



Content Done Right

Monthly Newsletter

September 2020 Issue: Process Analysis

Don't trust what you think you know; trust what you can prove.

That's the foundation of our troubleshooting tactics at Tactical. More often than not, you'll find that the mistake is an assumption made somewhere along the way.

This month, CEO Philip Bosley discusses process analysis and development, and how trusting our brains is a recipe for frustration. Along those same lines, we highlight our own Marketing Process Workflow, the basis for any marketing process we develop for our clients. In addition to our focus on process, we bring you a simple solution to the complexities of email design for Dark Mode displays.

Last but not least, check out our new "Act-On Feature Spotlight" below for monthly tips and tricks for Act-On users.

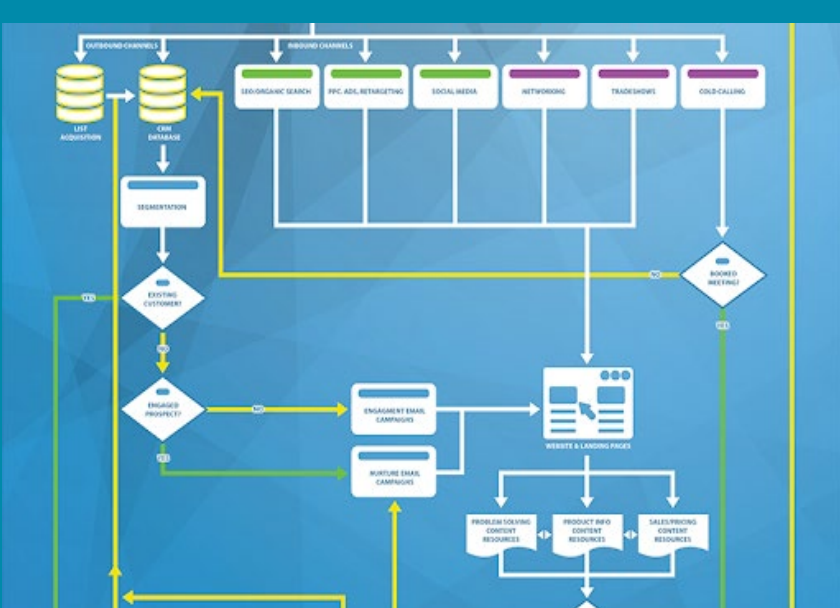
Enjoy this month's edition of Content Done Right.

Cheers,

[Contact Us](#)

Philip Bosley,
President and CEO
Tactical Marketing

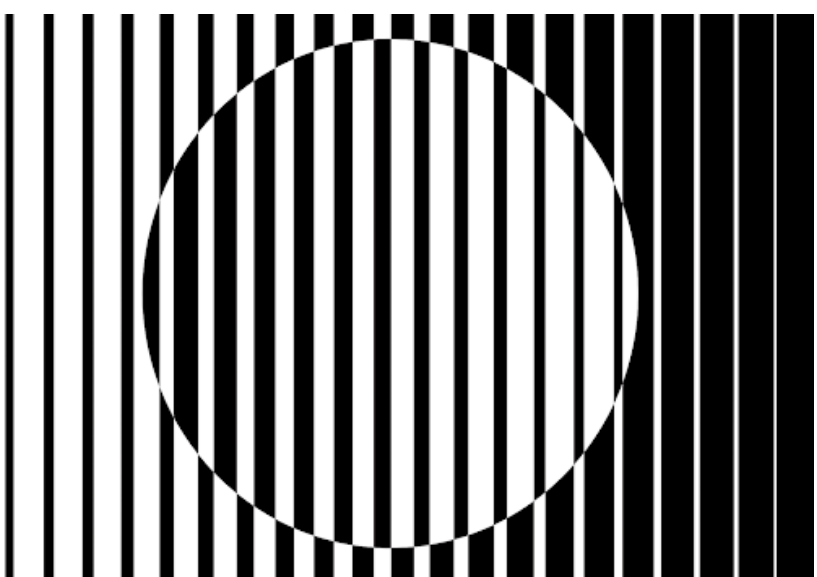
Process Workflow



Our ideal marketing process in a simplified workflow.

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Process Analysis: Seeing Is Not Believing



“At the end of the day, process development is no different from any other troubleshooting effort.”

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Dark Mode, A Dark Hole?



Designing for Dark Mode made easy.

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HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)

