



Hi Shelby,

The clock is ticking for *Benchmark Litigation*!

If you haven't submitted yet, [that April 29 deadline](#) is creeping up.

For those of you who are already chugging away on your submissions, our latest blog post offers recommendations on how to ensure you are putting your best foot forward.

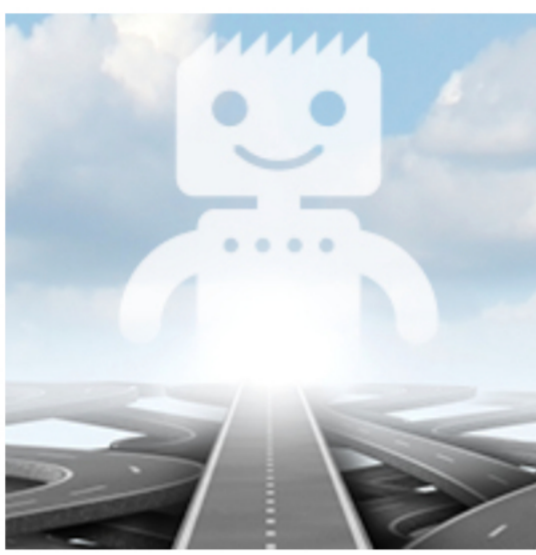
If you're on the fence about whether *Benchmark* is worth the lift for your firm, we chat through why it makes Reputation Ink's short list of rankings that we recommend for our clients.

Until next time, happy marketing!

Michelle

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As the search platform has become a key way clients find their way to you, it's more important than ever to make sure you show up (and show up quickly) on Google's search pages. But how? Learn how law firms can strengthen their content, as well as avoid pitfalls that result in a thumbs down from Google's search rankings.



[What to do when a thought leader leaves your law firm](#)

Losing a leading professional hurts, especially if that lawyer or team member left an indelible mark on the firm. But firms must still address the potential fallout from the departure, including how it may affect the reputation of its practice groups, team morale and how existing clients interface with the firm. An effective PR strategy — particularly one prepared by an experienced [legal PR team](#) — can help bridge these gaps and help the firm move onward and upward.

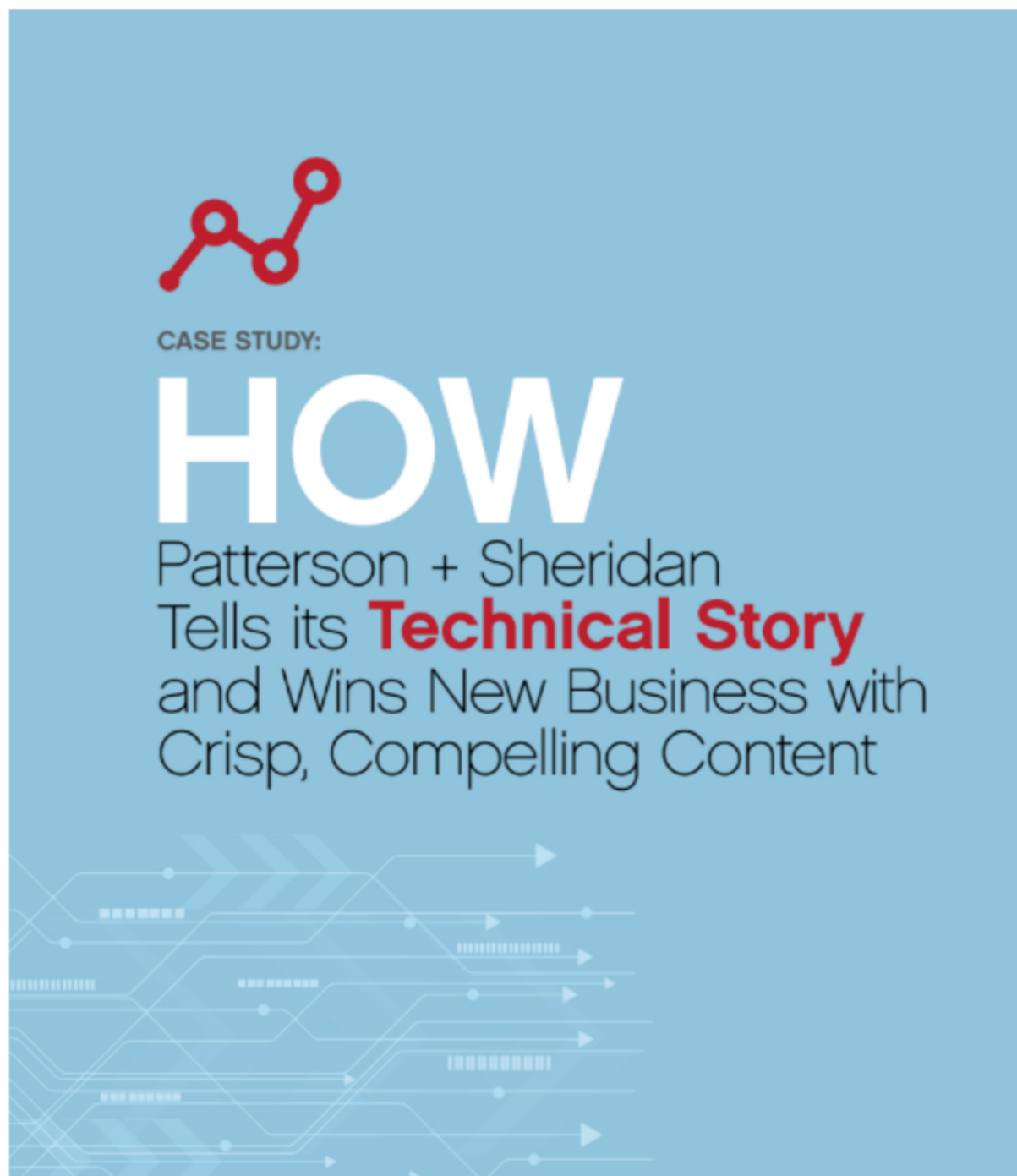
Spill the Ink Podcast



[Do partnership and video marketing strategies work for law firms?](#)

How can law firms cut through the noise to stand out in a highly competitive market? Answering Legal has found success in integrating partnership and video marketing into their strategy. Tune in to hear Nick Werker, Answering Legal's marketing director, talk about how they're doing it and what success they've had.

PATTERSON + SHERIDAN CASE STUDY



[Download our legal case study](#) to learn how we helped a client win new business by telling their technical story with crisp, compelling content.

<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>
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