



Hi Michelle,

Happy Election Day! If you haven't already, I hope you are taking time out today to [exercise your right to vote](#). I look forward to seeing all your "I voted" sticker selfies. It's the only reason I put on makeup today.

PSA over, now back to marketing! Today's topic: legal blogging.

As a legal marketer, you know it works. You get it. But perhaps your firm's leadership doesn't. They simply cannot see the link between blogging and winning business. Or perhaps your firm has some blogs, but your lawyers aren't committed and your blogging is inconsistent.

If this sounds familiar, take a look at our interview with one of Jacksonville's fastest-growing law firms, Jimerson & Cobb. The business litigation firm has been named one of the "50 Fastest Growing Companies in Northeast Florida" for five years straight by *The Jacksonville Business Journal*. It's also been listed as one of the fastest-growing law firms in the nation more than once.

The firm's founder says blogging is one of the key reasons for the firm's rapid growth. He shared with us how they blog, how they get buy-in, how they determine topics and how it has led to new business. See for yourself by clicking the link below, and as always, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [How Great Brand Stories Connect You with Your Customers](#) — Michael Brenner shows why storytelling is so effective and argues that "even within the most rational, fact-based decisions lie an emotional core — the pain point" that you should use to tailor your stories. (*Marketing Insider Group*)
- [Here Are Some Characteristics of Top-Performing B2B Content Marketers](#) — The most effective B2B marketers are tech-savvy, have leadership buy-in and personalize their content. (*MarketingCharts*)
- [How Content Marketing Is Driving the Future of B2B](#) — Take an hour out of your day to watch this webinar (there's a lawyer joke about halfway through if that motivates ya). Hopefully it will give you inspiration to stand up for your ideas and to build empathy into your firm's marketing. (*MarketingProfs*)

WHAT WE'VE BEEN DOING

We're continuing to build our video portfolio. Last week, we delivered the final versions of two videos we created with an animation partner for one of our largest clients. The videos explained a complex technology the client recently patented. Here's a quote from the client:

"Very impressive. What may be most impressive is the extent to which the producers 'get it.'"

Phewwwww. Big relief, amirite?

Want to know more about our video work? Check out our [video portfolio](#).

CASE STUDY: THE POWER OF VIDEO TO ENGAGE

Learn how we used video to engage a global timberland company's employees.

[Learn More](#)



CASE STUDY

Internal Communications: INCREASING CONNECTIONS

among geographically dispersed employees



REPUTATION **ink**
904.374.5733 | [info@repink.com](#)

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:

Reputation Ink
421 E. 6th Street
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com