



Inside the LAB

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Marketing Lessons from A Night Out.

Great brands don't win by pushing harder; they win by being human.

I learned that lesson recently on a busy Saturday night at a local restaurant. My family and I walked in without a reservation. The place was noisy and chaotic. I politely asked the maître d' if there was any chance a family of four could grab a table.

He paused, looked at us, and said, "Thank you for asking for a table and not demanding one. Most people who walk in demand a seat. Because you asked, I'm going to find you a table."

In that moment, trust was built.

After we were seated, he made it personal. Leaning in slightly, he whispered to the kids, "I've got a couple of off-menu drinks I think you'll like better than what's listed." Suddenly, ordering a drink became exciting. He asked what flavors they liked and suggested thoughtful alternatives. To the kids it felt like a secret; to us it felt like genuine care.

The drinks may have cost more than the regular menu items, but it didn't matter. He made our kids feel special and turned an ordinary night into one they're still talking about.

Because of his courtesy and personalization, we felt like more than just diners, we felt valued.

Takeaways:

- **Ask, don't demand.** Respect opens doors faster than pressure ever will.
- **Make it personal.** Small personal touches create emotional connections – that's where loyalty is built.

INFLUENCERS WITH A PURPOSE

A major jeweler partnered with influencers for the first time to show three things:

1. The depth of their diamond selection.

2. The variety of styles for different personalities.
3. The real customer experience inside the store.

The content didn't feel like a commercial; it felt like a trusted friend bringing followers into "their" jewelry store. The result: 395,000 impressions from audiences of new, high-intent customers.

Takeaways:

- Don't hand influencers a script. Let them uncover what's already great about your brand from their point of view.
- The best influencers aren't always the biggest.

WAKING UP A SLEEPING DOG

A local car dealership was silent in the market. Brand awareness was flat. Sales had plateaued. They weren't bad, they were invisible.

Fab Four Labs Marketing built a multi-channel program that combined:

- "Influencer" to build trust and awareness between his audience and the dealership.
- Radio to create broad, memorable, local presence.
- Partnerships with local sports teams to create community trust.
- Digital audio and email conquest to reach their core target where they already pay attention.

The Result: By month three, they had their best sales month in five years.

Takeaways:

- The breakthrough didn't come in week one. It came as the same story hit people in multiple contexts over time.

THE PLAYBOOK

- **Smart Prospect Research:** Try HubSpot's free CompanyResearch.ai to gather key company information. Enter a prospect's name to find recent news, funding updates, leadership backgrounds, and relevant social posts. Having these insights on hand gives you great icebreakers and talking points.
- **Measure Attention, Not Just Reach:** Social influencer impressions don't equal impact. Focus on engagement metrics (watch time, shares, actions) and quality interactions rather than just raw views. The Fab Four Labs proprietary dashboard helps clients evaluate influencer campaigns to maximize results.

If this sparked ideas and you want more stories, from the Lab, hit reply and tell me one challenge you're wrestling with. The next issue might be built around your problem.

Bring your marketing into the LAB.



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