



Hi Shelby,

Congratulations!

You've successfully implemented an email marketing strategy to connect with your clients and prospects. Email marketing is a potent tool for getting a high return on your marketing investment.

But the journey doesn't end when you press "send email." And — for some — it can be the start of trouble when your boss asks why the company's latest email send ended up in her spam folder.

*Gulp.*

There are many facets of email marketing that contribute to getting your content to the top of your audience's inbox. In our latest blog post, we explore the main reasons why emails often end up in the spam folder and provide practical advice on how to ensure they land securely in your recipients' inboxes.

Happy marketing,

Michelle

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Related Posts



[It's in the \(camera\) bag: creating an in-house marketing video program](#)

We all *know* video marketing is no longer a "nice to have" but rather an important component of a firm's overall marketing strategy. However, actually capturing that footage is no small thing. Discover equipment and accessories to begin producing top-tier video content in-house.



[Touting your award wins: how to stay in compliance with ethics rules](#)

It is a big deal when law firms and attorneys are recognized by credible industry award programs. We know firsthand the credentials it takes to be named in *Chambers* or *The Legal 500*. But ... now what? Check out our latest blog post to learn how to toot your own horn while staying compliant.

Spill the Ink Podcast



[How law firms are using videos to generate and nurture leads](#)

You don't need to work in an extremely visual industry to make video content that drives revenue and brings in new business. You don't even need to hire a fancy, high-tech production team. I invited Philip Fairley of The Rainmaker Institute to share the best practices and video strategies that have helped his law firm clients grow their businesses.

A LOOK BACK



Is March too late to reflect on the past year?

We don't think so (but just barely...)!

Last year, [Answering Legal](#) released 16 episodes of their "Everything Except The Law" podcast, including one featuring yours truly. This ["best of" video](#) highlights key moments from last year's interviews. Scroll to minute 8:15 to learn about the value of law firms taking part in public relations.

<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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