



Hi Michelle,

Benjamin Franklin said there were only two things certain in life: death and taxes.

I'd like to add a third certainty for legal marketers: **rankings, directories and awards.**

While I'm sure there are many exciting, creative projects that you're looking forward to in the new year, I would venture to guess that managing submissions for rankings, directories and awards isn't one of them.

And while keeping track of all the submission rules and deadlines is enough to drive anyone crazy, deciding whether to pay for ads or sponsored profiles in these directories can be another frustrating task.

**So, is it worth it? How can you determine the ROI?** We tackle this topic in an oldie-but-goodie blog post, which you can read by clicking below.

Until next time, happy marketing!

Michelle

**READ THE POST**

## WHAT WE'RE READING

- **The hot new conference swag favored by Lyft, WordPress, and Twitter** — Since we're on the topic of tasks marketers hate, let's look at ordering tchotchkes (e.g., giveaway and promotional items like pens and keychains). No one likes them, yet everyone keeps spending money on them. In this article, *Fast Company* profiles an innovator in the space. It's great food for thought. (*Fast Company*)
- **How Much an Effective In-House Content Marketing Team Will Cost** — Once a business law firm gets to a certain size, content marketing and thought leadership are no longer nice-to-haves. Once a firm decides to invest, the next decision becomes whether to build an internal team or outsource. This article looks at the costs to build an in-house team and helps you weigh the pros and cons. (*Influence & Co.*)
- **Jeff Bullas' Recommended List of Digital Marketing Tools & Resources (UPDATED)** — Getting a handle on all the marketing technology tools available today can seem daunting. From website setup to analytics, SEO, promotion, conversion, email and more, there are a wide array of tools to choose from. After being asked regularly for recommendations, Jeff Bullas decided to compile this handy list of tools he uses and recommends. (*JeffBullas.com*)

## WHAT WE'VE BEEN DOING

We've been doing lots of warm-and-fuzzy holiday team-building the last few weeks. We volunteered at the [Jacksonville Humane Society](#) (Rep Ink'ers are animal lovers if you haven't noticed) and ate lots of delicious food at our team Christmas dinner. Enjoy the photos!



### VIDEO: HAPPY HOLIDAYS!

Check out our annual video for a (catchy) musical recap of the busy year we had. Cheers to 2019!



### 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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