



Hi Michelle,

It's almost *that* time of the year. It's time to resolve to be a skinnier, richer, happier and more successful version of yourself by the end of 2019 (or is that just me?).

All jokes aside, I make New Year's resolutions every year, no matter how trite it is. I'm a firm believer in self-improvement and while the majority of my list focuses on personal goals, I also set goals for Rep Ink.

For many B2B marketers, creating more videos is at the top of their 2019 resolutions. But how do you get started? What kinds of videos can you make to achieve your goals?

Our in-house video expert, Steven Gallo, is here to help. A former broadcast journalist, Steven knows how to tell stories through video. Click below to read his blog post on three easy types of videos you can make, with helpful tips for each.

(And stay tuned for our annual holiday video, coming to your inbox soon. We are super excited about this one!)

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[The Secret Content Marketing Life of Bob Ross](#)** — This may be my favorite story of the year. "The Joy of Painting" star wasn't paid for the show. He pitched it as a way to generate business for his (eventual) multimillion-dollar art supplies business. This is a fascinating look at his strategy and why it worked so well. (*LinkedIn Sales and Marketing Solutions EMEA Blog*)
- **[Why B2B Video Marketing Strategies Are Evolving in 2018](#)** — Michael Brenner says that "B2B video marketing is getting an upgrade" due to advances in technology and B2B marketers' skillsets. Brenner also says the storytelling bar is rising, with more companies "revealing the people behind the brand and giving customers more of a reason to be invested in their company beyond great products or services." (*The Marketing Insider Group*)
- **[14 Best Content Marketing Newsletters in 2019 and 10 essential PR blogs to read](#)** — While I'd rather you focus all your time and attention on our newsletter, there are some great content marketing and PR newsletters and blogs out there. These two round-ups will get you started if one of your goals in 2019 is to stay more up to date on all things marketing and PR. (*Ceralytics and Ragan*)

WHAT WE'VE BEEN DOING

We've been doing lots of warm-and-fuzzy holiday team-building the last few weeks. We volunteered at the [Jacksonville Humane Society](#). (Rep Ink'ers are animal lovers if you haven't noticed) and ate lots of delicious food at our team Christmas dinner. Enjoy the photos!



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.

CONTACT US:

Reputation Ink
421 E. 6th Street
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com