



Hi Michelle,

Imagine that your blog is a tree.

It falls.

No one heard it.

Are you still a marketer?

I know, my brain hurts, too.

The point I'm making with my super-clever analogy is that promoting your content is more important than ever before. That's why every time we publish a blog post, we use [this checklist](#) to get as many eyeballs as possible on that post.

Check it out and let us know what you think.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Multinational Conglomerate GE Goes All In On Content Marketing** — GE's editor in chief breaks down his approach to generating value from content marketing (*Forbes*)
- **Surprise! Experts way more trusted than celebrities on social media** — Who do your audiences find the most credible on social media? It's *not* corporate executives, celebrities or journalists (*Axios*)
- **Customer Referral Programs Can Help Grow Your Company Fast. Here's How to Build One in 2 Simple Steps** — Want double-digit growth? Focus on this one thing (*Inc.*)

REP INK WINS TWO COMMUNICATOR AWARDS

Yay for bling! (and for doing good work that gets recognized)

The Academy of Interactive and Visual Arts awarded Reputation Ink with two prestigious Communicator awards of distinction on behalf of our work for clients [Stellar](#) and [Rayonier](#). The award program receives over 6,000 entries from companies and agencies, making it one of the largest awards of its kind in the world. [Visit our news page](#) to learn more.

[Learn More](#)

CASE STUDY: THE POWER OF VIDEO TO ENGAGE

Learn how we used video to engage a global timberland company's employees.

[Learn More](#)

CASE STUDY

Internal Communications:
INCREASING CONNECTIONS
among geographically dispersed employees

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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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