

Welcome to The Power Lounge, your go-to place for engaging conversations in the digital world. In this episode, join our host, Amy Vaughn, as we explore the intricate connection between Lean Six Sigma and marketing with our esteemed guest, Gina Tabasso. Gina, with over 30 years of marketing experience and a background in Lean Six Sigma, shares insights on data-driven decisions, collaboration between marketing and sales, and optimizing ROI through CRM implementation. Dive into this conversation for valuable tips on streamlining operations and enhancing marketing efficiency.

Featured in the Episode

Gina Tabasso

B2B growth strategist | Marketing Guru | Massive Manufacturing Chops | Lean Six Sigma Green Belt

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Takeaways

- Lean Six Sigma in Marketing
- Marketing and Sales Collaboration
- Lean Six Sigma Principles
- Career Journey and Experience
- Benefits of Lean Six Sigma in Marketing

Quotes

"Cutting your sales cycle significantly transforms your business potential quickly." - Gina Tabasso

"Sometimes, you must go backward to propel forward". - Gina Tabasso

Chapters

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Transcript:

Amy Vaughn:

Hello, everyone, and welcome to our weekly power lounge. This is your place to hear authentic conversations from those who have power to share. My name is Amy Vaughn, and I am the owner and chief empowerment officer of Together Digital, a diverse and collaborative community of women who work in digital and choose to share their knowledge, power, and connections. You can join the movement at togetherindigital.com. Today, we are shaking things up with a fresh perspective on marketing. If any of you have ever wondered how marketing techniques could revolutionize your marketing game, well, you're about to find out. Everyone, meet Tina Tabasso. She is our guest who is about to show you how you can leverage 6 sigma magic.

Amy Vaughn:

You're probably wondering what that is. Don't worry. We're gonna help you all solve that problem. We don't get too worried. I know it sounds technical, and it's not meant to

scare you off. What's fabulous about Gina is she is going to show you just how powerful this tool can be and how it can help us work smarter, but not harder. Right? Every marketer's dream. That's what we all wish for in one.

Amy Vaughn:

Right? Gina is not just talking. She's walking the walk with a lean 6 sigma green belt under her belt. Sounds pretty cool. Right? And a black belt in the works. She has completed the 6 sigma sigma projects. 66 6 Sigma Projects. How's that for a mouthful? But here is the kicker. She is taking all that manufacturing know-how and applying it to marketing, which I just found so, so fascinating.

Amy Vaughn:

So we were having kind of, like, a member 1 on 1 and catching up. She was giving me kind of an update on her world and her life and her work, and I thought, yeah. We need to, like, bring this to the rest of the Together Digital community and beyond, because, you know, Gina has over 30 years of marketing experience. She's been in the trenches along with us folks, with over 25 different manufacturers and industrial companies. Gina has got a very unique view on how to streamline our marketing processes. So everyone gets ready, so that we can cut the fluff, boost our efficiency, and make our marketing efforts really count. Gina is about to show us how to level up our game, and trust me, you're not gonna wanna miss it. Welcome, Gina.

Amy Vaughn:

We're so excited. Can't wait to dive in with you into the world of Lean 6 Sigma Marketing.

Gina Tabasso:

Thank you. Thanks for having me. I am really passionate about marketing. I'm passionate about manufacturing. And when you can put the 2 together and the 2 worlds collide, it's even more exciting. So I am kind of on a mission to share this with the world.

Amy Vaughn:

No. I really appreciate it. Yeah. Any kind of, like, unique perspectives that we can bring into it, I think that's one thing about the space that we're in. Right? We are in digital and marketing, and it always makes me scratch my head that why do we continue to do the same things in the same way always when we are in an industry that is constantly evolving. So I love taking sort of and looking at other industries and the ways in which they do things and, like, layering in new ideas and techniques. So I love it. So okay.

Amy Vaughn:

Some of us are scratching our heads still. What is 6 6 Sigma Lean 6 Sigma? How would you describe that in simple terms?

Gina Tabasso:

Okay. It's really simple, and I'll even give you an example that'll make it even easier to understand. So lean is one methodology and 6 Sigma is another methodology. And when you combine them together, they're called lean 6 Sigma. And so lean is about waste reduction. How do you eliminate waste? 6 sigma is how you improve processes. So when you combine them together, you improve processes and you eliminate waste. And eliminating waste means, like, decreasing variation, avoiding rework, improving efficiencies and processes, and, it's all data driven.

Gina Tabasso:

So Lean 6 Sigma is very data dependent and data heavy. Lots of charts and graphs and all kinds of technical terms and and and things you have to use in your journey on a project. Mhmm. So I can take the principles I've learned and apply them to marketing because a process is a process. Yeah. So you wanna streamline your process. You wanna optimize your resources. You wanna improve the effectiveness of your campaigns Mhmm.

Amy Vaughn:

To

Gina Tabasso:

achieve better results. So there's not much difference between a manufacturing process on a shop floor and a marketing process in the front office. Lean 6 Sigma started in manufacturing, but interestingly enough, it's being used everywhere. I got my first yellow belt Mhmm. At a university. And, I have a friend who's a master black belt. He works primarily with hospital systems. So they're using it all over to streamline processes.

Gina Tabasso:

And I wanna real quick explain those belts because people

Amy Vaughn:

are like, what a shame. Know. Right? I mean I mean, you're kicking some butt, but it's just metaphorically. Right?

Gina Tabasso:

I like that. Kicking butt. So it is. It was based on the karate system.

Amy Vaughn:

Uh-huh.

Gina Tabasso:

And so you have the same belts, a white belt, a yellow belt, a green belt, a black belt, a master black belt. So if you've ever taken your kids to karate class, don't cringe. This is much more fun. So a yellow belt kinda that's where I started, and you kinda review processes. A green belt, you can lead projects and assist with data collection, but you usually have to work with a black belt. Okay. A black belt can completely do a project. They can train other people under them.

Gina Tabasso:

Mhmm. And then a master black belt is the one who runs all the 6 sigma belts in the organization and looks at process improvement throughout an organization. Not just on the shop floor, but in HR and marketing and sales, in operations, and how do we make the entire system more effective.

Amy Vaughn:

Mhmm.

Gina Tabasso:

So that's a little bit about the process. If you want me to give you an example.

Amy Vaughn:

Okay. Yeah.

Gina Tabasso:

This is extremely oversimplified, so don't try this at home. But this is the uncomplicated version without doing all these crazy things like gap charts and RACI charts and gamble walks and kanban boards. Those are all components of Lean 6 Sigma. I mean, it does take a lot of training. Mhmm. But once you see it, you can't unsee it, and you filter the whole world through that lens. So an example you had asked me we talked about earlier, Amy, and you talked about that moment. Mhmm.

Gina Tabasso:

When I realized this could be applied to other things, it wasn't originally marketing. It was feeding my cat.

Amy Vaughn:

That's so funny.

Gina Tabasso:

I'm in the kitchen, and my process is like most people. Uh-huh. You go to the floor where the cat food bowl or dog food bowl is. You pick it up. You take it to the counter. Mhmm. You go to the closet, and you get out your bag of cat food, take it to the counter, fill up your little bowl, take the bowl back to where it is on the floor and put it down for your pet, then go back to your counter, get your bag of cat food, and put it in the closet. Back and forth back and forth back and forth.

Gina Tabasso:

Once I learned Lean 6 Sigma, I said, dummy, pick up the food bowl and take it to the bag of food in the closet or grab the bag of food and take the bag of food to the bowl and fill it up. You don't need to keep taking these trips back and forth to the counter. That's a really simplified version of Lean 6 Sigma. It's decreasing variation, decreasing waste, increasing efficiencies. I love it. You can, you know, even do it when you feed your pet.

Amy Vaughn:

I love it. Well and here's what I like about it because there's just so much about this is probably funny coming from somebody who's formerly a creative director. Right? A creative. Right? What is creative? What are creatives? Why do creatives care about processes? Because the process makes way for more time spent being creative because there's less of that back and forth. When you create efficiencies, you are clearing the way for more time, less time spent wastefully, more time spent productively. Mhmm. And the productive work is the time spent making the work good versus the back and the forth and the back and the forth. And that's what I always have loved, and people have always scratched their heads at me going, why do you give a damn? Like, what is to get out of the creative process?

Amy Vaughn:

What are you doing over here? And I said, no. I've always cared about the process. I've always questioned and kind of, you know, tried to see, like, how can we make it better and more efficient, which is exactly why I glommed onto this as soon as we started talking about it in our 1 on 1. Because, again, like you're saying, it's like these simple ways of reducing waste and making a process to kind of cut out those extra steps. How much more time in your morning now are you saving? How much more energy? What about mental load? Like, all these different things that we just don't think about. Like, it's not just those fringe benefits of, you know, time and money, which are obviously great, but there's extra benefits that your employees might see, that your clients might see and feel as well. So I just think it's really, really awesome. Well, before we keep nerding out too much because I could, obviously, process nerd.

Amy Vaughn:

I would love it if you could share a little bit more about your career journey and how you've kind of moved through manufacturing to marketing and, you know, where kind of the whole Lean 6 Sigma, began to fit into the process?

Gina Tabasso:

Yeah. Well, when I was in college, back then, it wasn't called marketing. It was called advertising. Mhmm. So there were advertising agencies, not marketing agencies. So I graduated with an advertising degree and plan to go work for an agency. What I didn't know when I got out of college and started interviewing is that agencies paid nothing. They were back then, it was just you needed to live at home with your parents or have 3 roommates to survive on the wage they were paying.

Gina Tabasso:

So I somehow got an interview. I applied for a job I saw in the newspaper back then because there was no Internet. Yeah. And, I got an interview with a manufacturing company, and they made vibration analysis equipment for large rotating machinery to predict bearing health and try to keep the machine from breaking down by replacing the

bearings before they wore out. And so I worked with them, and they also had a subsidiary that manufactured the life support systems for Space Station Freedom. Oh, cool. So it was an interesting first job. Yeah.

Gina Tabasso:

And then from there, I ended up going into manufacturing trade. I worked in construction for 12 years. I worked in automotive for 6 years. I ran a machining magazine, 2 welding magazines, and a construction trade newspaper. So that's when I really started learning manufacturing and learning about milling, drilling, boring, lathing, tolerances, cobots, robots, all the equipment, and started to get really fascinated. Because even right now, like, take a pause. Wherever you are, look around the room. Look at what's on your body.

Amy Vaughn:

Yeah.

Gina Tabasso:

Look at what's inside your car. Look at what's inside your office. Every single thing has been manufactured. Somebody made those things. Somebody invented those things. Somebody developed the process to manufacture them, and it's fascinating. Like, when you do a plant floor visit and walk through a facility, it's not like it was in our parents' age. It's not dirty, noisy, it's so clean now and efficient.

Gina Tabasso:

You could eat off the floor. It's amazing to go into these facilities. So I started falling in love. I did a couple deviations to get specific kinds of experience. I went to Smucker to get CPG experience. I went to PNC Bank to get financial experience. And then luckily, I landed at Case Western Reserve University to get higher education experience, and that is where I was introduced to Lean 6 Sigma. They taught Lean 6 Sigma, and so they wanted their employees to walk the walk, not talk the talk.

Gina Tabasso:

So everyone was required to get a yellow belt, and I as a manager was required to do 3 Lean 6 Sigma projects per year. So I was there for 2 years. That's when I completed my 6 projects. Then I kinda left the lean behind, kept trudging through distribution and manufacturing. Fast forward to a year ago, I joined another manufacturer, and he wanted everybody in the company to have at least a green belt

Amy Vaughn:

Mhmm.

Gina Tabasso:

And he wanted me to get my black belt. So last year, I earned my green, and I'm working on my black now. To get a black belt, it really is doing a black belt project. Okay. So I'm doing a process improvement project for him. And then during that time, I started my consulting business. And then in May, I decided to go full time with my consulting business and try to not do it on the side part time, but try to make a living off of that. And that's really last year when I formed my business and got that green belt, that's when lean and marketing started to really coalesce for me.

Amy Vaughn:

Right. I love it. That's so cool. Just kind of seeing the fusion of that experience, because earlier you said too data driven being, like, 6 when 6 sigma being so data driven, it makes a lot of sense because yeah. I mean, what are we talking about here all the time in marketing anymore? Data, data, data. So I can see how the 2 have become even more and more married. But when was that first moment maybe for you that you really kind of noticed that, you know, ah, like, marketing and Lean 6 Point Sigma, like, I could kind of fuse these. I honestly think you do have a great, you know, independent contractor, small business, like, unique selling proposition there too just to go, like, right into marketing speak there too.

Gina Tabasso:

Yeah. I'm pretty, I'm pretty niched. I mean, I do BAB marketing, but my passion's manufacturing. I guess when I first realized it, when I was with the university, I was actually doing marketing for them. Mhmm. And so when I had to do those 6 Lean 6 Sigma Projects, they had to be in my department. So they were, you know, decreasing paper waste, increasing efficiency with editing, you know, just how do I make a better product if we're printing out all these materials for students?

Amy Vaughn:

Mhmm.

Gina Tabasso:

How do I find a printer that's maybe doing offset printing at digital prices with better quality of paper? Mhmm. And so I was looking at saving money or making a product better. Right now, the black belt project I was working on for my former employer is about customer satisfaction. And so right at the lean 6 sigma, you already have to have a process. It's not for new processes. It's taking an existing process and improving it. So their process for customer satisfaction, measuring satisfaction, taking that feedback is pretty word-of-mouth. The salespeople hear something.

Gina Tabasso:

They may or may not say something. Someone complains. The salesperson tries to help them. So I really wanted to put a stronger process in place. And, of course, net promoter score

Amy Vaughn:

Yeah.

Gina Tabasso:

For marketers, that's the thing. Mhmm. And so I'm going to do a project around that, around net promoter score, improving our processes, taking that feedback, and growing, looking at opportunities, and then also trying to save customers who may be disgruntled by by addressing their concerns and also trying to get those reviews online to help with SEO Mhmm. And with your Google ranking. So it's kind of this process that can be more valuable than the way it's currently being done.

Amy Vaughn:

Very, very cool. So as I mentioned just a moment ago, digital marketing, we talk a lot about data. In fact, we're kinda drowning in it most of the time. How could Lean 6 Sigma help us make sense of all these metrics and possibly use them more effectively, do you think?

Gina Tabasso:

Yeah. Well, what I tell people, like, at a very basic level, how to apply Lean 6 Sigma to marketing, There's something that is the foundation of Lean 6 Sigma, it's called DOMAIC. And DOMAIC is an acronym that means define, measure, analyze, improve, control. And so in manufacturing, that, of course, looks very different than in marketing. Sure. But you can take the same DMAIC tool and say, okay. I need to clearly define the scope of my marketing projects. My strategy, set my goals, identify KPIs, then I need to measure that process.

Gina Tabasso:

So I need to track and analyze my marketing data to identify areas of inefficiency and potential areas of improvement. Then I need to analyze. I need to analyze that data to understand the root cause of problems and how I can optimize that process. Then improve once I've analyzed all that and identified the root cause, then I can implement changes to my process based on my analysis and data driven insights to improve that process. And then, of course, you don't wanna just improve it and leave it.

Amy Vaughn:

Right.

Gina Tabasso:

You wanna control it.

Amy Vaughn:

Yes.

Gina Tabasso:

So monitor your improvement. Ensure your process remains optimized and adjust as you go along. It's not a one and done. Its process improvement is a process. It is continual through the lifetime of that process. Mhmm. So that's kinda how I take a principle and apply it. And then I also look at, like, the waste elimination.

Gina Tabasso:

Like, there are 4 wastes in Lean 6 Sigma. There's time waste

Amy Vaughn:

Mhmm.

Gina Tabasso:

Resource waste, rework waste Yep. Defect waste. Look at marketing. You've got the same problems. Yeah. We can eliminate time consuming activities that don't contribute to your goals. AI helps us now. AI helps us with repetitive tasks.

Amy Vaughn:

Mhmm.

Gina Tabasso:

We can streamline workflows. We can eliminate unnecessary meetings.

Amy Vaughn:

Mhmm.

Gina Tabasso:

Resource waste. Resources are budgets.

Amy Vaughn:

Oh, yes.

Gina Tabasso:

So if we target the right audience, the right channels, the right content, we can be more efficient and optimize our budgets.

Amy Vaughn:

Absolutely.

Gina Tabasso:

Rework, we've all done rework and we hate it, don't we? You know? If you don't have a clear process in place, you don't standardize procedures. You end up going down the road and then readjusting and redoing and doing something over. Yes. And then defects are, of course, mistakes.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And so, you know, that quality versus quantity thing we all are challenged by in this culture nowadays.

Amy Vaughn:

Yeah.

Gina Tabasso:

Do more with less.

Amy Vaughn:

Yeah.

Gina Tabasso:

And a lot of times when you're moving at the speed of light Mhmm. You make mistakes.

Amy Vaughn:

Yeah.

Gina Tabasso:

And so if you, if you use this waste elimination and DMAIC process, you can, like, decrease the number of errors and defects in your marketing materials and deliver desired results.

Amy Vaughn:

Right.

Gina Tabasso:

I Lean 6 Sigma, what 6 Sigma means is they only allow 3.4 defects per million. So if you're manufacturing 1000000 teddy bears Mhmm. Less than 4 of those can have messed up stitching or eyes or a nose. So that's not many, and that's the goal in manufacturing is to get it down to that little defect.

Amy Vaughn:

Yeah. I mean, I could really see that. I can't tell you how many times I've thought about it, especially once I left bigger agencies and went to smaller places and then returned as maybe an external partner into those spaces or a vendor contributing. And we were there for a simple kickoff meeting, and there would be 10 people from the agency in the room and I'm, like, this is a fairly expensive meeting, you know, or that terrible game of telephone when it comes to feedback. And the people that needed to hear the feedback were often not invited into the room or they were mismanaged. I'm gonna use my air quotes as resources. That's one of my jargon swear words that I would like to put in the jar because I'm like, they're people, they're talented. I would rather call them something other than the word resources because it makes them feel like objects other than people.

Amy Vaughn:

But when you mismanage your talent and where they're spending their time, if they're not there to firsthand receive and hear client feedback and you're playing that game of telephone, so easy sometimes to see and hear or not hear. How that feedback gets misconstrued, misinterpreted, or kind of sent in a way that just doesn't it causes that rework. And I can totally see too, and I'm like, as you're speaking, I'm like, in my head, I I I feel the dread and the terror from some folks that are probably on the creative side. Like, manufacturing processes in a creative environment, but I'm like, I'm telling you folks, I feel that if you create these kinds of opportunities for efficiency, then you have that opportunity to be more free, to spend more time creating, and like you said, minimize unnecessary meetings. I can't tell y'all how many times and how many years I spent from 9 to 5, sometimes 6 in meetings at my agency only to actually get to my creative work or reviewing creative work once I was a creative director after 5 and 6 o'clock in the evening. And this is why we

Gina Tabasso:

have burnout. Burnout. Because we're in meetings all day.

Amy Vaughn:

Right.

Gina Tabasso:

I I love what you said when you talked about communication Mhmm. And also that buy in. Because in Lean 6 Sigma, you have what you call a project sponsor.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And that has to be that person at the top that is totally bought in and committed to this project. Nice. And it's that top down mentality. Like, they're gonna make sure that everyone under them is just as committed, and then your stakeholders have to own the process. It's not a lean 6 sigma person coming in telling you how to do stuff.

Amy Vaughn:

Mhmm.

Gina Tabasso:

It's you figuring out how to do stuff, you figuring out how to make changes so that you are part of the process. You own the process. You have skin in the game, and you're invested. Mhmm. And I tell people, you know, they say, okay. If you do all this stuff, how do you make that sustainable? Like, how can I make sure my marketing is successful in the long term?

Amy Vaughn:

Mhmm.

Gina Tabasso:

And I said, well, you've got 4 key components, and one of those that I tell people is collaboration and communication.

Amy Vaughn:

Yes.

Gina Tabasso:

So if you've got the data driven decisions and you've got this analysis, this tracking, these metrics, and then you've got this culture of continuous improvement to identify opportunities and optimize and streamline processes. Then to make it happen, you need to foster strong communication and collaboration, especially between marketing and sales.

Amy Vaughn:

Yes. That's

Gina Tabasso:

where you're always Oh my gosh. Always breaks down. We won't even go. That's a whole separate

Amy Vaughn:

Still another hour. Right?

Gina Tabasso:

Podcast. You know? But sales and marketing need to be collaborative. My marketing is only gonna be as successful as your sales.

Amy Vaughn:

Oh, yeah.

Gina Tabasso:

And when I go in on an engagement, I look at the sales team. I will interview them all.

Amy Vaughn:

Mhmm.

Gina Tabasso:

I look at the sales process, sales cycle, sales timeline, and sales training. Yeah. Especially in manufacturing, your salespeople, a lot of times, are brilliant mechanical engineers or machinists who are technically savvy and can talk about the product perfectly, but they may not be sales trained. So they don't know how to convert.

Amy Vaughn:

Right.

Gina Tabasso:

And then the last piece, which can never be forgotten, and it's the total end goal of Lean 6 Sigma, customer focus, customer centric.

Amy Vaughn:

Mhmm.

Gina Tabasso:

Put the customer at the center of your marketing strategy. Focus on their needs, their preferences, their journey. And I feel like with those things combined, you will have a sustainable, successful long game in your marketing program. Yeah.

Amy Vaughn:

Very cool. I love it. Well, you already touched on the marketing waste, so we'll kind of breeze past that one, I think. Right? Was there anything you wanted to add to that? Or did we cover all this?

Gina Tabasso:

No. I think I covered it on a high level. And if I go any deeper, I'm gonna lose people or snooze people.

Amy Vaughn:

Oh, I don't know. We like to nerd out around here, but, yeah, we'll move on to the, oh, the good old ROI, the return on investment in digital marketing. How do you see Lean 6 Sigma helping to improve our return on investment when it comes to this? I mean, there's probably some obvious ones there. But

Gina Tabasso:

Yeah. Yeah. I mean I mean, I think it's for me, especially in manufacturing, when I go into these small to midsize companies, their CRM is an Excel spreadsheet.

Amy Vaughn:

Ouch.

Gina Tabasso:

Can't show an ROI. Nope. So one of my first goals is CRM implementation and configuration and the whole, you know, marketing automation, sales engagement, CRM portion of that that's usually honestly the first part of the project I end up having to work on. And then that second part of understanding the sales cycle. So if you tell me your sales cycle is a year and a half normally, and then you get upset when your marketing team only brings you one qualified lead in 3 months that converts. Well, I just decreased your sales cycle by 2 thirds. Yeah. I mean, you told me it's a year and a half.

Amy Vaughn:

Right.

Gina Tabasso:

So we have to hold our measures and how we're measured against other measures in the company, which is why we need to work with sales. We can't work in isolation. I also know we have to track data. And, if we do that properly with our sales and marketing teams, that's the way to show ROI. And I think a lot of times, marketing departments tend to be very marketing focused. Like, here's the number of leads I generated. Here's the number of visits to our website. Here are the number of new followers.

Gina Tabasso:

We're successful. And a lot of times after it, an MQL is handed off to the sales team, it's kinda like, okay. We're moving on to bring more people to the top of the funnel and nurture them. Right. But we're not looking at those conversion points. And how many qualified leads do you need to get to quote how many projects? And of those, how many projects you quote, how many of those convert? And then that's gonna inform me about what I need to do in my marketing process. So you've almost gotta work backwards. And usually, we're working forwards.

Amy Vaughn:

Mhmm.

Gina Tabasso:

So that's kinda how I approach ROI and making sure that what I'm doing is converting.

Amy Vaughn:

Yeah. I love that idea of flipping it on its head and looking at your qualified leads in a different light. And I also have to just get on in one more quick soapbox before we jump on to the next question. It is that because when you look at where budgets get cut first, it is always marketing and it is never sales. Right?

Gina Tabasso:

Yes. I've been there. I've been there, done that.

Amy Vaughn:

To the bane of much of our listeners right now, which, by the way, live listeners, don't forget. Use the chat. I already see we've got some members that are singing your praises, Gina, some community members from Together Digital that are listening. Wendy says hi in particular. But don't feel afraid to use that chat if you've got some other questions that we're not hitting on here with Gina as well. We've got some time at the end, especially for you all to ask questions. So feel free to, please. We love questions.

Amy Vaughn:

Alright. Let's go through a little bit of a real world example of how you've applied Lean 6 Sigma into a digital marketing campaign.

Gina Tabasso:

Well, I'm not . I'm not necessarily applying it to a marketing campaign per se because Lean 6 Sigma is more project based Right. More process focused.

Amy Vaughn:

So more outside, like, how you get it done. Mhmm.

Gina Tabasso:

You know, the components. So as I'm looking at elements of a marketing strategy, like I said, how do I increase efficiency with printing, or how do I increase efficiency with revision processes? How do I increase efficiency with customer feedback and customer reviews? And so I've been doing it more and more on elements of the process.

Amy Vaughn:

Right.

Gina Tabasso:

Where the creation

Amy Vaughn:

like, campaign creation process versus, like, the campaign itself.

Gina Tabasso:

That makes sense. And, I'm not and I've gotta say, I'm not doing a lean 6 Sigma project every single day of my life. Mhmm. It's not something you do all the time. You know, it's like you identify those opportunities. So if a process isn't broken, you don't need Lean 6 Sigma on that process. It's more when you identify that root cause problem. You have to have a problem that needs to be solved, and then you bring the lean 6 sigma in to solve it.

Gina Tabasso:

I like it. Not applying it to every process that exists.

Amy Vaughn:

I appreciate that as well. And we've had that conversation, I think, before, actually, within the terms of AI with our podcast we did with Katie Robert. We talked about not finding a solution in search of a problem. And just because this is a shiny new object thing, we tend to do this in marketing. Right? We get so excited. A new tool, a new idea. Let's just apply it to everything. So, like, how can we manage and make sure that we maintain and contain that? So I love that you mentioned that.

Amy Vaughn:

Alright. In digital marketing, we know that trends do tend to change fast. How do you feel that Lean 6 Sigma, its concept of continuous improvement, could fit into our need to stay agile?

Gina Tabasso:

My screen just froze, but I got the gist of that.

Amy Vaughn:

Did you okay? I have to say, if not, I'm happy to repeat it.

Gina Tabasso:

No. I did. I just thought I lost you for a minute. A few days ago, my Internet kinda blipped out, and I lost a call that I was on, and I was like, please don't let the big thing happen now because this is a very important call. No. How do I understand that you said that, you know, trends are changing fast, and how can Lean 6 Sigma help us stay agile? Yeah. Yeah. Now agile is a whole another framework.

Amy Vaughn:

True. That word in particular. I was like, I said that whole phrase. I was like, agile is exactly what another thing, like, outside of AI. Agile was something else. There.

Gina Tabasso:

Yeah. There there's so many. There's 5 s. Agile. Agile, I've used Agile more. I've seen it more used in the IT tech space with, like, scrum masters and and managing developers and things like that.

Amy Vaughn:

Mhmm. But

Gina Tabasso:

they're very compatible systems. So I think we're always asked, usually in our cultures nowadays, to get better. Right? We usually do our jobs, it's all about growth. It's not about status quo or stagnating or staying put. It's about constantly growing and improving. So YOU think that we all do different kinds of professional development. You know, one person may want to learn how to edit video. Another may wanna learn how to do InDesign.

Gina Tabasso:

You know, this was my geeky thing for manufacturing. I don't know how to edit video, and I don't know how to use InDesign by no means 6 Sigma. And so, it's helped me be agile in a different way because of the clients I work with. Marketers love to go into manufacturing companies and talk to them like a marketer, and you can't. You can't. You go in there with SEO and PPC and SEM and blah blah blah. These manufacturers don't understand that. They don't speak that language.

Amy Vaughn:

But soup.

Gina Tabasso:

So if you have Lean 6 Sigma, I can speak their language. I'm not trying to force them to speak my language. And, so it helps me when they know that I have a manufacturing mindset and that I really get their business. It also helps me. This is a naughty thing. I hope there's no manufacturers walking. It helps me to call them to the carpet and kinda get them to eat crow because they love to do Lean 6 Sigma on their shop floor.

Amy Vaughn:

Uh-huh.

Gina Tabasso:

But they blow it away with their other processes.

Amy Vaughn:

Yeah.

Gina Tabasso:

So they love to get me to do rework. Mhmm. And they love to, you know, change things up and Yeah. To start at the end of the process. They all wanna hire you to do lead generation. Yeah. Well, you have no CRM. Your website's a piece of poo poo.

Gina Tabasso:

Yep. You have no SEO. You have no content, but you want me to do lead generation. Uh-huh. Wait a minute. Uh-huh. Wait a minute. Time out.

Gina Tabasso:

Lean 6 Sigma. Would you dream up a new product you're gonna manufacture tomorrow and just go start making it? Uh-huh. No. You're gonna do the research, the people, the pricing, the budget. You're gonna put all that process in place. Why would you do something different with me? Why would you set me up for failure? And you're not gonna go to the end of the process. You're gonna start at the beginning. And then they might send you all of us marketers knowing it.

Gina Tabasso:

We've had clients. We've started a lead magnet, and they decided on the topic with you. And you do all the research, and you write it, and they have 6 people review it, and they make their changes and their edits. And then they say, put the brakes on. We decided we're not gonna do that. We wanna do this instead. And so in my world, that's called a change order.

Amy Vaughn:

Yep.

Gina Tabasso:

That's called rework.

Amy Vaughn:

Go great, baby.

Gina Tabasso:

You don't like rework on your shop floor because it costs you time and money?

Amy Vaughn:

Uh-huh.

Gina Tabasso:

I don't like rework either. It costs me time and money. And when I can talk to them in those terms Mhmm. There the light bulb goes off. They're like, oh, yeah. I love it. I love it. So there's agility for you, Amy.

Amy Vaughn:

I love it. Then that's such a powerful thing that you have just given to our listeners, especially those who are running and owning and operating their own businesses and those who just aren't quite there yet because that's really all this is. You know? If you know your client, know your client, and speak their language, it is really hard for us because we do love what we do. We're impressed by it. Otherwise, we wouldn't be sitting here having this conversation right now. Right? And it's so it's hard sometimes not to walk into rooms with CEOs and manufacturers and, you know, companies that are outside of our industry and not remember or take the time to really get to know the terms, the concerns, the things that keep them up at night. But it's like, how powerful is that, Gina, that you having that insider knowledge and perspective not only benefits them tremendously, but clearly benefits you because it gives you that ability to speak the language to get them to just quickly understand and know that you know exactly what you're talking about, and to kind of bridge that gap just so quickly between what they're asking for and what you need to be doing as a marketer.

Gina Tabasso:

The way I see it and what you said is so powerful because a lot of the time we can't help it. Like, the same way that I said, once you see Lean 6 Sigma, you can't unsee it.

Amy Vaughn:

Right.

Gina Tabasso:

And I filter everything through that lens. Mhmm. Well, as marketers, before I knew Lean 6 Sigma, my lens was marketing. Marketing. Yeah. I filtered everything through that lens. Mhmm. So with my clients, I had to realize I have to filter through a different lens.

Amy Vaughn:

Oh, yeah.

Gina Tabasso:

I need to take off my glasses and put on their glasses.

Amy Vaughn:

Oh, yeah.

Gina Tabasso:

And so I put this tool in my toolbox to try to address that need and and, you know, kinda like, you know, you move to another country. You learn the language so that you can speak the language. It's just vocabulary, and I had to learn their language to get their respect.

Amy Vaughn:

Definitely.

Gina Tabasso:

These manufacturers notoriously do not see the value of marketing. A lot of times they see it as a cost center rather than a revenue generator

Amy Vaughn:

Yep.

Gina Tabasso:

Because they're not doing it right. They're hiring agencies to take their money that aren't doing all the other things they should be doing, or they're starting at the end of the process instead of the beginning. And because they don't understand it, they don't understand marketing. So they completely rely on outside experts to guide their process. Right. And sometimes they get good outside.

Amy Vaughn:

Yeah. It definitely makes me rethink too. We've so often said people who don't understand our industry. As marketers, we have to play the part of educators.

Gina Tabasso:

So I really try to have that sensitivity. And, the other thing that I do is I'm very authentic, and I talk to them. I, you know, I don't go into a manufacturing facility wearing a skirt and high heels. Yeah. I go in wearing jeans, hard toe closed toed shoes, and my safety glasses. You know, I become one of them. I'm not the other. And a lot of times in certain industries, marketers become the other.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And I feel you need to be one of them. Yeah. And that that gains trust. You know? They work with people they trust and like and that authenticity and knowing that you put them

first, that you're gonna do the right thing, and that if I do the right thing, the money will come.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And that I'm gonna take care of them. And in taking care of them, they will take care of me. But it's not about me first. It's about them first.

Amy Vaughn:

Right. I absolutely do hope marketers or manufacturers are listening. We gotta get you some new clients, Gina. I think they'd be so lucky to have you. I mean, what a rare, rare thing to find. I think that's amazing. And you're also reminding me that, yeah, some of the best and most successful client relationships I have had. I think sometimes we bear that burden as marketers of always feeling like we have to be the educators, but sometimes the best marketers are the ones that let themselves fall in love with, like, the product and the business that they're helping to support.

Amy Vaughn:

They become as impassioned about it as the person who's owning and running the business themselves. And if you are a small to midsize company, especially, oh my gosh. What a gift to have somebody who's helping to promote your business that loves it and understands it and wants to love it and understand it as much as you do. You know? That's a hard thing to find, people who will work alongside you in such a partnered and impassioned way. So, yeah, I love that. I love that, Gina. They would all be so very lucky to have you. Alright.

Amy Vaughn:

Let's talk a little bit. You touched on it about, you know, I think a little bit in this kind of, like, the language. You know? But, cross functional teams. How can Lean 6 Sigma principles maybe help to improve collaboration

Gina Tabasso:

if you don't. I've been and I've fought it. I've been in companies where it doesn't wanna happen, and it has to happen. Mhmm. Some of that's a top down mentality. You know, it's gotta come from the top. I've been blessed to work with some CEO and company owners that get it. That gets that the 2 need to inform each other and not work at cross purposes.

Gina Tabasso:

I think one of the challenges and and I think marketers need to have a sensitivity for sales. And I think a lot of times there's this animosity. Like, sales think all we do is sit around and write blogs and play on social media. And marketing thinks so. All sales do is care about themselves, and they don't wanna help us, and they don't care about what we do. But, you know, they're usually commission based. Right. And so every action they take does or does not put food in their family's mouth.

Amy Vaughn:

Exactly.

Gina Tabasso:

And so a lot of times it's hard for them, I think, to make the space to do things like review a blog or give you information Mhmm. When they don't see the value of it. Yep. And so I do go in as an educator, and I really have to talk to the sales team about how we can work together. I also think that they're wise. You know? They're they're the interface with customers. They're the boots on the streets. Mhmm.

Gina Tabasso:

And they bring back very valuable information.

Amy Vaughn:

Oh, yeah.

Gina Tabasso:

So when I go into an organization, honestly, one of my first goals is not marketing.

Amy Vaughn:

Mhmm.

Gina Tabasso:

It is becoming part of the sales team.

Amy Vaughn:

Yeah.

Gina Tabasso:

You know, I asked to come to the sales meetings. Yeah. I I wanna know that team inside out. Sometimes it's hard to get them to use the CRM, and they do need to because I can't show an ROI if they don't. Right. And so sometimes some training is needed, and sometimes I initiate that. So marketing is more powerful than you think you are, and you have a lot to offer other departments. And I think it's just a matter of getting buy-in, being good at that, and getting them to give them wisdom.

Gina Tabasso:

Yeah. You know? Share the wisdom.

Amy Vaughn:

Yeah. There's, like, there's such a powerful opportunity there, and I agree with you. When I kind of downshifted into a smaller marketing organization and had the opportunity to kind of work in lockstep as you're saying with the sales team, I loved it. I mean, I had always been thrown into, like, the pitch scenario, so kind of not really that sales, like, early sales opportunity and identifying potential, like, leads and things like that, but, you know, just kinda like the pitch, and it was always like, oh, here's the brief. Here's the opportunity now. Just stay until 1 o'clock in the morning and pitch this work that we're gonna scrap the night before and make you stay till 3 in the morning, 4. You know? But instead, like, the whole potential client relationship building, identifying, and finding the kinds of clients that you would like to have and be working within for. Like, there's an opportunity for influence as well.

Amy Vaughn:

And then, like, looking at finding those and identifying those clients, potential clients, growing those opportunities, shaping those opportunities, informing those opportunities, winning those opportunities alongside them. And then they too, like, at least with us, I think we were just really fortunate. And, of course, our whole sales team were guys, so I'm just gonna use the term guys because they were all guys. Working with these guys, they were so passionate. I mean, they, yeah, they were working on commission, but they really cared about the types of creative projects we were trying to sell in, and they wanted to see these things come to light too. And so when they sold something in, it was a win for all of us. And so it was kind of a cool thing to be able to sort of, like, see it all the way through to the end and then share the whole process even along with them because, you know, we would make sure that even by the end of the project, the finalized project, you know, they were still a part of that process and would get to see the end product. You know, because they were a part of that.

Amy Vaughn:

We got that because of their time, energy, and effort. And I think

Gina Tabasso:

Amy, you're what I call a bridge builder. Yeah. It's, you know, it's not about what's in it for me. It's about how I can know and support you. Yeah. And one little tip that came out of what you just said that I wanted to share with the audience. Think about stretching goals and expanding yourself beyond marketing. Like, as marketers, we wanna put new tools in our toolbox. Oh, I need to learn about AI, and I need to learn how to do video editing, and I need to learn how to do this, and it's all marketing related.

Gina Tabasso:

Yeah. And, yes, it makes us better marketers. But I think what leveraged me and made me something different Mhmm. Was when I started putting non-marketing tools in my toolkit. Oh, yeah. And one of those examples is I got my Sandler sales training. So I have a Sandler bronze certification, and I did a year of Sandler sales mastery.

Amy Vaughn:

Love it.

Gina Tabasso:

I know how to do budget steps and upfront contracts and pendulum theory and questioning strategy. So, again, I speak the language of a salesperson. I can go into my sales team, and boy do they respect you Oh, yeah. When you're not just a marketer and you get sales

Amy Vaughn:

Yeah.

Gina Tabasso:

And you can drop those terms Mhmm. And you can understand their process. Yep. So I I pulled in this thing to understand manufacturers. I pulled in this thing to understand sales.

Amy Vaughn:

Wonderful.

Gina Tabasso:

So then I become more than a marketer. I used to years ago, I used to demean myself. I used to say, oh, I I I can't do that. I don't know anything about strategic planning. I'm just a marketer. Just a content person. And I had a salesman tell me one time, stop that. Stop that.

Gina Tabasso:

You are not just a marketer. You have proven yourself to be more than that. And what the hell is wrong with just being a marketer? Like, be proud of that. You're good at what you do.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And, you know, I was always the cringing marketing girl and, you know, the sales team and the CEO, and everybody's doing their thing and they don't respect me, and I'm losing my job, and I'm not valued. So you know what I did? I went out there and got value. I have value now. Absolutely. I step up to the table. They hear me, and they respect me. I'm because I'm more than just a marketer.

Amy Vaughn:

Mhmm.

Gina Tabasso:

And, so I would encourage people to think about your industry

Amy Vaughn:

nice.

Gina Tabasso:

And how you can, you know, blow yourself up. Like, how do you become even greater and more than you ever thought you could be?

Amy Vaughn:

Absolutely. I mean, because I can guarantee you between like, just by us partnering in that way, it wasn't something the organization had asked me to do, but I just I didn't. I wish I'd gone out and taken all those extra, like, learnings and accreditations. But just by us, like, working and partnering together, we sold an extra and this is a small company, by the way. We sold at least \$1,000,000 worth of work in the first year that we started partnering and working together, by upselling and just going after clients that we kind of have that the company hadn't considered or anticipated before. So there's always opportunity in that, for everyone to win. Again, we were working on the kind of work we wanted to work on, and the company was happy because they were, you know, just hitting the bottom line. So, yeah, we've got a couple more questions, and then we're gonna do our power round. But, again, my listeners, don't be shy.

Amy Vaughn:

If you've got questions, drop them in the chat. Members Don't make

Gina Tabasso:

them too hard for me.

Amy Vaughn:

Oh, you're up for it, friend. But, always, you can find Gina in Slack as well for our members. Alright. For someone who is inspired to start applying Lean 6 Sigma into their marketing work, what is a one maybe actionable tip that they could start to implement this week or today?

Gina Tabasso:

Yeah. Gosh. It just popped into my brain. I'm trying to think of the name of this book. It's sitting right next to my bed. There there's a, there's a little workbook

Amy Vaughn:

Okay.

Gina Tabasso:

That is a little start to Lean 6 Sigma that I love, and it's something about something called value stream mapping.

Amy Vaughn:

Okay.

Gina Tabasso:

And it looks at you kinda looking at your current state. Like, what is my current state? Let's document the process as it currently exists. And then look, let's look at opportunities. Are there opportunities to improve that process? What is our goal? Like, if this process isn't working optimally Mhmm. What is our goal? What is our future state? What do we want it to look like? Mhmm. And then this little workbook has all these little charts and things that kinda help you map all that and and get yourself from current state to future state. And I love that because you know what? I've even used it with stupid things like Yeah. Like relationships.

Gina Tabasso:

Here's the current state of my relationship. Here's where I want it to be. How do I get there? You know, I told you once you see it, you can't unsee it.

Amy Vaughn:

I love it. Yeah. We will dig up the book. We'll search it up, and we'll include it in the show notes. And if we can Google and find it fast enough, maybe Akhila can drop it in the chat for our live listeners. It's all good. Don't stress yourself about it.

Gina Tabasso:

No. I'm pulling up my Goodreads account because I added it when I'm reading it. Yeah. So I will find it currently leading.

Amy Vaughn:

Amanda, one of our live listeners says that value stream mapping was one of the the hardest and activities she's ever done, but is by far the most impactful,

Gina Tabasso:

by making it cool.

Amy Vaughn:

A better state process. So, yeah, I was even thinking this would be amazing. I'm gonna check it out for sure too. For goal setting, we have our goal getters group, for goal setting and accountability for Together Digital. And I'm like, this could be something that could be really cool for setting and achieving goals that maybe we haven't applied because we have, like, understanding your productivity style and time blocking and things like that and time management, which I'm also a big nerd for and we enjoy.

Gina Tabasso:

Blessings of Lean 6 Sigma is seeing it. You know, we talk about it or we write it.

Amy Vaughn:

Yeah.

Gina Tabasso:

But, actually, like, pictorially

Amy Vaughn:

Mhmm.

Gina Tabasso:

Almost like a storyboard.

Amy Vaughn:

Oh, nice.

Gina Tabasso:

You can see the process and get it down on paper and actually map it.

Amy Vaughn:

Uh-huh.

Gina Tabasso:

That it's not just something up here. Yeah. It's out there now. And I did look up the name of the book. It's called Learning to See Okay. Value Stream Mapping to Add Value and Eliminate Muda. And I'm not gonna go into what Muda is, but the book talks about it. There's so many acronyms in Lean 6 Sigma.

Gina Tabasso:

You know? You're already inundated with marketing acronyms, and now you're gonna dream of Lean 6 Sigma acronyms. DMAIC, DMAIC, DMAIC. Don't forget DMAIC.

Amy Vaughn:

Oh, this is so fun, and I love it. Like, I feel like we've learned already so much just in these last, like, 50 plus minutes, and then, yeah, we've got more. You know? It's like, you can take this away, and you can start to think about it and kind of look at what you're doing and start to think about how you might apply it kind of from a light style. And, yeah, you can start to deep dive and really dig in and check out the book. And I mean, you

Gina Tabasso:

know, you're not gonna be a lean 6 sigma practitioner unless you do the coursework and get the certifications on the belts. Yep. But you can take principles from it and elements of it and incorporate it into your life. Like, feed your dog and cat differently. Right. You know, that's your first step.

Amy Vaughn:

Baby steps. I, I'll kinda say don't come after me EOS people, but it's kinda like the entrepreneurial operating system and traction and love it. I love it dearly. It can be very deep and intense. Right? And it's amazing, but I use a light version because it's what we take from it. Right? And if I ever need to go deeper, I absolutely will. Don't come after me, like I said, practitioners. But, you know, that's the beauty of these kinds of systems.

Amy Vaughn:

Right? You

Gina Tabasso:

kinda have to take what you need. Actually, doing what I do, EOS implement mentors are good referral partners because if they work with manufacturers Uh-huh. We can kinda go in together on engagements. Uh-huh. But I never used EOS. I came from a scaling up shop.

Amy Vaughn:

Okay.

Gina Tabasso:

So I did some strategic planning using the scaling up methodology.

Amy Vaughn:

These are also fascinating to me, and I love that this is visual too. I know that I'm a writer by trade and, you know, whatnot, but still just something about getting things out visually and mapping things very, very, very key, I think, for my brain at least. Alright. Well, if we don't have any other questions or comments from our live listeners, we will go into our power round if you're ready, Gina. Yeah? Okay. Okay. I'm ready. No.

Amy Vaughn:

Don't worry. It's all good. Shake it off. It's just for fun. Alright. Spreadsheets or whiteboards for mapping out your marketing strategies?

Gina Tabasso:

Spreadsheets.

Amy Vaughn:

Spreadsheet. Oh, yeah. I'm kinda with you. I always feel like all of the world's problems can be solved in a spreadsheet. Don't ask me

Gina Tabasso:

why. I I'm anal retentive about documentation Uh-huh. And structure and, you know, whiteboards can

Amy Vaughn:

get kinda woo. Messy. Mhmm.

Gina Tabasso:

Yeah. I I like order.

Amy Vaughn:

Yeah. Yeah. I I know. I can if I can put it in a box. Alright. Early bird or a night owl for tackling marketing projects?

Gina Tabasso:

Well, those are 2 different questions for me. I am definitely a night owl Uh-huh. But not for work. Okay. Yeah. That's fair. Marketing projects during my my daytime

Amy Vaughn:

Uh-huh.

Gina Tabasso:

And then I became a night owl for my private life, but I'm definitely not an early bird.

Amy Vaughn:

Gotcha. Gotcha. Gotcha. Work hard, play hard. I appreciate that. Alright. What is one digital marketing tool that you couldn't live without?

Gina Tabasso:

Oh, I couldn't live without them. Oh, I've gotta say, like, something like Semrush, like, the the the the all in one tool that, you know, analyzes your website, your SEO, your keywords, your oh, when I started to learn that took years ago, like, my my life became so much easier.

Amy Vaughn:

Alright. Agreed. And one word, can you describe how you feel when you successfully optimize a process?

Gina Tabasso:

My first thing that comes to mind is 2 two words. Hell yes.

Amy Vaughn:

Yeah. I'll take it. I'll take it. I love it. There's a meme in there somewhere. Write that too. Yep. I like it.

Gina Tabasso:

The chain?

Amy Vaughn:

Yeah. Yeah. That too. Alright. Last one, and then we will wrap. If you could eliminate one common marketing waste forever, what would it be?

Gina Tabasso:

Oh, it would definitely be that rework. Like, I hate wasting time.

Amy Vaughn:

Yes.

Gina Tabasso:

And I hate doing things over and over and over again. I'm just a get it done kind of person. Yes. So I just wanna be efficient and get the product out there.

Amy Vaughn:

Absolutely. Well, Gina, we are out of time. It went so fast. We wasted their time. We got through this hour so quickly, and it was so much fun getting some extra time with you, getting to feature a fantastic member such as you and all of your amazing unique talent and skill and passion for everything Lean 6 Sigma and marketing. Thanks for taking the time to join us today.

Gina Tabasso:

And Together Digital. I'm passionate about that too.

Amy Vaughn:

Thanks. Because this feeling is mutual, my friend. Alright, folks. Guess what? We are on a break. I'm sorry. I know. We'll miss you too. For the next 2 weeks, this girl is out for the next 2 Fridays on vacation.

Amy Vaughn:

Oh, yay. I'm so excited because, yeah, it's been a minute. We've had a couple of breaks, but they've been because of events and conferences. So yeah. Yeah. Live listeners, guess what? We have a super duper offer going on, so I'm gonna hang here for just a minute and tell you we are doing a BOCO, buy 1 membership and give a membership to a woman who needs it. The job market is heinous right now. So if you have the ability to buy yourself and give yourself the wonderful gift of community, connections, and growing yourself both personally and professionally with an amazing community like Together Digital.

Amy Vaughn:

1, you should just kinda do that for yourself, And 2, now you get the bonus of being able to give that to another woman in the digital space. Another great thing about this is we also have 1 week left of our sales for early and discounted tickets for members to our national conference, October 17th in Cincinnati, Ohio. Things are really stacking up nicely for this, all of our content, these conversations. Yeah. I mean, I I I wanna tell you guys so much about it, but I don't wanna keep going too far over time. It's just you need to be there. It's going to be incredible. It is going to be limited, though.

Amy Vaughn:

We like small rooms for big conversations, so we're capping the attendance. So make sure that if you haven't gotten your ticket, go get it, because the tickets are going pretty fast this year, which is so great. We haven't even started announcing all of our speakers, which we'll start doing next week because we've gotten our opening and closing keynote confirmed. We might be having some other special pretty big guests showing up. I am, like, completely floored at just the generosity and the interest that people have shown, for this small community and event. You know, I'm like, I'm not letting everybody and their mom in, although I would like to. And people are like, we wanna show up and talk to this group of women. I'm like, yeah.

Amy Vaughn:

Okay. Great. So please check it out. Join us if you can together on digital.com. You know, like I said, I know we won't be here over the next 2 weeks, but we have 3 seasons of episodes with amazing, amazing women with loads of great stories about their career experiences, different perspectives on all things digital marketing, advertising, leadership, life in general. We talk about all those things here at Together Digital. Nothing's really off the table. So I hope you check it out, and I will see you all in a couple weeks.

Amy Vaughn:

I promise. And then we're in for a very busy fall, so I'm looking forward to spending more time with all of you. Thank you again, Gina.

Gina Tabasso:

Thank you for coming, everybody.

Amy Vaughn:

Bye, everyone. Bye.