

7 ways to overcome **CONTENT MARKETING'S** biggest challenge:



Hi Michelle,

If you're like me, the hardest part of my workout is simply getting out of bed and driving to the gym. Once I'm there, I'm glad I made it. But that stretch between bed and gym? *Torture.*

It's the same with content marketing. The hardest part is often getting started. Once that happens, the rest seems to flow.

If you're still stuck in the I-don't-wanna-get-out-of-bed phase with content marketing, here are seven strategies to get you on your way to a sexy summer bod (metaphorically speaking, of course).

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[The Evolution of Content Marketing: 3 Lessons for Your Marketing Strategy](#)** — Remember the early days of content marketing, when it was sacrilegious to mention your company's name in your content? Well, people change, and so should marketers. (*Digital Doughnut*)
- **[B2B Content Marketing 2019: Benchmarks, Budgets, and Trends—North America](#)** — The annual study shows that B2B marketers are succeeding in building trust with their audiences, with a majority using email campaigns and educational content as go-to tactics. (Content Marketing Institute)
- **[Podcasting is the new blogging](#)** — Seth Godin argues that podcasting is one of the best ways to share your ideas, lead your community and earn trust. He and Alex DiPalma are again hosting [The Podcasting Fellowship](#), a virtual program on podcasting. (*Seth's blog*)

WE'RE GETTIN' OUR CHRISTMAS ON

It's that magical time of year... and I'm not talking about Halloween. We are deep into holiday card and gift planning, and if you haven't started yet, now is the time.

To get your creative juices flowing, here is an [oldie-but-goodie blog post](#) with some tips and ideas. In addition, here are several of our past cards:

[The Thought Leader in the Big Red Suit](#) (video)

[F*ck 2016: A Marketer's Plea to Santa](#) (video)

[Crimes Against Content: The content marketing & PR party game](#) (party game and card in one!)

[A Content Marketing Christmas Story](#) (a holiday poem)

FREE 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.

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Reputation Ink is a content marketing and public relations agency for complex B2B industries.

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CONTACT US:

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