

Know Your Enemy

Check Your Biases

Use Spies to Gain an Edge

Vary Your Tactics

Stop Fighting Fair

Clutch Names Inbox Attack as

A 2020 Top B2B Company in Texas

Our team's approach to helping businesses grow may be unorthodox, but by drawing in [experts in their respective fields of digital marketing](#), it gives companies the best chance at reaching the top of their industries.

This method urges companies to do what they do best to launch their clients to success. Now our clients are banding together in the same way, to promote us to success. Inbox Attack was recently named as a top Texan B2B company by Clutch!



Clutch is an online review platform where [B2B providers](#) can talk about and rate their past collaborations with other companies. They have become a useful resource for businesses that are looking for specific skill sets that will help them improve their operations in some meaningful way.

Getting an award from them is a big deal for us, as it cements our place as a leader in the industry and affirms the effectiveness of our methodology. This is what our director had to say about the award:

"Thanks to Clutch for recognizing Inbox Attack as a Top B2B Company for 2020. We hope our quality of service speaks for itself, but it's always fantastic to have endorsements from industry influencers like Clutch to back us up." – David Begg, B2B Director at Inbox Attack.

We can't express enough appreciation for our partners and clients who took the time to write reviews like this:

<p>THE PROJECT</p> <p>Email Campaign for Real Estate Firm</p> <p> Content Marketing</p> <p> Less than \$10,000</p> <p> Apr. 2020 - Ongoing</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>Quality: 5.0</p> <p>Schedule: 5.0</p> <p>Cost: 5.0</p> <p>Willing to refer: 5.0</p> <p>SEP 17, 2020</p> <p>Feedback summary:</p> <p>Since starting the email campaign, the company has seen an increase in the number of emails opened and email impressions. The company was most impressed by the knowledge and helpfulness the team displayed throughout the project.</p> <p>Read Full Review </p>	<p>THE REVIEWER</p> <p>Real Estate Broker, RE/MAX Hallmark BWG Realty</p> <p> Curtis Goddard</p> <p> Real Estate</p> <p> 1-10 Employees</p> <p> Barrie, Canada</p> <p> Online Review </p> <p> Verified</p>
<p>Project summary:</p> <p>A real estate firm hired Inbox Attack to conduct an email campaign in order to improve engagement with its customer base in a fun and different way.</p>		

This validates a lot of our efforts and if you want to experience how it all works, [drop us a line](#). We'll get the right people to work on your project and ensure you get the expertise of top email experts on your side.

Shopify and Our Unapologetically Human Business

I first encountered Shopify when one of my best clients jumped off the Joomla bandwagon to try out the still green, but now more hulk worthy, eComm platform. It was (maybe not) coincidentally my first brush with an unapologetically human business.

Here's the email I dug out of the archives:

8/19/11

to SmallBizTriage

Hey Everyone,

My name's Brian Alkerton, and I'm part of the Guru program here at Shopify. If you've been with Shopify for a while, you may not be familiar with who we are and what we do, but the short version is that we're dedicated to making sure you've got everything you need to succeed at your disposal. Want marketing advice? We can help. Unsure of how to make a couple edits to your store's template? We've got that covered too.

I'll be in Seattle next week for Penny-Arcade Expo, but I'll be arriving a few days early. This coming Wednesday and Thursday, August 24th and 25th, I'll be in the city, and since my plan was to spend most of those days working, I thought it might be fun to hold some "open office hours" and meet some of our customers in person.

If you've got any questions about working with Shopify, need a bit of hands-on help to get up and running, or just want to say hi, I'll be at the Top Pot Donuts located at 2124 5th Ave. Wednesday afternoon from 1pm-5pm

(and yes, coffee and donuts are on me). On Thursday, I'll be at Office Nomads, at 1617 Boylston Ave. all day from 9am-5pm.

The whole thing's going to be fairly informal so there's no need to RSVP or schedule a specific time, just drop in and say hi – you'll be able to spot me by my MacBook with the Shopify decals on it. Of course, if you've got any specific questions you can feel free to send them my way at brian@shopify.com and I'll make sure you get the info you need.

Hope you have a great weekend, and look forward to seeing you next week!

*Regards,
Brian Alkerton
Shopify Guru
brian@shopify.com*

I met up with him, had coffee, learned some Liquid (Shopify's 'language' for customizing their stores). Can't remember a lick of Liquid, but can't forget the personalized approach they used. A few months later, Tim Westergren (founder of Pandora) held a town hall style get together at the Seattle Public Library. Unapologetically human business events became a permanent fixture in my life from that point onwards.

Shopify is now our go-to platform for anyone trying to sling a physical product online (with WooCommerce and BigCommerce nipping at their heels).

Take a look at this ridiculous [61 Facts About Shopify](#) infographic.



The Future of Fridrich

Nate jams with SBT co-founder and jazzy dude Eric Fridrich, a fellow member of the single dad mafia of Seattle in the late '00s, early '10s.

Highlights:

Eric drops the call – recovers gracefully

A coffee shop explodes, Eric suggests due to the incredible chemistry between him and Nate

A brief history of Eric – music as a core element of his personal vitality

Bonding over American Spirits and Pabst Blue Ribbon

Moving from starving artist to business owner – property style

Managing bands, managing business

Where Eric is finding mentors now

What's next for Eric – and growing pains

Nate twists Eric's arm until he plays us song

The Love Gangsters

Eric drops a hot tip

[Browse all episodes](#)

The Truth According to Angela True

Angela True, a writer based out of the GORGEOUS Puget Sound region shares her story of earth shattering loss, travel, healing, and furniture with Nate.

No highlights this time – this story is heavy, but here's some sound bites:

It takes a special person to hear someone's story of loss and hold it.

Angela truly believes everyone has a story worth telling, one that can change the narrative of their life.

Avoiding pain invites further trouble.

As for the rest, give it a listen to find out what happened, what happened next, and what's happening now.

Contact Angela at AngelaTrueWriter.com.

[Browse all episodes](#)