



Hi Michelle,

Ever look at some law firm blogs and wonder, *what are they thinking?* Why write about a topic that has nothing whatsoever to do with the firm and its practice areas? Why publish a post that is more like a personal rant? Why post consistently for a while and then disappear for a few months?

These blogs are likely created without any clear content marketing strategy.

I know, I know. You're tired of hearing about the importance of content marketing strategy, but it's crazy super-duper important.

If your firm doesn't have a documented content marketing strategy, click the link below to learn seven easy steps to create one.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [14 Best Content Marketing Newsletters in 2019 and 10 essential PR blogs to read](#) — While I'd rather you focus your time and attention on our newsletter, there are some great content marketing and PR newsletters and blogs out there. These two round-ups will get you started if one of your goals in 2019 is to stay more up to date on all things marketing and PR. (*Ceralytics and Ragan*)
- [Use Your Christmas Cards to Change Your Marketing Forever](#) — This is an old post from one of my favorite UK-based content marketing agencies, but it resonates now that we're getting closer and closer to Christmas (you guys know it's December, right?). If you aren't staying in touch with your clients and other contacts on a regular basis, a Christmas card is a good way to start. (*Also, not to brag, but our Christmas video is turning out soooooo good. I can't wait to share it.*) (*Valuable Content*)
- [Step Right Up! 8 Content Promotion Showstoppers For 2019](#) — It's becoming more apparent that you have to spend as much time promoting your content as you do creating it (*one. more. thing. amirite?*). Here's a great article to get you started. (*TopRank Blog*)



WHAT WE'VE BEEN DOING

Here at Rep Ink we are busy with our usual day-to-day activities — pitching and landing clients media interviews and bylined articles, interviewing subject-matter experts, writing blog posts and other content, wrapping up a major website content project and shooting and editing videos.

However, at this time of year, we're also busy reviewing our clients' trade media **editorial calendars** for 2019. If you haven't started collecting and reviewing 2019 editorial calendars, now is the time. Even if you don't do much PR, looking at what the industry trade publications are planning for 2019 will give you a good sense of what your audience wants next year. You can also use them as a brainstorming tool for your own blog editorial calendar.

So don't delay, get ed-cal planning!

FREE GUIDE: HOW TO EVALUATE CONTENT MARKETING AGENCIES

Thinking about working with a content marketing agency to up your game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner. We've got you covered. Find out what to look for in an agency and how to pick the right one in this free guide.

[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.

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