



Hi Shelby,

In today's newsletter, I'm serving up a shit sandwich of sorts (apologies if you're reading this while eating).

If you've ever been given negative feedback sandwiched in between positive compliments, then you've had one of these sandwiches before. So here goes:

The good news (the yummy bread): Email marketing is incredibly effective for B2B companies.

The bad news (*the stinky stuff*): Your email list degrades by about 22.5% every year.

More good news (another slice of yummy bread): There are lots of ways to grow your email list, and I've helpfully summarized them for you in today's blog post.

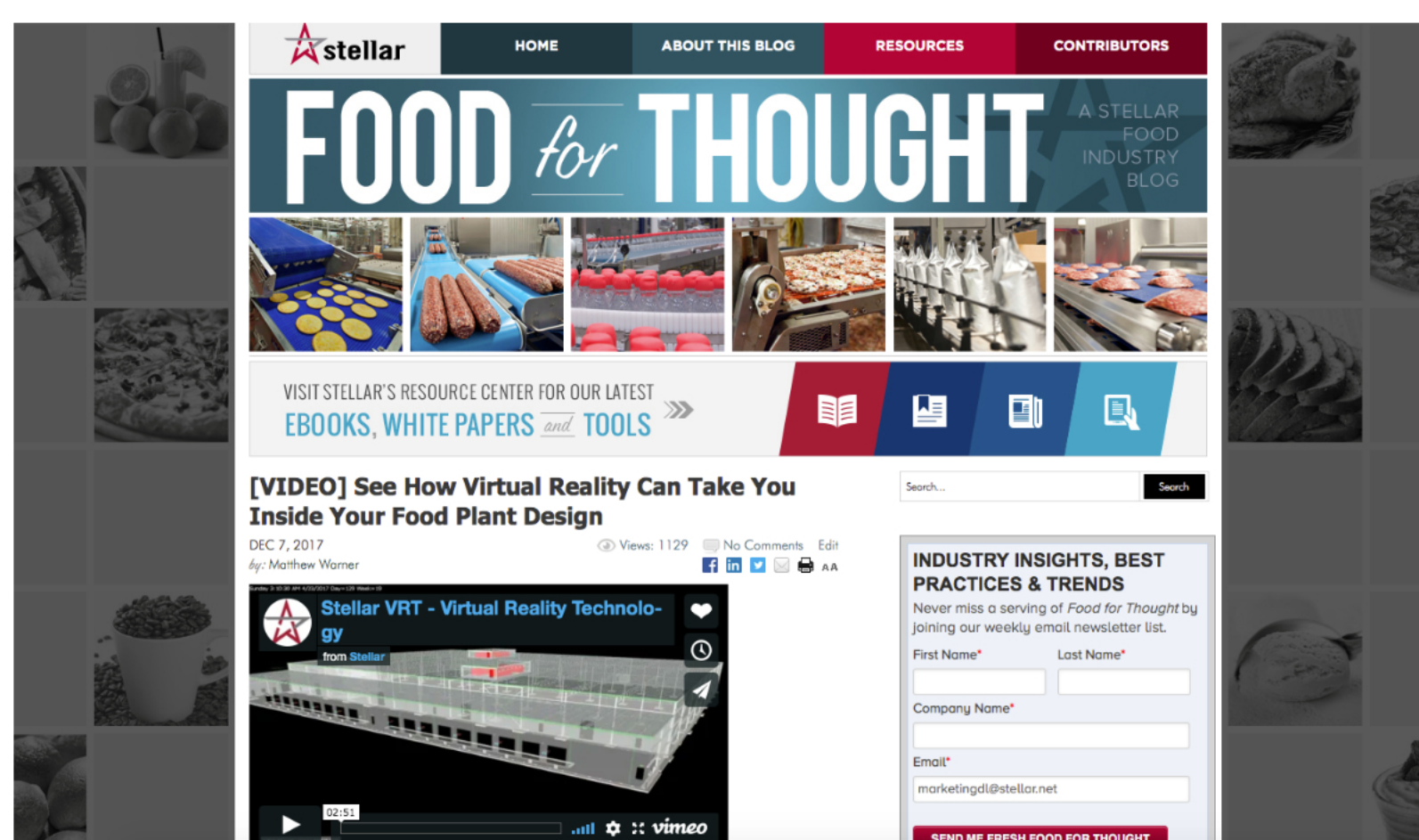
Hopefully you're not gagging at my metaphor and can enjoy the post. Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [7 email personalization strategies that go beyond a name](#) — Email provider Emma shows how personalization in email marketing can go beyond simply addressing the reader by name. (*Emma*)
- [What's after content marketing? The galvanizing story, Part 1, Part 2: The guts and Part 3: a B2B positioning example](#) — I fangirl hard for B2B marketing agency Velocity Partners. So when the agency's president writes a three-part blog series on what's next after content marketing, I pay attention, and you should too. Part 1 looks at what most B2B brands are missing: a galvanizing story. Part 2 defines what a galvanizing story is (in brief: a narrative that explains the need for your product or service and its impact). Part 3 ties it all together with an example of a B2B company that has found its galvanizing story. (*Velocity Partners*)
- [Do Instagram posts drive traffic with "the link is in our bio" strategy?](#) — As any social media marketer knows, you can't post live links on Instagram unless you're running an ad. But does the accepted workaround — the "link is in our bio" strategy — work? Click the article to find out. (*Social Media Lab by Agorapulse*)



WHAT WE'VE BEEN DOING

We're making room on our trophy shelf for our latest win — a Communicator Award of Distinction from the Academy of Interactive and Visual Arts — for a video blog post we created for longtime client Stellar. The video post shows how Stellar is upping the game with virtual reality technology. Click below to learn more.

[Learn More](#)

FREE GUIDE: HOW TO EVALUATE CONTENT MARKETING AGENCIES

Thinking about working with a content marketing agency to up your game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner. We've got you covered. Find out what to look for in an agency and how to pick the right one in this free guide.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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