

Marketers:  
It's time to  
push back on  
your bosses'



Hi Michelle,

I hope you didn't succumb to any bad ideas this Thanksgiving.

You know the ones: finally telling your aunt what you really think about her, deciding *this* is the year to transition to tofurkey or stepping on the scale the morning after Thanksgiving.

These kinds of bad ideas can really put everyone in a fowl mood (that pun was a bad idea).



Now that we're back to work, it's time to avoid another type of bad idea — the one from your boss.

For any marketer who's ever been asked (i.e., told) to do something they knew wouldn't work, my latest blog post is for you. I profile three marketers who pushed back — and it paid off. I hope this gives you inspiration to stand up for your ideas (and if you need help justifying them, call me).

Until next time, happy marketing!

Michelle

**READ THE POST**

**WHAT WE'RE READING**

- **[The Future of Digital Marketing: Content Marketing Predictions for 2019 and Beyond](#)** — Michael Brenner shares his predictions for the future of digital and content marketing. Trends of note for B2B marketers: employee activation, social media and video. (*Marketing Insider Group*)
- **[How to give your first speech and knock it out of the park](#)** — As marketers, we're typically behind the scenes, not out there doing lots of public speaking. So pass this article along to the subject-matter experts in your organization doing the public speaking. They'll benefit from it. (*{ grow }*)
- **[The 7 Key Principles of B2B Word of Mouth Marketing](#)** — Client referrals are critical to growth, however most referral marketing efforts fall flat. To drive referrals, B2B marketers should create "talk triggers" to drive client conversations. (*Convince & Convert*)



**WHAT WE'VE BEEN DOING**

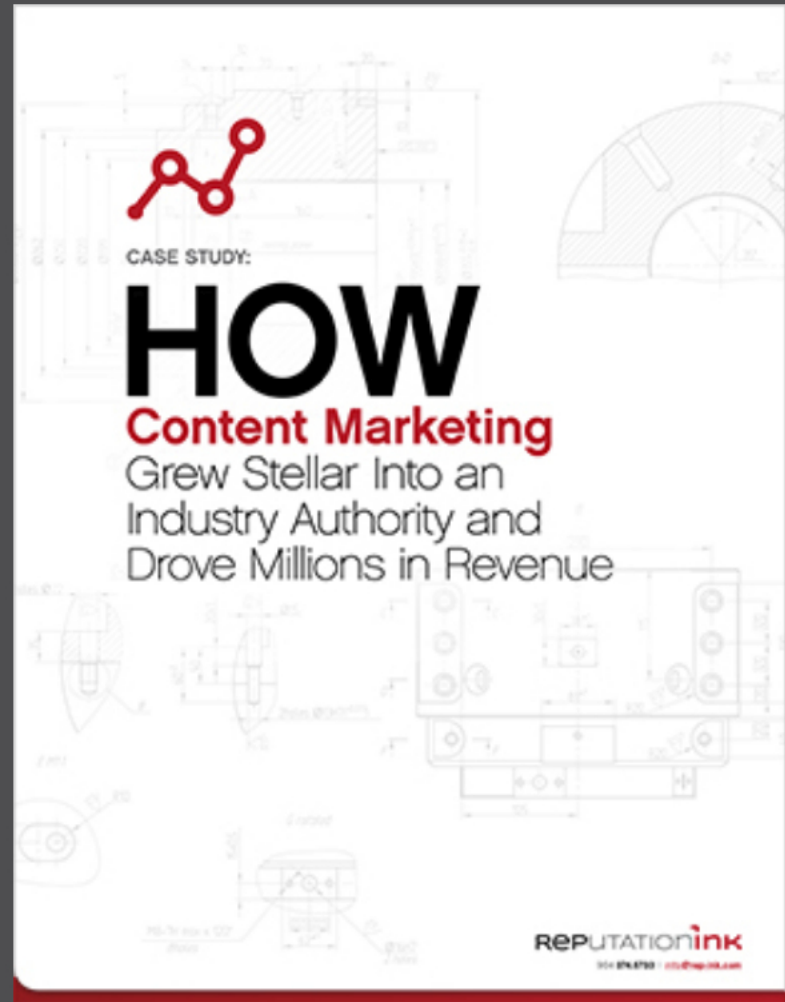
Like the rest of you, we spent last week surrounded by friends and family, eating too much food (and torturing our pets with ridiculous costumes).

As it's the holiday of gratitude, we'd like to thank you for your continued support. We hope you had a wonderful Thanksgiving!

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**Reputation Ink**  
421 E. 6th Street  
Jacksonville, FL 32206  
904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)