



LEGAL MARKETERS:
Here's how to get general counsel's attention, straight from the horse's mouth

Hi Michelle,

For this Thanksgiving edition of *INKsights*, I'm taking us back to springtime, when the skies were sunny, the air was warm and the flowers were blooming.

Close your eyes. Can you feel the warm breeze? *Ahhhh springtime.*

This past April, like many of you, I attended the Legal Marketing Association's annual national conference. Every year, the can't-miss session is the General Counsel Panel, when a group of in-house counsel talk candidly about how to gain their attention and win their business.

This year's panel provided several great insights, which I've summarized for you — have a read by clicking the link below.

From all of us at Reputation Ink, I wish you a happy Thanksgiving, full of turkey, friends and family. We are thankful for you!

Michelle

READ THE POST

WHAT WE'RE READING

- **Looking for a Partner in Legal Industry Growth? Check the Marketing Side** — Cynthia Voth, the 2019 Legal Marketing Association president, stresses the value that legal marketers provide through several real-world examples, from a marketer who leveraged data to understand client behavior to another who used gamification techniques to shift a firm's culture to focus on client experience. (*Law.com*)
- **Content promotion is changing. My thoughts on where we go from here** — As platforms such as Google, Facebook, LinkedIn and Twitter are "moving from an obsessive focus on user engagement and user experience to an obsessive focus on turning a profit," Benji Hyam argues that we must consider other content promotion tactics, including paid social media and building industry-specific email newsletters. (*Grow & Convert*)
- **The 7 Key Principles of B2B Word of Mouth Marketing** — Client referrals are critical to law firm growth, however most referral marketing efforts fall flat. To drive referrals, legal marketers should create "talk triggers" to drive client conversations about the firm. (*Convince & Convert*)



WHAT WE'VE BEEN DOING

Like the rest of you, we'll be spending this week surrounded by friends and family, eating too much food (and torturing our pets with ridiculous costumes). We thank all our clients, partners and legal industry friends for your continued support (and for simply being nice human beings).

From the Rep Ink family to yours, have a wonderful Thanksgiving!

**CASE STUDY:
 ATTORNEY BIOS THAT
 DON'T SUCK**

Learn how we developed attorney bios that people actually want to read while instilling trust, building relationships and boosting reputation.

[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.

CONTACT US:

Reputation Ink
 421 E. 6th Street
 Jacksonville, FL 32206
 904-374-5733
www.rep-ink.com