



Latest Episode



## Insight of The Week

**Make all steps and connection points authentic to the target.**

The target needs likely 5-7 touchpoints to really engage with you. We are inundated with so much info each day. The world, not just your category, is HIGHLY competitive. You better make sure you take advantage of the chance to make authentic connections when you have them.





## FRp Guest Spotlight

Dallas Travers, **The Hive**

“The key with referral marketing is we have to create a cause around it. Identify who your referral ambassadors are and make a request of them.”



## Not to Miss

A hybrid work environment offers benefits for both employers & employees and is likely to be the norm moving forward. Check out the full post [here](#).



## 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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