



**500
ROCKETS
MARKETING**

500 Rockets Digital Marketing Agency CEO Wraps Up Interview Series With Soundman For Led Zeppelin

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500 Rockets Marketing, a digital marketing agency based in Austin, Texas, has announced that their CEO, Matt Brutsche, has just completed a 6 interview series with Rusty Brutsche, the original soundman for Led Zeppelin, James Taylor, and Genesis. Rusty is Matt's father and aside from being soundman, he also invented more than 50 products and was part of the team that invented the automated color changing light. Rusty was also the CEO of Showco and Vari*Lite.

Matt Brutsche himself says, "It was really fascinating to interview my very own dad in our series of podcasts with Dan French, who is our creative director at 500 Rockets Marketing. I am really fortunate to have Rusty as my father and explore those exciting moments of his life. Imagine being the sound guy for Led Zeppelin and doing sound design for one of the world's most popular rock bands. This was a series of six interviews with my father and I hope everybody would be able to listen to them. They are available for download without any charge from our website."

In the first episode of the Interview with the Soundman for Led Zeppelin, Rusty Brutsche recalls his early childhood and how he became interested in rock and roll music, and how he bought a used Fender Precision

Bass guitar and Offender Basement amplifier in order to join a band as a bass player. They were able to form a band and were able to get some gigs and he started earning money from it and he was actually able to buy his first car and even pay his way through high school and then college. It was also during that time that he had to develop a sound system for the group.

In the interview, Rusty Brutsche also recalls how he went to college to study engineering and how he met George Mason, who was the head of the engineering department at Dresser. From him, Rusty learned a lot about audio and George Mason built an amplifier mixer for one of Rusty's subsequent sound systems. As the years passed, Rusty became more and more experienced with sound systems and that was how he finally became the soundman for Led Zeppelin.

The Mix is a series of podcasts by Matt Brutsche and Dan French where they talk about a lot of things. But most of all, 500 Rockets Marketing is a digital marketing agency where Matt, Dan and other members of the team provide various services including personal brand and reputation management, email marketing, and pay-per-click management.

They have also developed the Spider Ads app, which allows the user to create thousands of ads in seconds. Furthermore, by using this app, everything that the marketing team will be able to push into the market will be approved ad copy. Spider Ads will also allow the team to test the actual effect of each value proposition on the market. After testing each idea, the marketing team can then take into account the various feedback and incorporate them into a better ad copy and then test it again.

Clients can start with the free version of Spider Ads so that they can try it first. With this version, users would be able to download file that would be ready for uploading straight from the system. But with the paid plan, the marketing team would be able to upload directly through API into Google Ads®.

Matt Brutsche, the CEO of 500 Rockets Marketing, has an MBA and has 10 years of experience in tech sales, traveling around the world. That was followed by 12 years of experience in managing his own marketing company. Dan French, the creative director of 500 Rockets Marketing, has a Ph.D. in Rhetoric and three Emmy nominations as a late night writer/producer for Dennis Miller and The Late, Late Show on CBS. He also has a wide range of experience as a consultant and that includes developing an all-day seminar for the top think tank of the US Navy.

Those who require more information about The Mix 500 Rockets Podcast or 500 Rockets Marketing can check out their website, call them on the phone, or contact them via email.

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