

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