



Hi Shelby,

Forget orange... client experience is the new black. Thanks to greater competition and increased client demands, law firms with superior client experience will enjoy more loyalty and higher profits than those that don't.

So how can marketers improve their firm's client experience? Enter *marketing automation*.

In my recent article for LMA's *Strategies* magazine, I explain how marketers can use marketing automation to create personalized experiences and build better relationships with clients. Click to read the article below, and until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [Lawyers make the case for email newsletters](#) — The 2019 State of Digital & Content Marketing Survey reveals the importance of email for legal marketing and provides insights for how to do it right. (*MediaPost*)
- [Memo to law firm CMOs: Don't skimp on those partner bios](#) — Surprise! Lawyer bios are important. But you already knew that. If you need help convincing your leadership, though, this article will help. (*The American Lawyer*)
- [Separation of church and state is \(mostly\) dead in media, execs say](#) — If you've pitched the media in the past few years, this won't come as a surprise: the once-sacred walls between editorial and sales are all but gone for most of today's media outlets. In a roundtable discussion with 12 media company CEOs, the participants broadly agree that "today's business climate requires editors to work side-by-side with ad sales teams (and their clients) in order to meet new and evolving demands from marketers and offset declines in traditional advertising." (*Folio:*)



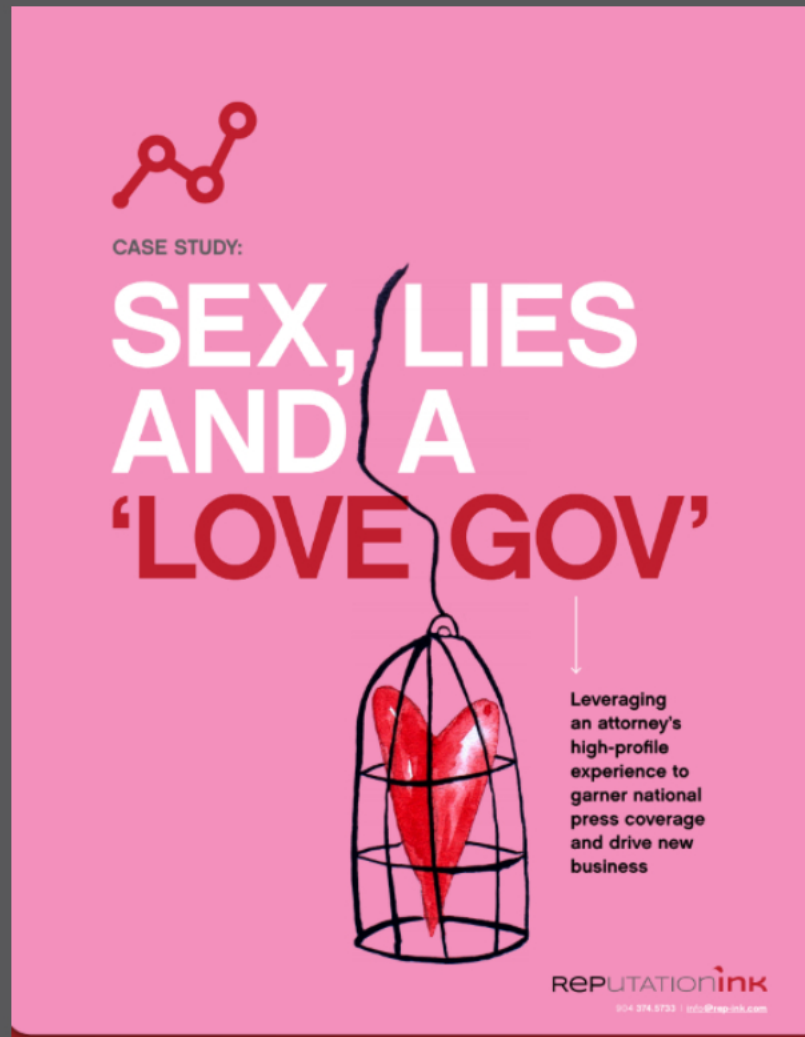
WHAT WE'VE BEEN DOING

We are practicing what we preach and securing media placements for ourselves. In addition to today's lead article that I authored for LMA's *Strategies* magazine, I was recently quoted in a [Law360 article](#) about the potential impact to Hunton Andrews Kurth's reputation following a government investigation of alleged ethics violations by former firm partners. Take a look at my thoughts on the issue (at the end of the article) and let me know what you think.

CASE STUDY: SEX, LIES AND A 'LOVE GOV'

Learn how we leveraged an attorney's high-profile experience to garner national press coverage, including placements in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *USA Today*, NBC's Today Show and more.

[Learn More](#)



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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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