



**ENDRESULTMARKETING**LLC

Nurture Marketshare. Network Mindshare.™

2005 Mica Road  
Madison, WI 53719-4631  
608-358-0623  
www.endresultmarketing.com

For more information

Doug Tangwall  
608-358-0623  
dougtangwall@endresultmarketing.com

**END RESULT MARKETING EXPLORES NEW MARKETING AND BRAIN RESEARCH**

MADISON, Wis. (Mar. 1, 2010)—End Result Marketing, LLC, (www.endresultmarketing.com) a content-development and social-media firm, announced it has launched a 10-part, weekly series looking at the marketing implications of new research into how the human brain works.

Founder and marketing strategist, Doug Tangwall says, “I think that Bob Gilbreath puts it right: ‘If we want to connect meaningfully with people, we must...understand what [makes] them tick and how our marketing...can improve their lives.’ Using more efficient strategies to tap into the mind, results in improved marketing, communications and sales efforts.”

The 10 segments in the series include:

1. An overview of theories from Gilbreath’s new book, *The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning* and author, David Rock’s *Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long*
2. A review of some lesser-known aspects of the motivation theory of Abraham Maslow
3. The brain’s desire for status, marketing implications and examples
4. The brain’s desire for certainty, marketing implications and examples
5. The brain’s desire for autonomy, marketing implications and examples
6. The brain’s desire for relatedness, marketing implications and examples
7. The brain’s desire for fairness, marketing implications and examples
8. A look at remaining implications of Maslow’s Hierarchy of Needs and a discussion about Gilbreath’s use of a pyramid to diagram his Marketing with Meaning model
9. A review of Gibreath’s book
10. A review of Rock’s book

Wendy Soucie, social media strategist for End Result Marketing, says, “The first post generated a lot of interest throughout the social media space. This is a slightly deeper blog series, but it’s a fun topic and the audience seems up for some more challenging content.”

---

2005 Mica Road  
Madison, WI 53719-4631  
608-358-0623  
[www.endresultmarketing.com](http://www.endresultmarketing.com)

Tangwall added, “We are especially honored that Jim Cecil, the father of nurture marketing and Chairman of the Nurture Institute, is following the series. Cecil commented on the first post, “Excellent perspective on the issue of influencing...This is important stuff. Sign me up.”

To follow the series, visit [www.endresultmarketing.com/blog](http://www.endresultmarketing.com/blog). Contact Doug Tangwall at 608-358-0623 for an initial consultation of your company’s marketing content and use of social media.

### **About End Result Marketing**

End Result Marketing, LLC, headquartered in Madison, Wisconsin, is a firm that specializes in nurture marketing and social media strategies for businesses in manufacturing, financial and professional services with experience engaging customers and developing educational content and interactive marketing for international, national and local businesses. Services include nurture marketing strategy and execution; social media assessment and action plans; original research; product development; thought leadership; and staff training.

**Doug Tangwall** founded End Result Marketing, LLC, in 2009. Tangwall has a track record of significant accomplishments in marketing, financial services and insurance.

He has written articles for more than 50 publications and also has authored numerous research reports, including *Marketing by the Numbers*, *The Case for Checking Accounts*, *Differentiate Your Financial Institution with Award-based Marketing* and *Nine Rate-Setting Rules That Have Changed*.

Prior to starting End Result Marketing, Tangwall held research, marketing and product management positions. He served as director of product research and market planning for a national financial services firm. Shortly after forming the company, Tangwall formed a strategic alliance with **Wendy Soucie**.

Soucie, a connected and innovative social media and marketing professional, helps clients increase sales by integrating and executing social media strategies. Her approach spans customer service, product development, human resources, management, sales and marketing.

Soucie is a founding member of the Social Media Academy ([www.socialmedia-academy.com](http://www.socialmedia-academy.com)), a group that identifies and teaches best-practice methodologies for applied social media. She earned the academy’s Certified Social Media Consultant designation and, along with nine other members, formed the Black Diamond Group. She is a featured national writer, blogger and speaker on marketing and social media strategy and tools.

(Photographs available upon request)

###