

What **B2B marketers** can learn from my **Instagram-famous dancing friend**



Hi Shelby,

Last month, I was sitting backstage at The Ellen DeGeneres Show as my good friend danced onstage to the song “Wow.” by Post Malone.

While I sat there — both worried and excited for my friend — Rob Lowe casually walked past me a few feet away. At the same time, Will Smith’s “people” were emailing and texting us, along with Good Morning America, Inside Edition, Steve Harvey and many more.

In this week’s blog post, I tell the story of my friend’s overnight internet fame experience and provide lessons that B2B and professional services marketers can take from it. I hope you enjoy the post, which you can read by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [How to get booked as a podcast guest](#) — After two decades in marketing and public relations, I recently had a first-time experience as a podcast guest. Podcasts are an ideal medium for reaching B2B prospects, as listeners tend to be highly educated, affluent professionals. However, you have to get booked first, and this article shows you how. (*Harvard Business Review*)
- [How to write a perfect guest post pitch](#) — In a recent study, researchers asked 84 editors about guest post pitches — how many they receive, what subject lines work (straightforward is best), what makes them hit the delete button and more. (*MarketingProfs, free registration required*)
- [Hotwire research shows B2B firms could pay dearly for bungling ‘high stakes’ issues](#) — In another study, researchers found that a B2B firm involved in a sexual harassment scandal, a data security breach or other “high stakes” issue is at risk of losing eight out of 10 customers. If that doesn’t convince you to invest in crisis communications planning, I don’t know what will. (*B2B News Network*)

WHAT WE'VE BEEN DOING



Last week, I attended the [Legal Marketing Association Annual Conference](#). While you may not be in law firm marketing, I thought I’d share my takeaways from the conference, as many of these apply to any industry.

From the need to increase — and market — diversity, to changing economic conditions and the proliferation of marketing technology, B2B and professional services firms share many of the same issues. Click below to read the post.

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