



Hi Shelby,

Law firms can be a bit like a holiday table.

While everyone attending is there for a similar goal (grab the best piece of dark meat, don't sit too close to the toddler who throws dinner rolls), most of us can agree that holiday gatherings feature a variety of perspectives and opinions.

In the same way, your firm is made up of diverse minds that bring their unique outlook to solving problems for clients. While this is an incredibly effective way to meet clients' needs and achieve positive outcomes, it becomes a bit dicey when it comes time to market the law firm.

In our latest legal blog post, we dive into what can happen if a law firm doesn't have a unified approach to messaging, and how to ensure your firm speaks with one voice.

Until next time, happy marketing!

Michelle

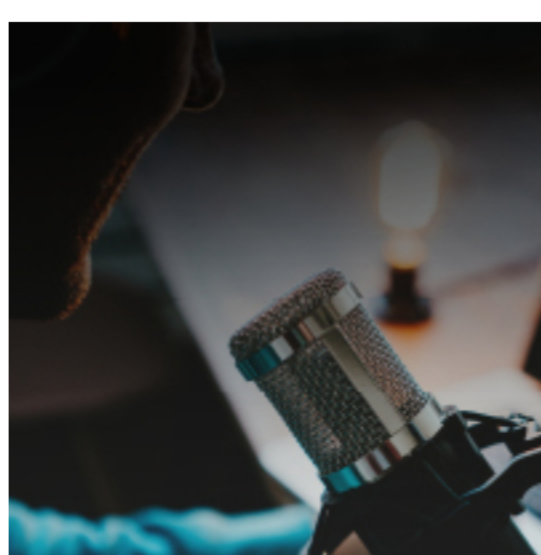
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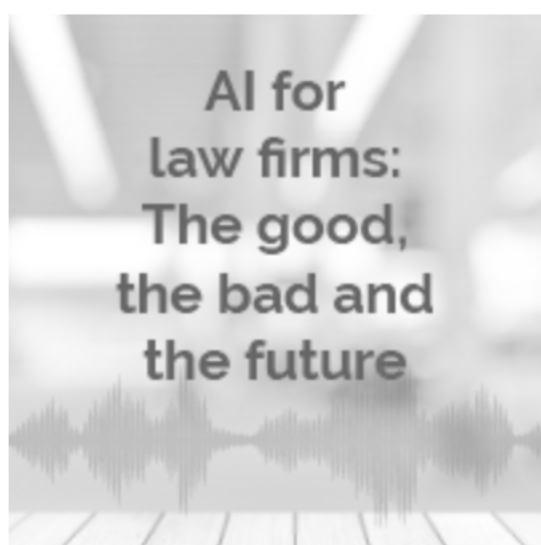
We've compiled the ultimate law firm marketer holiday gift guide for you to share with whoever might be buying YOU a gift. You can also treat yo' self or your fellow marketing colleagues with a few goodies on the list.



[Do's and don't's of podcast interviews](#)

What differentiates a good podcast from a clumsy one? Well, editing and producing is nothing to scoff at. But a major component is the quality of the conversation. One of the most important skills when launching or developing your podcast is learning how to conduct an interview. While there is a lot of trial and error involved, we've compiled our top tips to get you started.

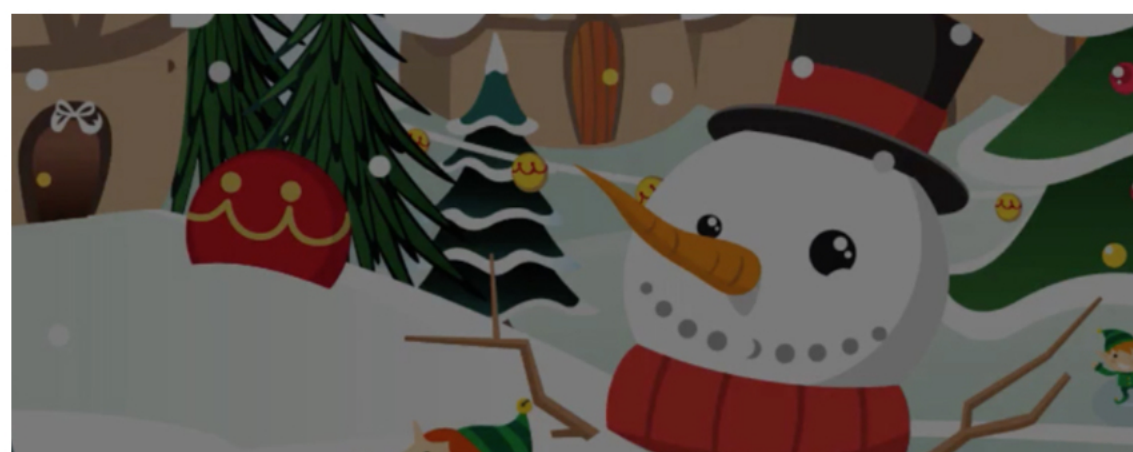
Spill the Ink Podcast



[AI for law firms: The good, the bad and the future](#)

Artificial intelligence tools are reshaping how many marketers perform their work, but not all businesses are on board with their prevalence at work. I interviewed Jessica Aries, a seasoned legal marketer, about how her digital marketing agency uses AI to enhance the team's marketing expertise and simplify workflows. We discussed if and how law firms are using AI, the impact of ChatGPT on the sector, and also break down best practices, risks and their favorite tools.

'Tis the season!



We are actively making our list and checking it twice.

Rep Ink always takes a lot of pride in our [often award-winning](#) holiday videos. We are still a few weeks away from sending this year's video, but we cannot wait to share it with you.

If the suspense is killing you or you are simply in the mood for some holiday spirit, [check out our holiday videos](#) from the past few years.

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