



Latest Episode



Insight of The Week

Your brand needs to be at the forefront of digital marketing now more than ever.

Having a brand that sets you apart and is something that is **UNIQUE** to you and something only you can say in the space allows you to build a **RELATIONSHIP** with your consumers so that they:

1. Know what to expect from you
2. Keep coming back for more
3. Advocate on your behalf with others. (WOM is gold and exists in the digital space on Facebook group comments, reviews, etc.)



GUEST SPOTLIGHT

“Automation and machine learning is not going away. It’s only accelerating.”

Ben Lund, Founder of **Rise Marketing Group**



NOT TO MISS

Don't miss Marketing Smarts Quick Hit **episode** with guest Chris Wallen on how to build brand ambassadors.



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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