

Writing Samples + Media Placements + Newsletters

Top 8 Takeaways From INBOUND 2021

Inbound 2021 is a Hubspot virtual event that includes 3 days of breakout sessions, keynote speakers, interactive activities, and more! Below are some key takeaways that I learned from this exciting conference:

By: Tiffanie Smith

- 1. Video marketing is super beneficial for sales enablement**
Videos are a great way to key up the messaging by providing the ability to show rather than tell.
- 2. Email marketing myth: bookend emojis are a current trend**
Adding emojis at the beginning and end of a subject line increases the open rate of emails.
- 3. Commit to establishing healthy boundaries with your client**
Understanding the need of the client and effective communication is crucial.
- 4. Track and score your calls back into Google ads**
Use call tracking services to analyze and score important quality leads as conversions into Google ads.
- 5. Become the most trusted voice in your space by providing trusted content**
Establish yourself as the thought leader in your industry by educating your audience with valuable knowledge.
- 6. Use account-based marketing to drive growth**
Segment and create account groups to ensure the right audience is receiving the right message.
- 7. Learn when to let a client go**
If you have toxic clients and you do not fire them, you are telling your team that the revenue is more important than your team's happiness
- 8. Lead with compassion**

This crucial leadership skill strengthens and mentors employees, while also allowing them to grow by setting them on a path to success.

2022 Projections From KNB Marketing and PR Experts

This is a round-up blog post where I coordinated with the team and gathered their responses

Video Marketing will become a priority

Video is the most important piece of content to create for any brand and is now the new powerhouse of the marketing industry. Short-form video, live shopping events, product demos, and segmented videos are very popular video marketing projections for 2022.

- Tiffanie Smith, Marketing Coordinator at KNB Communications

10-15 strong media contacts is more impactful than 50 weak ones

Similar to choosing a smaller circle of 'best friends', fostering relationships with a close-knit group is more manageable for getting to know one another and building trust. Working within a freelance capacity has been a preference for many media contacts. In 2022, there will be far greater opportunities when you put energy into *really getting to know someone*, especially if the goal is to secure coverage with a variety of sources.

- Corrie A. Fisher, Account Executive at KNB Communications

Bundled deliverables for cohesive, multi-channel alignment

I foresee companies and agencies striving *and planning* for more cohesive, multi-channel communication efforts. Aligning media relations, paid advertising, social media, and email marketing is worthwhile, and companies

are starting to notice how it pays off. The planning in Q4 2021 and heading into the new year will pave the way for magnified results throughout 2022.

- Emily Boland, Account Executive at KNB Communications

Social media integration + automation

Social media is now part of mainstream marketing plans, including B2B healthtech. Yet, every social media manager knows the pain of logging in to multiple platforms to post across channels and run ads. The social media platforms have long held their API's close to the vest, but if they want ad dollars, they're going to have to streamline the media-buying process. I foresee third parties striving to build more robust "all-in-one" centralized profiles for businesses to run both the paid and organic sides of social. They'll also have to work with the platforms to automate more of the marketing tasks like engaging with comments. Please!

-Beth Cooper, VP of Marketing + Sales at KNB Communications

Cultivating consumer trust

In 2022, brands need to take a stand on the issues that matter most to earn consumer trust. It is imperative to use content marketing to communicate your brand values and promises to your customers. According to the [2021 Edelman Trust Barometer Special Report](#), when consumers trust your brand, they are more likely to advocate for your brand, stay loyal to your brand and purchase your brand. Consumers want to see integrity and authenticity from the brands they love. Brands need to go beyond their products and services to actively make a difference in our society. With all the issues our society is currently facing, there will be countless opportunities in 2022 for brands to create consumer trust and loyalty.

-Laura Hill, Marketing Manager + Client Services at KNB Communications

Increase adoption of artificial intelligence

Artificial intelligence has already made a huge difference in how brands interact with consumers and how marketing strategies are managed. In such a rapidly changing environment, it's difficult to predict what the future holds. Having a system that is constantly evolving and assessing data is the key to driving the next generation of marketing conversions and sales. ROI is practically assured.

- Sandy Gutierrez, Digital Marketing Strategist at KNB Communications

In-Person Media Relations Will Finally Be Back

From people finally getting back into their offices to share space with their colleagues, to meeting clients in-person again, to attending networking events, conferences, and meeting with media in-person, 2022 looks like a year that we will finally be able to get face to face with others in our industry - the better to collaborate, present messaging, and demonstrate products, services, and knowledge. We learned a lot about how to be effective doing things remotely, but re-learning the personal touch will have an affect on all of your relationships in the marketing and PR world.

- Doug Haslam, Account Director at KNB Communications

Personal/Transparent Branding Will Be Required from Brands

After the BLM rise and protests in 2020, more consumers from gen z + x have expressed transparency from brands that speak to their true beliefs beyond a social media post. Consumers are looking for realness and truth through company policies and partnerships with black and brown companies.

- Christina Tuck, Account Executive at KNB Communications

Personalization will be essential

Personalization is already a popular trend in marketing, but will be essential for attracting and retaining consumers in 2022. Consumers want to be treated as individuals and the personal experience is what keeps clients satisfied and engaged with a brand.

- Katherine Buhl, Intern at KNB Communications

Omnichannel marketing will continue to increase in relevancy

As correspondence with consumers continues to disperse across platforms, the demand for brands to create a seamless experience for customers will only increase. Brands will need to focus on strategizing consistent, homogenous messaging and communication as they interact with consumers across channels.

- Aisling Gigandet, Intern at KNB Communications

The concept of fake news will be major issue

While the concept of “fake news” started as a political rallying cry, it is now a very real concern. With loads of websites and outlets dedicated to spewing misinformation, showcasing purchased product reviews, and sharing paid 5-star ratings, it can be difficult for consumers to find the truth. Authenticity, truthfulness, and transparency are equally, if not more, important than quality, quantity, and value. The pandemic has given all of us time to reflect on what’s important to us and be more thoughtful about where and how we spend. Consumers are no longer willing to believe a mission statement or corporate talking head claiming a company does the right thing — they want proof. Customers will seek, support, and engage with brands aligned with their ethos — and they’re more than willing to call out dishonesty and inaccuracy. The days of saying one thing something different are over.

- Amy Roberts, Vice President of Communications + Client Services

KNBlack Lives Matter

This is a round-up blog post where I coordinated with the team and gathered their responses

Tell us about someone from Black history who has impacted your life.

[Tiffanie Smith, Marketing Coordinator, KNB Communications](#)

Issa Rae is a huge inspiration to me! I absolutely love her show which she created and acted in, *Insecure*. It recently just ended its fifth and final season. Issa made it a point to put black culture at the forefront of the show by showing black tradition through the food, scenery, the personas of the actors, fashion, and more. It was so relatable to real life and expressed current issues African Americans deal with on a daily basis.

[Christina Tuck, Account Executive, KNB Communications](#)

Amy Roberts

A few years ago, I read *The Immortal Life of Henrietta Lacks* and often wonder if any single human has ever contributed more to advancing science, engineering, and medicine. It's a painful yet important reminder of how the institutions we rely on are inherently and systemically bias and how often white people have benefitted from racial inequities in healthcare. Racism is [still] a public health crisis.

Gaby Hermes, Executive Assistant, KNB Communications

I'm a tech-nerd and love using every modern gadget within my reach, especially those that help me find stuff, like my keys or my husband. That is why I am in awe of the brilliant mathematician, Dr. Gladys West. In the 50's, she was admired for her ability to solve complex mathematical equations by hand. Later on, she programmed computers to make those calculations for her. Gladys West broke the farming mold that young black women in rural Virginia were expected to fit. She persevered through racial inequality AND gender bias to make impactful technological advances. Thanks to Gladys's vital contributions to GPS technology, we can get driving directions, tag locations on social media, and locate friends and lost pets. Dr. West was inducted into the US Air Force Hall of Fame in 2018.

Emily Boland, Account Executive, KNB Communications

Bayard Rustin was a lesser-known advisor to Martin Luther King Jr, who is said to have inspired King's nonviolent approach to protesting and as a way of life. Riskin is credited with organizing the 1963 March on Washington, an immense logistical feat bringing together over 200,000 peaceful protesters in under two months. This success in the face of adversity was only heightened as Rustin was an openly gay black man. As a lover of complexity and advocate for making the impossible possible, I have a deep admiration for the man behind the scenes!

Media Placements

Responses to, and placements resulting from responses to journalist inquiries (Haros). HARO stands for Help A Reporter Out via <https://www.helpareporter.com/>

1) Summary: Women professionals: what's your workplace New Year's Resolution for 2022?

Name: Heather Taylor The Story Exchange

Category: Business and Finance

Email: query-d2qb@helpareporter.net

Media Outlet: The Story Exchange

Deadline: 9:00 PM EST - 10 November

Query:

I'm looking for women across a wide variety of positions and industries to share their workplace resolution for 2022 with me. Will you mentor an intern next year? Take courses to learn a new concept and upskill your skill sets? Decide to move from one department to another that is a better fit for your strengths? Spearhead initiatives to create a better company culture for one and all? Or continue looking for your dream job? What's your workplace New Year's Resolution for 2022? What makes this

resolution important to you and what do you think makes 2022 your year to fulfill it?

Requirements:

Seeking responses from female professionals across all industries and backgrounds. Please include your name, pronouns, job title and website link, age or generation you fall into (millennial, Gen X, Gen Z, etc.), and answers to the questions when responding. Please respond only through HARO.

This answer is from Tiffanie Smith, Marketing Coordinator at KNB Communications, a specialized full-service marketing and PR agency focused on healthcare. Tiffanie has five years of experience as a marketing professional and currently serves as a member of the board of advisors at the University of South Florida - Digital Marketing Advisory Board. Tiffanie is a millennial.

www.knbcomm.com

<https://www.linkedin.com/in/tiffanie-smith/>

My workplace New Year's Resolution for 2022 is to become a great mentor for our intern class each semester. The ability to be able to guide and lead college students to successful careers is something I find very valuable + enjoyable. Teaching interns the tools needed to thrive in the business world along with helping to build their portfolio is an opportunity I am proud to be a part of. Gaining managerial experience and leadership skills contributes to my professional career growth, which is part of my main focus in 2022.

2) Summary: 14 Internet Communication Etiquette Tips: Emojis, Hashtags and More

Name: Thylan Le Internet News

Category: Business and Finance

Email: query-d191@helpareporter.net

Media Outlet: Internet News

Deadline: 9:00 PM EST - 12 November

Query:

What is one etiquette tip you'd offer in internet communication?

Please share your tip, as well as your platform (ie - social platform, email) or method (emojis, #hashtags).

Requirements:

4-6 sentence response. Please answer in complete sentences (no bullet points). Please be original (not written anywhere else), nonpromotional, and actionable.

This answer is from Tiffanie Smith, Marketing Coordinator at KNB

Communications, a specialized full-service marketing and PR agency focused on healthcare. Tiffanie has five years of experience as a marketing professional and currently serves as a member of the board of advisors at the University of South Florida - Digital Marketing Advisory Board.

www.knbcomm.com

<https://www.linkedin.com/in/tiffanie-smith/>

One etiquette tip I would offer is how internet communication relates to email marketing. Bookend emojis are the newest trend going into 2022. Adding emojis at the beginning and end of a subject line increases the open rate of emails. Since emojis are very eye-catching, they attract the reader to the subject line which as a result, increases the open rate.

3) Summary: Important digital marketing trends for 2022

Name: Biage Otachi Digital.com

Category: Business and Finance

Email: query-d294@helpareporter.net

Media Outlet: Digital.com

Deadline: 7:00 PM EST - 12 November

Query:

Please answer the following: What are the XX important digital marketing trends for 2022?

Requirements:

Please don't respond unless you're a digital strategist/marketer. Please share only the important trends.

Please share your Name, Position, Company, and Website.

This answer is from Tiffanie Smith, Marketing Coordinator at KNB Communications, a specialized full-service marketing and PR agency focused on healthcare. Tiffanie currently serves as a member of the board of advisors at the University of South Florida - Digital Marketing Advisory Board and upholds a digital marketing certification.

www.knbcomm.com

<https://www.linkedin.com/in/tiffanie-smith/>

One of the most important digital marketing trends for 2022 is video marketing. It is the most important piece of content to create for any brand and is now the new powerhouse of the marketing industry. The popularity of video applications is at an all-time high, making it a great place to reach new audiences and increase engagement. It is also a very effective way to provide a unique experience for consumers and is a great way to key up the messaging by providing the ability to show rather than tell. Short-form video, live shopping events, product demos, and segmented videos are very popular video marketing projections for 2022.

4)Summary: X Digital Marketing Predictions for 2022

Name: Lisa Smith LocalIQ

Category: Business and Finance

Email: query-d39k@helpareporter.net

Media Outlet: LocalIQ

Deadline: 4:00 PM EST - 19 November

Query:

Hi--I'm compiling a list of digital marketing trends for 2022, so I'm looking for marketers who can weigh in on what they think the biggest trends will be in digital marketing in the year to come.

Potential subcategories include: email marketing, display advertising and PPC.

Thanks!

Requirements:

Digital marketers. Thanks!

This response is from Tiffanie Smith, Marketing Coordinator for KNB Communications, a specialized full-service marketing and PR agency focused on healthcare.

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[linkedin.com/in/tiffanie-smith](https://www.linkedin.com/in/tiffanie-smith)

<https://twitter.com/TiffTheMarketer?s=20>

Video is the most important piece of content to create for any brand and is now the new powerhouse of the marketing industry. Including video thumbnails in a search result creates a rich snippet, which can improve the SEO of a website.

Video is a top strategy for attracting and engaging your prospects- if you haven't engaged with video marketing yet, 2022 will be the year to do so. Account-Based Marketing, or ABM, is another marketing tactic that will pay off for small businesses in the coming years. ABM personalizes the buying experience for a prioritized group of high-value prospects. As personalized marketing experiences trend in 2022, ABM will be a key strategy to pay attention to.

One marketing tactic to avoid in 2022 is backlinking anything and everything on your website. The latest Google core update has cracked down on unreliable or untrustworthy content, so any links on your site need to be well-researched, reliable, and authoritative for best practices. Marketers and businesses alike can only expect more stringent Google core updates in 2022.

Other Quotes:

Haro Request:

Account-based marketing will be critical to connecting marketers with clients in 2022, as a broad marketing approach is no longer the best strategy. Compared to traditional inbound marketing, ABM saves time and money by focusing on campaigns that target specific accounts. It will help improve ROI, generate qualified leads, and personalize the buying experience for a prioritized group of high-value prospects. Another top strategy marketers should adopt in 2022 is video marketing. Video is the most important piece of content to create for any brand and is now the new powerhouse of the marketing industry. Including video thumbnails in a search result creates a rich snippet, which can improve the SEO of a website. Video is a top approach for attracting and engaging your prospects. If you have not utilized video marketing yet, 2022 will be the year to do so.

Beckers Hospital Round-Up Quote - 1.5.22 - Black History Month - Diversity in Healthcare

Delivering culturally competent services to diverse communities is a crucial need within the healthcare system. Therefore, healthcare companies should develop and provide solutions that meet patients' linguistic, cultural, and social needs. Doing so would reduce care disparities in patient populations, support the elimination of ethnic and racial health issues, and acknowledge the importance of culture.

Tiffanie Smith - KNB Communications - Marketing Coordinator

Newsletters

I designed and created content for the following newsletters in the HubSpot platform

KNBeat

Health News



INBOUND Insights

Our Marketing Coordinator, [Tiffany](#), attended 24 hrs of marketing seminars so you don't have to. Here's her distilled [takeaways](#) with the top trends in marketing for 2022.



What makes them tick?

KNB President, Chintan, dishes on what makes an entrepreneur + includes some personal stories from his childhood in this [Valiant CEO](#) interview.



Meet the fall interns

[Katherine](#) interviewed [Aisling](#) and then they switched. Did they do a good job? See what matters most to the newest generation of marketers.



Bones or no bones day?

Groundhog Day is once a year. TikTok sensation [Noodle the Pug](#) gives daily predictions about how your day will go, just as accurately as your daily horoscope.

Hey there you,

- [This song](#) has been stuck in my head all week.
- October is Breast Cancer Awareness month.
- I feel like spooky season is a bit less spooky this year. Agree or disagree?
- I'm trying to drink less Diet Coke. Any suggestions for a replacement?

As always, if you want to nerd out about any marketing or PR topics, reply to this email or give me a call!

Sincerely,

Beth

C. Elizabeth Cooper

Vice President of Marketing + Sales

m: (914) 534-1086

New York, NY

www.knbcomm.com

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KNBeat

Health News



2022 top health comms trends from KNB experts

From social media automation to bundled deliverables to personal branding... [Take a gander](#) at these 11 marketing and PR 2022 projections from the KNB team!



KNB's Amy Roberts back in Forbes

Our VP is quoted in [Forbes again](#): "It is always better to address a crisis in the moment—with a level of transparency that makes corporate lawyers uncomfortable."



Meet digital marketer Sandy Gutierrez

Digital marketing maven, fitness enthusiast, and mother (+dog mom)! [Discover](#) Sandy's proudest accomplishment and, just importantly, her favorite TV show.



Have you seen Amazon's Celebrity Store?

Why shop like a peasant when you can buy the same things your favorite celeb has? Amazon has released lists curated by popular public figures. We like [Serena Williams](#)'.

Hey there you,

As a marketing professional, it is imperative that we know the trends and the latest news. With that in mind, here's what I'm thinking about this week.

- I just bought my first NFT! It was \$6. Did I waste my money?
- Please take advantage of my painstakingly-curated [Twitter lists](#). From top health IT media to promising health tech companies, I've got you covered. (Let me know if you want to be on one.)
- Healthcare was hit hard by the Google Nov 2021 [core algorithm update](#). (And also Pinterest, apparently?)

As always, if you want to nerd out about any marketing or PR topics, reply to this email or give me a call!

Sincerely,

Beth

C. Elizabeth Cooper

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m: (914) 534-1086

New York, NY

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KNBeat

Health News



Healthcare trades are KING in public relations

Splashy national media is great of course, but major credibility is built via trade pubs. KNB PR expert Corrie [shares why](#) + how to leverage them.



Proud to judge the eHealthcare Leadership Awards

[The winners](#) have been announced. Congrats to all the worthy entrants! Our President was happy to be a judge for the the 2021 eHealthcare Leadership Awards.



We convinced our boss to get on Twitter

President Chintan Shah is officially tweeting! [Please follow](#) so he thinks we were right in insisting he share his healthcare insights this way.



Fun tangrams proven to be linked to STEM

Playing with tangrams has powerful brain growth results. [Try your hand](#) at it! We did and all had a good laugh. It's more challenging than it looks.

Hey there you,

As a marketing professional, it is imperative that we know the trends and the latest news. (That's how I justify the number of hours I spend on TikTok every day.) Speaking of...

- TikTok is integrating [online shopping](#).
- Instagram is reverting to [chronological order](#). I have mixed feelings. You?
- The [Forbes women](#) to watch in 2022.
- Ring in the new year with these [unique cocktails](#).

Hit reply to say hey or let me know what's going on in your healthcare tech world. And if I don't talk to you before the holidays, wishing a wonderful season to you and yours.

Thanks for what you're doing to change the healthcare landscape,

Beth

C. Elizabeth Cooper

Vice President of Marketing + Sales

m: (914) 534-1086

New York, NY

www.knbcomm.com

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Tiffanie Smith <tsmith@knbcomm.com>

Preview - ✨you, try your hand at a mind-expanding Tangram!✨

Marketing Email Preview Send <noreply@hubspot.com>
 Reply-To: Marketing Email Preview Send <noreply@hubspot.com>
 To: tsmith@knbcomm.com

Wed, Jan 19, 2022 at 4:35 PM

KNB

Beat

Health News



Build productive + happy teams that drives results

Managing interdisciplinary poses unique challenges. KNB Account Executive Emily Boland shares her [5 best practices](#) for a productive team.



KNB's Amy Roberts interviewed by Authority Magazine

Our VP of client Services + Communications shares how to successfully manage remote teams in [Authority Magazine](#).



Beth Cooper named Becker's Top Women to Watch in 2022

KNB's VP of Marketing, Beth Cooper was named in top health IT women to watch in [Becker's Hospital Review](#).



Create your 2022 goals on this FREE vision board

Are you on track with your new year goals? Build this virtual vision board creation in [Canva](#) with a FREE account!

Hey there you,

As a marketing professional, it is imperative that we know the trends and the latest news. (That's how I justify the number of hours I spend on TikTok every day.) Speaking of...

- TikTok beats Google as the [most popular site](#) in 2021
- Try this [virtual treadmill workout](#) for your 2022 fitness goals
- Find out what [marketing trend](#) is in your future
- 2022 fashion [trends](#)

Hit reply to say hey or let me know what's going on in your healthcare tech world.

Thanks for what you're doing to change the healthcare landscape,

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C. Elizabeth Cooper

Vice President of Marketing + Sales

m: (914) 534-1086

New York, NY

www.knbcomm.com

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