



Hi Shelby,

We know how incredible in-house legal marketers are. We work alongside these professionals every day.

Legal marketers tend to be many things (sharp, savvy, knowledgeable), but there's one thing we consistently find that they are *not*.

Bored.

Legal marketers are juggling many demands from many stakeholders, and the need for support is real.

When we tell you the importance of working with a specialist legal marketing and PR agency, we can hear you pulling out your salt shakers to add a grain. Of course we think that! It's our job.

But we have the rationale to back up our claim. If you're looking for specialized support for your legal marketing efforts, check out Ashton's latest blog post.

Happy marketing!

Michelle

[READ MORE](#)

Related Posts



[The do's and don'ts of lawyer cross-marketing during PR opportunities](#)

Let's say your law firm's publicist secures you a guest appearance on a leading podcast that caters to one of your primary practice areas. It's the day of the podcast, and of course, you're nailing every question and hitting your talking points — all while showcasing your extensive legal experience and knowledge. As you close out of your Zoom room and throw on a more casual top, some nagging questions cross your mind: *"Should I have talked about my colleague's case? Did I miss a big opportunity to promote other attorneys at my firm?"*



[Benchmark Litigation: Law firm submissions 101](#)

There are pages upon pages of legal recognitions that I'm sure you get spammed with often. Some pop up on social feeds while others have a more personalized touch by sliding into your inbox and addressing you by name. We're here to help separate the grit from the gold. One legal award ranking that always makes our shortlist is *Benchmark Litigation*.

Spill the Ink Podcast



[Reducing stigma and promoting wellness in the legal industry](#)

The legal industry is known for its competitive nature. Sadly, the high-pressure environment can take a deep toll on the mental health and overall well-being of legal professionals. Recognizing these challenges, the Legal Marketing Association established a Well-being Committee to promote healthier work environments, reduce stigma and provide valuable resources.

This episode features a conversation with Cynthia Voth, a key figure in launching the LMA committee, explaining the committee's goals and highlighting the importance of breaking down barriers to mental health conversations. Cynthia also shares with host Michelle Calcote King how her own law firm is making efforts to provide resources for its attorneys and professionals.



Our Rep Ink team is looking to grow! If you know someone who matches the below qualities for a Rep Ink Account Coordinator, give them our info.

Our ideal candidate:

- Relishes the idea of working from a home office while doing strategic, high-impact marketing and public relations work for some of the nation's leading law firms, architecture, engineering and construction (AEC) firms and B2B companies
- Is a news junkie who loves the art of storytelling
- Works well with a tight-knit group of colleagues who strictly adhere to a no-asshole rule

Learn more [here](#).

<p><b>ABOUT US:</b></p> <p>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.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
--	--