

# How a former journalist can take your PR strategy to the NEXT LEVEL



Hi Shelby,

It's getting harder and harder to stand out. Reporters are overworked and stretched to their limits, B2B buyers are overwhelmed with information, and trust in the media and online information sources is at an all-time low.

In this environment (*sorry for the gloom and doom*), how can you effectively communicate your company's messages and rise above the fray?

In this week's blog post, Steven Gallo explains how former journalists can help marketers achieve their goals in today's crowded, fast-paced world.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- [12 of the best online tools for PR pros](#) — This list covers many of the tools we use at Rep Ink to find the right media contacts, research top trends and issues in our clients' industries and keep track of client media mentions. (*PR Daily*)
- [How to write for corporate social media channels \(and expand social reach\)](#) — As social media has become an important vehicle for B2B companies to communicate with their stakeholders, it's critical to effectively write for the platforms. Here are several tips. (*Marketing Insider Group*)
- [The 2019 USC Annenberg "Global Communications Report"](#) — Each year, the USC Annenberg School for Communication and Journalism surveys PR professionals to look at the state of the communications profession. This year's report highlights several important trends, including the integration of PR and marketing, the proliferation of new technologies and the increasing importance of visual-based communications. (*USC Center for Public Relations*)



THE LIGHTFOOT WAY

## WHAT WE'VE BEEN DOING

We are proud to have our work for client Lightfoot, Franklin & White highlighted in a recent *Attorney at Work* article, "[Using Content as a Lawyer Recruiting Tool](#)."

"There's a lot about the Lightfoot site that's very well done. One of the key elements is that they provide stats — the steak — to back up the sizzle. **Any decent writer can craft your sizzle, but uncovering the steak of the sale is an art.** Here, Lightfoot has used content across the site that should impress potential associates and laterals as much as clients, such as [this page on the Lightfoot Way](#). Creating content that appeals to multiple stakeholders is the key to connecting with your audience without cluttering your site with too many pages."

[Click here to read the article](#) for more tips on using content as a recruiting tool.

## IN THEIR WORDS: MONEYSOLVER

Interested in learning what it's like working with Rep Ink? Watch our client (and former Rep Ink'er) explain how we helped MoneySolver communicate its message effectively through video.



[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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