



Hi Shelby,

As a marketing agency owner, if I sent out a blog post telling you to spend more money on marketing during a recession, I'd look a little self-serving (to say the least). So, instead, I decided to look at what the research says.

What I found was **credible, compelling evidence that says it pays to invest in marketing during an economic downturn**. In every study I could find, from the 1920s onward, companies that maintained or increased their marketing budgets during economic downturns pulled ahead of their competitors in profits and market share.

I've summarized eight different studies for you in my latest blog post, which you can read by clicking below. I hope this helps you justify your marketing budget as we face the long road of recovery from the COVID-19 crisis.

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **COVID-19 mindset: How pandemic times are shaping global consumers** — FleishmanHillard's TRUE Global Intelligence practice released the results from its six-country study, showing how the virus is reshaping perceptions, behaviors, values and societies. (FleishmanHillard)
- **How COVID-19 is impacting B2B marketing** — This study looked at the impact of COVID-19 on 2020 B2B marketing plans, finding that 72% of respondents project their overall 2020 B2B marketing budgets will increase, stay the same or only be cut moderately (by less than 20%). (B2B Marketing Zone)
- **"Industry" should be THE critical component of your firm's overall strategy** — Yes, there is good non-COVID information being shared (hallelujah)! In this article, the authors describe four reasons why focusing on industries allows your firm to find more (and better) client opportunities. (Legal Executive Institute)

## WHAT WE'RE DOING

If you're looking to get social from a distance this month, join me for these virtual events:

### Food for Thought: How content marketing created an industry authority

April 17, 11:30 a.m. ET

In this presentation for the Society for Marketing Professional Services (SMPS), I will present a case study of our work with an architecture, engineering and construction company, Stellar. In just under 7 years, we've achieved a staggering return on investment of 6,250%, with a total of \$50 million in new revenue that we can track directly to content marketing. [Register for the webinar here.](#)

### LMA Florida Crisis Panel

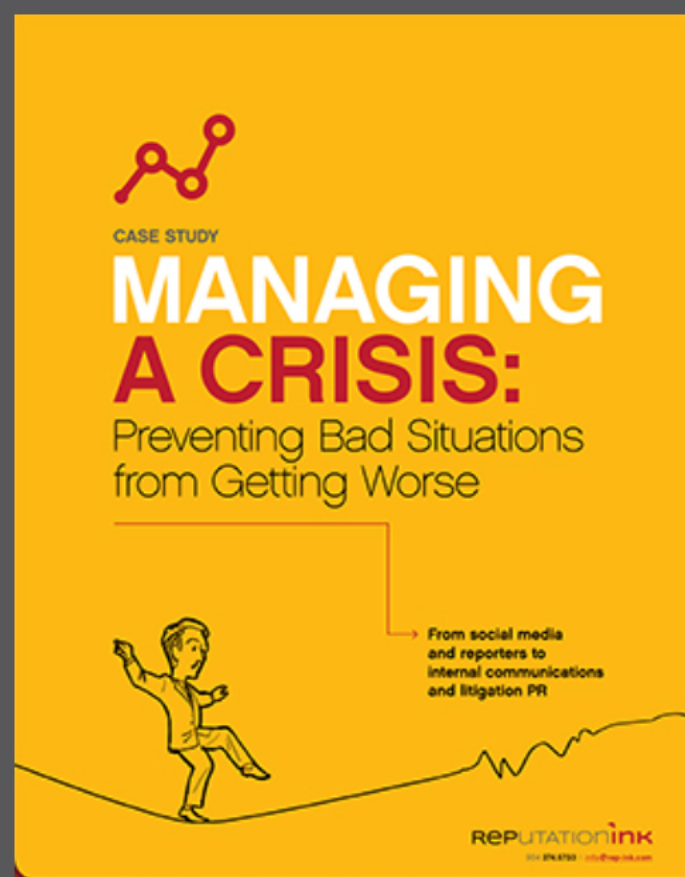
April 21, 2 p.m. ET

I will be serving on a panel of Legal Marketing Association (LMA) crisis communicators from across Florida as we discuss best practices for law firms in managing the COVID-19 crisis. In addition to myself, panelists include Ioana Good of Poston Communications, Vivian Hood of Jaffe PR and Todd Templin of Boardroom PR. Stayed tuned for the webinar link to be shared on Rep Ink's social media accounts.

## CASE STUDY: CRISIS PR: PREVENTING BAD SITUATIONS FROM GETTING WORSE

You have a short window of time before a misstep or otherwise short-lived emergency turns into a reputation-damaging catastrophe. When crisis strikes, the right partner can help manage the volatile process of controlling the narrative and protecting your reputation.

[Learn More](#)



## ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

## CONTACT US:

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