



Hi Michelle,

Ah, the good ol' days. Remember when marketing was all about ad campaigns, brochures and press releases?

No longer. Nowadays, marketing is like winking at the cute girl across the room and hoping she sees you.

Except the room is dark. And there are 10 other guys winking. And she's distracted and staring at her phone. And the Russians hacked her social media feed and convinced her not to talk to you in the first place.

So how do today's marketers cut through the clutter and persuade audiences to our way of thinking? [Here are five messaging techniques.](#)

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[Research Says This Type of Video Closes More B2B Sales](#)** — The winner is.... Video case studies. These videos help buyers defend their choices, cut the salesperson out of the process and convey emotion. (*Entrepreneur*)
- **[50 Percent of Americans Like This Type of Information Best When Researching Purchases](#)** — Buying decisions today are heavily influenced by word of mouth, yet less than 1 percent of marketers have a strategy in place to make it happen. (*Convince & Convert*)

WHAT WE'VE BEEN DOING

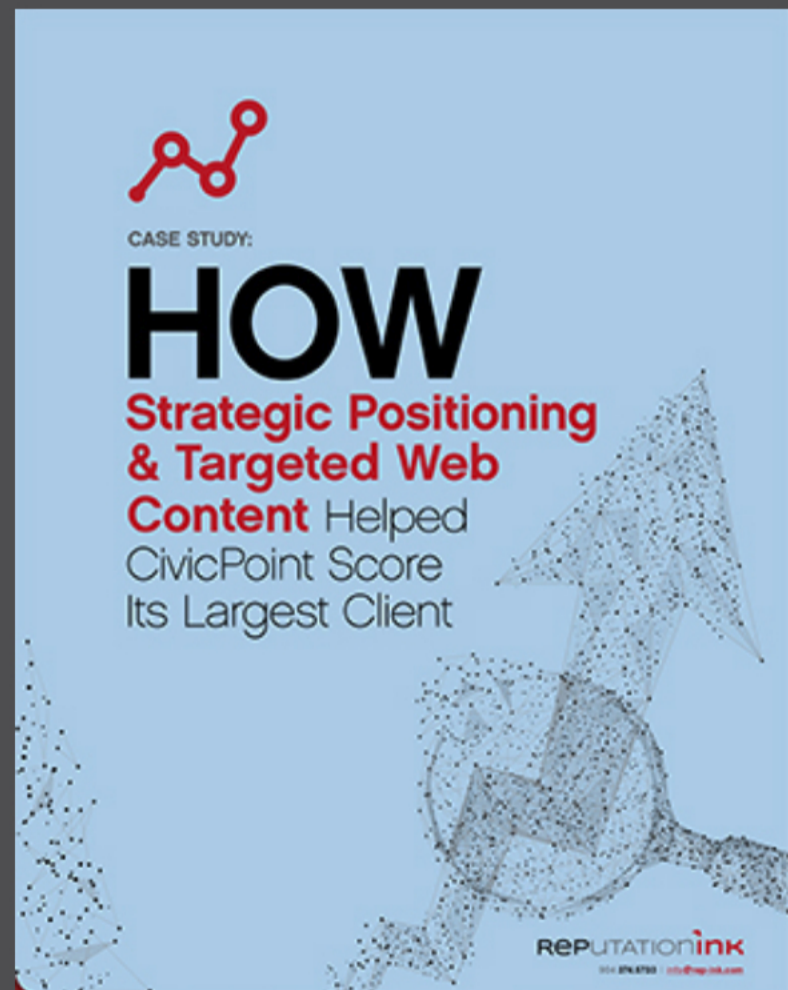
We have a celebrity in our midst.

Well, that might be stretching things some, but we're very proud of our content marketing manager, Steven Gallo, who was asked recently to serve as a judge for a local TV station's special program, "[More to the Story](#)." The program gives First Coast News journalists an opportunity to tell the story behind their stories, detailing how they were produced and their significance. [Read more here.](#)

CASE STUDY: WINNING WITH TARGETED MESSAGING

Can effective messaging land new clients? Absolutely. Learn how our messaging strategy and website content helped public affairs firm CivicPoint land its largest client.

[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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