



# Why B2B marketers CAN'T AFFORD TO IGNORE email marketing

Hi Michelle,

As B2B marketers, you know that what worked yesterday might not work tomorrow. Our industry changes faster than the slate of 2020 Democratic presidential candidates — and we must keep up or risk failure.

So why am I writing to you about email?

Nearly 50 years since the very first email was sent, email is making a comeback of sorts. After a decline in popularity in the 2000s, spam filtering and anti-spam laws like CAN-SPAM and GDPR have helped users claim back their inbox. Now, **email outperforms every other channel in ROI and lead generation for B2B companies.**

If you're not using email as a core part of your B2B marketing strategy, like a Democratic presidential hopeful (*sorry for using this joke twice, but it works*), it's time to get on board. In my latest blog post, I explain why this shift is happening and what it means for you.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **[What does online lead generation look like in 2019?](#)** — New Hubspot research finds that marketers are increasingly using optimized forms (as a result of user testing), well-designed chatbots and data processing strategies to generate higher quality leads. (*Marketing Land*)
- **[5 questions chief revenue officers should ask to determine the value of PR](#)** — Showing ROI for PR efforts can be challenging. So how can you tell if you're getting the value you need from your PR? Here are five questions to ask. (*B2B News Network*)
- **[Tips for training thought leaders to think beyond the interview](#)** — While nailing the interview is critical, it's also important for your thought leaders to understand the wider media landscape and how PR works. Here are tips for helping them understand the newsroom and a reporter's point of view. (*PR News*)

## MANUFACTURING INNOVATION AWARDS 2019



## WHAT WE'VE BEEN DOING

We are celebrating our client Stellar's win of *ProFood World's* 2019 Manufacturing Innovation of the Year award for its work for Royal Cup. While it may not be an Oscar, in the food processing world, it is.

The distinction recognizes Royal Cup's state-of-the-art plant expansion designed and built by Stellar, a fully integrated firm focused on design, engineering, construction and mechanical services worldwide.

We love telling complex stories, and food processing facilities are some of the most complex environments today. [Read more about our work helping Stellar tell this complex story.](#)

## GUIDE: 6 WAYS TO BECOME A REAL THOUGHT LEADER

"Thought leader" is one of those professional phrases that gets thrown around a lot. We've all heard it, but that doesn't mean we understand what it means (let alone how to become one). Download our guide to discover six ways to become a real thought leader.

[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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