

13 blogs  
legal  
marketers  
should  
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Hi Shelby,

Fasten your seatbelt. If there's one constant in our industry, it's *change*.

Remember when content marketing was a new concept? Remember debating why a law firm would ever create a blog? It seemed radical at the time, but even blogging is now considered passé in some circles.

So how do you keep up? The best way I know how is to read. That's why we've compiled a list of 13 blogs (*we're not in the passé camp*) that will keep you up to date on the latest trends, changes and best practices in legal marketing.

Click to read the list below, and until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Legal marketing: The best clients don't come from Google** — Daniel Decker explains why leads generated through SEO are not the best leads for most law firms and what you must focus on instead. (*Spotlight Branding*)
- **Key ways to avoid negative publicity** — David McCann argues that marketing professionals have a responsibility to protect their firms' brands and work to avoid negative publicity, outlining six ways to do that. (*Marketing the Law Firm*)
- **Why this Am Law firm kept partners in the dark on a branding overhaul** — Learn how Goldberg Segalla, a fast-growing firm that broke into the Am Law 200 two years ago, avoided the dreaded "committee of all" in its recent rebrand, instead forming a small committee with just three partners, outside consultants and an internal branding group. (*The American Lawyer*)



WHAT WE'VE BEEN DOING

Last month we celebrated eight years in business. While that may not seem long to some, as a small business owner I celebrate every year in business with great pride.

I am thankful to all of our clients — including many long-term ones that we've worked with since year one or two — as well as the strong, tight-knit team we've built.

I'm also thankful to you, dear reader, for joining us in this journey. Here's to many more!

**FREE GUIDE:**  
**6 WAYS TO BECOME A  
REAL THOUGHT LEADER**

"Thought leader" is one of those professional phrases that gets thrown around a lot. We've all heard it, but that doesn't mean we understand what it means (let alone how to become one). Download our guide to discover six ways to become a real thought leader.

[Learn More](#)



**ABOUT US:**

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

*We get you. And we'll make sure your clients do, too.*

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