



4 REASONS MARKETERS NEED A 'knowledge extraction' MINDSET

Hi Michelle,

The holidays are coming up, and if your family is anything like mine, the conversations are always the same. From the “relationship status” questioning (Mom, get over it), to the “kids these days” lamenting (Uncle Jimmy, we hear ya) and the “all this newfangled technology is too much” hands-wringing (looking at you, Grandma), we tend to hit all the usuals.

One question I never seem to escape: “So what is it that you do, exactly?”

Sigh.

If you get that question too, I challenge you to surprise ‘em this year with a new answer:

knowledge extraction.

Why knowledge extraction? Because it's critical to effective marketing. Learn why in our latest blog post by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **The Definitive Guide to Email Deliverability** — Email marketing is one of today's most effective marketing strategies, but it's not easy. You spend hours, days, weeks, even months creating, writing and distributing your email campaigns, newsletters and alerts — and then people don't receive it. *So. Frustrating.* Learn how to improve your deliverability in this guide. (*SendX blog*)
- **The Readability Formula: Making Your Website Easy-to-Read** — The design of your text (think: font size, line length and spacing between lines) dramatically impacts the likelihood of your audience actually reading it. So make sure you know what works best for readability. (*Kick Point blog*)
- **6 Great Examples of Brands Using Twitter Effectively** — Many B2B companies and professional services firms all sound the same online. You know this. We know this. But as brand voice becomes more important than ever to stand out online, companies must get over their fear of being personable and creative. Here are six brands standing out on Twitter that you can learn from. (*Search Engine Journal*)



WHAT WE'VE BEEN DOING

I recently took a stand-up comedy class. Why? Well, I've always found stand-up comedy fascinating and one of the most intelligent art forms. And when I'm fascinated by something, I want to understand it.

I also think we marketers have a lot to learn from stand-up comedy. That's why I was excited when my instructor sent [this diagnosis](#) from The Pudding of Ali Wong's break-out stand-up special, Baby Cobra (warning: NSFW).

This incredibly well-done interactive piece demonstrates how Ali doesn't simply string together one-liners. She has an overarching story — or plot — that ties everything together. The Pudding says:

“You get the same feeling when reaching the end of a great Seinfeld episode or any multi-plot story — the delight in seeing all the plotlines converge into one (and realizing that the storyteller was crafting a deeper idea all along).”

Do your audiences get that feeling? Or is your marketing a series of one-liners without any cohesive theme?

CASE STUDY: EXTRACTING KNOWLEDGE FROM IP LAWYERS

Our client, intellectual property law firm [Patterson + Sheridan](#), is full of smart people. Most of the firm's attorneys are multiple advanced-degree holders, from engineering to chemistry, machine learning, artificial intelligence and more highfalutin subjects. That's why knowledge extraction is critical to showcasing the firm's work and its people. Learn how we do it by clicking below.

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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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