



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)
- <u>Vertical marketing strategy in B2B: when, why, how?</u> 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

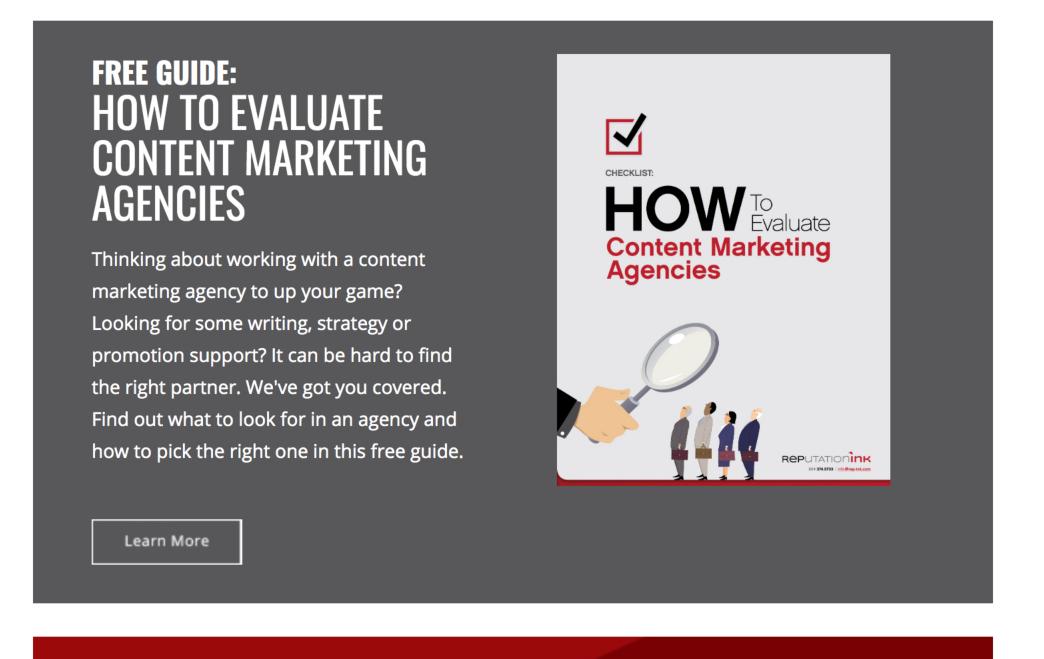
We (and our clients) are proudly filling up our award shelves.

We were honored to be part of the project team for client Lightfoot, Franklin & White's new

website, which recently <u>received the Communicator Award of Excellence</u> from the Academy of Interactive and Visual Arts.

In the same awards program, we <u>won a Communicator Award of Distinction</u> for a video blog post

we produced for our client Stellar, showcasing Stellar's use of virtual reality technology.



ABOUT US:Reputation Ink is a content marketing and

do, too.

public relations agency for complex B2B industries.

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