



Hi Michelle,

Did you know you're sitting on a content marketing goldmine? Well, hopefully you're not actually *sitting* on them, but you're surrounded by them. It's your company's employees.

Why employees?

Consider the fact that buyers and decision-makers touch an average of 2,617 pieces of media per day, according to LinkedIn. This deluge of content is making it incredibly difficult to stand out today.

Add on top of this the declining trust in corporate messages and the increasing reliance on personal networks for referrals, opinions and information. That's why **employee advocacy** — the practice of encouraging and empowering employees to share corporate content on social media — is growing in importance.

In my latest blog post, I explain how to get your employees to share your content and why it's important to success.

Until next time, happy marketing!

Michelle

READ THE POST

## WHAT WE'RE READING

- **5 execs doing social media well and what we can learn from them** — While 61 percent of CEOs have no social media presence whatsoever, social media is increasingly where clients are — and savvy CEOs are following suit. Here are some examples of CEOs who are active on social media and how it's benefiting their companies. (*Hootsuite*)
- **The rise of the curated feed** — As our social media feeds have become packed with political arguments, sponsored content and ads, more people are creating and participating in private groups. What does this trend mean? While there will be less visibility into what people are doing in their private groups, marketers should focus on creating high-quality content that people will want to share in them. (*grow*)
- **Subscribe to joy: What to get in your inbox every week** — As our social media feeds reel out of hand, one place where we still have some control? Our email inbox. Mat Zucker recommends "going all Marie Kondo" and bringing some joy to your inbox by subscribing to email newsletters. (*Forbes*)



## WHAT WE'VE BEEN DOING

Our own art director, [Sharon Obeso](#), recently led a class on Adobe InDesign for the [Society for Marketing Professional Services](#) (SMPS) of North Florida, our local professional group for architecture, engineering and construction marketers. Sharon is the creative mastermind behind all of Reputation Ink's design projects and is one of our city's most talented art directors (if we do say so ourselves).

As content marketers and PR pros, we are word people at heart, but we also know the importance of great design in effective communication. We were proud to share Sharon's knowledge and expertise with our fellow marketers.

### 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:

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