



Latest Episode



Insight of The Week

Make sure you are geared to convert.

Take a look at your digital consumer/customer/client's journey. Are you satisfying their questions, concerns, skepticisms with the right content, at the right time, with the right story-tellers in the right places? Getting feedback directly from your target would be the most beneficial as they are going through the process, but you can also look at the digital clues:

- Where are you seeing the biggest drop-off rates?
- What content is getting the most conversion on CTA's?



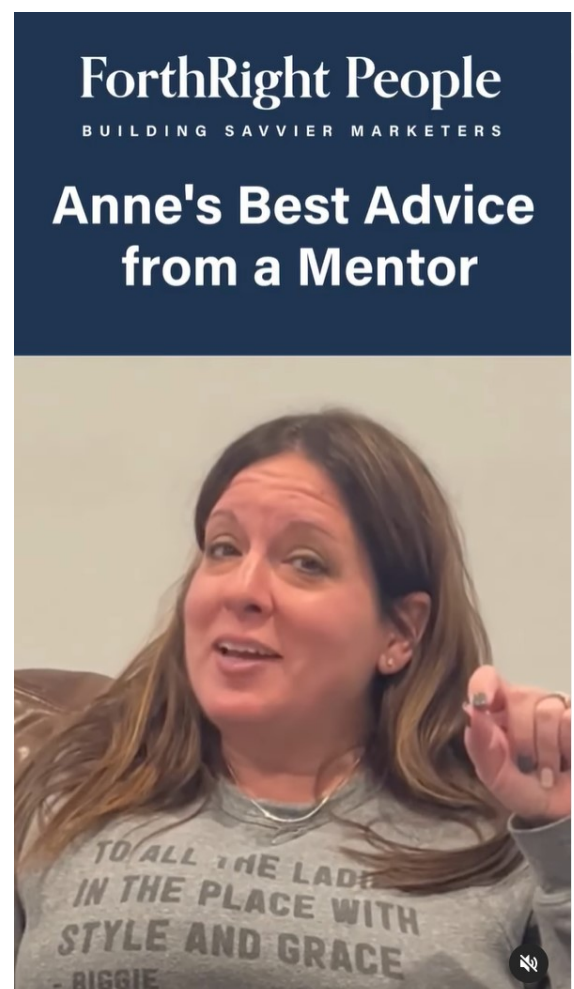
Photo credit: Skeepers



Guest Spotlight

Shamir Duverseau, [Smart Panda Labs](#)

“When people make a decision to visit your website, on some level they’re trying to say, ‘I’m making this choice. I need for you to give me enough information to purchase.’”

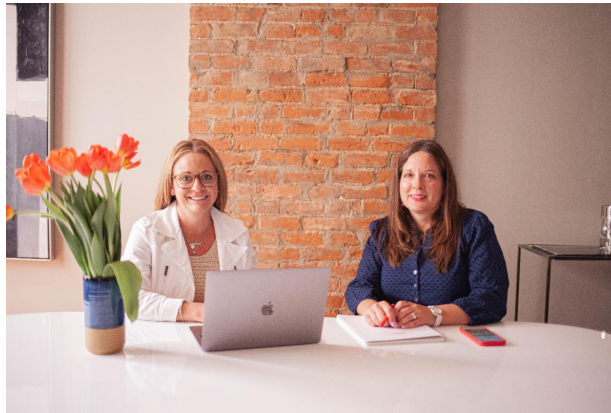


Not to Miss

Click [here](#) to listen as Anne shares the best advice she has received

from a trusted mentor.

And if you missed April sharing hers, you can catch that video [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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