



# Inside the LAB

April 2026 . Issue 3 . Insights in Under 4 Minutes

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## Same Workout. Completely Different Experience.

### THE AARON EFFECT

I'm not really a gym guy. But living in Minnesota, you kind of have to be.

I'm also not one to sign up for group workouts. But after retiring from competitive triathlons, I needed something to keep it interesting so I landed on a GTX class at Life Time Fitness.

GTX is cardio + weights. Very structured. Corporate builds the workout, and every class across the country follows the same plan.

But that's where the difference shows up.

My good friend Mark and I only go when Aaron is teaching. Not because the workout is different. It's the exact same workout being run in over 200 Life Time locations.

### Aaron just makes it better.

He connects with everyone in the room, from the first-timer to the veteran. He tells stories that make people laugh in the middle of a hard set. He explains things in a way that makes you feel confident. He brings an energy that changes the entire room.

Same workout. Same structure. Same 60 minutes.

Completely different experience.

And that's why we go back.

It reminds me of that one incredible server at a restaurant. The food is the same as the table next to you, but the experience is not. Or the Delta Air Lines gate agent who notices you're having a rough day and quietly upgrades your seat. They could just do their job, but they take something ordinary and make it exceptional.

And that's the lesson for brands.

Most companies sell similar products. Similar pricing. Similar promises.

The difference is in how people experience you.

Marketing isn't just what you say in your advertising. It's how your brand; your team, shows up in every interaction. And the brands that win usually have people inside who decided average isn't good enough.

### What does marketing really mean to you?

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#### WELCOME TO THE LAB: QUINN KUNTZ

Fab Four Labs is excited to welcome **Quinn Kuntz** as the newest influencer to join our roster.

A former Division I goaltender, Quinn won two National Championships at The Ohio State University and one at the University of Wisconsin. She is now pursuing the next step in her career, working toward a spot in the Professional Women's Hockey League.

Off the ice, Quinn is building a strong presence in sports media. She currently works with the Big Ten Network, covering men's and women's hockey, football, and men's basketball.

She also holds a Master's degree in Sports Management from Ohio State, bringing a rare combination of athletic credibility, media experience, and business understanding.

When she's not in the rink or on camera, Quinn is traveling, most recently completing a 15-day, 6-city tour across Europe.

If you're looking for a partner who can authentically connect sports, lifestyle, and storytelling, Quinn is built for it.

Follow Quinn:

Instagram: @QuinnKuntz

TikTok: @QuinnKuntz

For partnership opportunities:

[GregAlexander@fabfourlabs.com](mailto:GregAlexander@fabfourlabs.com)

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### One More Click? Not Necessarily

The best marketing doesn't just create awareness. It doesn't just drive clicks.

It moves people from discovery... to consideration... to decision.

But there's a gap most companies never solve...the Secret Shopper.

Someone lands on your website.

They're interested.

They're evaluating.

**And then they leave.**

No form fill.

No call.

No trace.

That's not a traffic problem. That's a visibility problem.

That's where **Secret Shopper** comes in.

With user opt-in, Secret Shopper identifies who is actively visiting your site and delivers real, actionable data:

- Name and email
- Company and LinkedIn profile
- Company size and revenue

This isn't modeled behavior or assumptions. It's real people actively considering your business. The information is delivered to you instantly via dashboard or Slack and integrates directly into your CRM, so your team can act while intent is still high.

We evaluated multiple platforms before implementing Secret Shopper.

This is the one that delivers.

If you want to understand who is actually shopping your business, not just clicking on it, reach out to Andrea Weinreb at [AndreaWeinreb@fabfourlabs.com](mailto:AndreaWeinreb@fabfourlabs.com) to learn more.

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## FROM THE FIELD: WHAT CMO's ARE SAYING

I was speaking with a CMO who built their career in traditional media before stepping into a leadership role at a multi-location retailer. We got on the topic of influencer marketing and he said:

"Greg, I've done everything; traditional, sponsorships, digital. Influencer marketing is the most efficient and impactful marketing we run. It's not even close."

Today, they work with over 100 influencers annually, and it's become the highest-performing part of their marketing mix. That's not an outlier. That's where the market is going.

Nearly 60% of marketing leaders plan to increase investment in influencer marketing in 2026.

The shift isn't coming, it's already here.

The question is whether you're building a strategy around it or watching others pull ahead.

# TICKETS GOING FAST!

REGISTER



APRIL 29 8:00 – 10:00 AM

# INFLUENCER FEST 2026

WHERE BRANDS AND CREATORS MEET

**BEST  
BUY**



**Kwik Trip**

PRESENTED BY:

AM> | AMERICAN MARKETING  
ASSOCIATION  
**Minnesota**

**FAB FOUR LABS**  
MARKETING

HOSTED BY:

**Mystic Lake**  
CASINO • HOTEL

MYSTIC  
**HOP HOUSE**  
SPORTS & MUSIC



*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.



**Fab Four Labs Marketing**

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