

7 decisions to make before beginning A CONTENT PROJECT



Hi Shelby,

If you've ever overseen a new website or any other large content project, you know how complex the process can be. Numerous questions arise, from the seemingly trivial (*Do we use Oxford commas?*) to the critical (*What's our brand messaging strategy?*).

We took our years of experience with content projects and put together a list of 7 critical things you must decide before your writers ever set their fingers to their keyboards. We hope this saves you time and money on your next project.

Read about these critical decisions in my latest blog post by clicking below, and, until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Reflections on the 2019 B2B Thought Leadership Impact Study** — In this article, the Marketing Insider Group summarizes an in-depth study by Edelman and LinkedIn on the impact of thought leadership on market demand. Most importantly, they say thought leadership influences sales more than most marketing teams realize, and its impact is growing. (*Marketing Insider Group*)
- **Vertical marketing strategy in B2B: when, why, how?** — My favorite across-the-pond B2B marketing agency, Velocity Partners, argues that vertical marketing is underused and over-feared, and shows how to get started segmenting your audience into vertical segments and creating content specifically for them. (*Velocity Partners*)
- **What most people get wrong about content marketing** — Veteran blogger and marketing influencer Neil Patel reveals the misconceptions he says many businesses have about content marketing and what they're getting wrong when implementing the strategy. (*MediaPost*)



WHAT WE'VE BEEN DOING

We (and our clients) are proudly filling up our award shelves.

We were honored to be part of the project team for client Lightfoot, Franklin & White's new website, which recently received the Communicator Award of Excellence from the Academy of Interactive and Visual Arts.

In the same awards program, we won a Communicator Award of Distinction for a video blog post we produced for our client Stellar, showcasing Stellar's use of virtual reality technology.

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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