



Hi Shelby,

It's finally happening... technology is taking the legal world by storm. More and more start-ups and law firms are seeking ways to streamline their processes and automate areas of the law.

Any legal tech venture or tech-focused law firm looking to spearhead a successful media strategy must build and develop relationships with key legal tech reporters, bloggers and influencers. These knowledgeable folks are more than just potential avenues for publicity; they are great sources of information on this ever-evolving sector.

In his latest blog post, Eric Pesale covers the bloggers and media outlets that legal tech companies should target and law firms should follow to stay up to speed.

Until next time, happy marketing!

Michelle

**READ MORE**

**Related Posts**



[13 blogs legal marketers should follow](#)

If you want to become a better legal marketer who generates noteworthy results, don't stop learning. Stay current by following thought leaders and reading blogs that share what's new and what's next in legal marketing. Here are just a few of our favorites.



[How to get covered by The Wall Street Journal](#)

Getting featured or quoted in *The Wall Street Journal* can be a major coup for any lawyer whose practice intersects with the business world. However, getting noticed by the *Journal* in the 2020s will be different and more challenging than in years past. Here are some steps firms can take now to increase their likelihood of receiving a feature or quote opportunity in the *WSJ*.



[5 ways to get more media coverage for your firm](#)

Securing media coverage isn't as simple as putting out a press release. It takes a focused, dedicated effort and a deep understanding of how the media works. Here are five ways to get more media coverage for your law firm this year and beyond.

**Spill the Ink Podcast**




[Navigating the legal industry's rapid changes with Gerry Riskin of Edge International](#)

Most law firms are deeply rooted in tradition and heritage. As the world rapidly changes, running a firm the old-fashioned way may not work anymore. It might be time to rethink how your firm operates. On this episode of the *Spill the Ink* podcast, Michelle Calcote King interviews Gerry Riskin, a co-founding partner of Edge International, to hear his advice on optimizing law firms.

## OUR CLIENTS IN THE NEWS


We achieve media coverage for our legal clients every day, helping them build credibility and generate demand for their services. Below are a few recent media opportunities we've secured.



[Price-fixing charges dropped against two former poultry company execs](#)

In one of the largest U.S. Department of Justice price-fixing enforcement actions in decades, client Lightfoot, Franklin & White secured a dismissal of charges against a former Pilgrim's Pride employee charged with participating in a conspiracy to fix prices for broiler chickens.


---



[Africa must be a trusted, global energy partner](#)

Client Michael Ehrenstein, founder of the international business litigation boutique Ehrenstein|Sager and the 2022 president of the Litigation Counsel of America, argues that Western Europe should consider Africa as a new, reliable energy partner to diversify fuel supplies and lessen dependency on Russia.

---



[LegalEase Solutions acquires CLM Gurus, with eye on implementation challenges](#)

Client LegalEase Solutions acquired contract lifecycle management (CLM) consultancy CLM Gurus just months after expanding its CLM offerings to include more end-to-end support, focusing on technical implementation, data migration, and software implementation.

**ABOUT US:**

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.

**CONTACT US:**

**Reputation Ink**  
P.O. Box 13190  
Jacksonville, FL 32206  
904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)