



Hi Shelby,

Unless you're living under a legal marketing rock, you know that the 2019 Legal Marketing Association Annual Conference was this week. More than 1,500 people attended, including little ol' me.

As usual, it was a great conference, and I left with many insights, new friends and a hangover that won't quit. If you weren't able to make it, I've summarized three sessions in this week's blog post, covering **law firm diversity**, **economic trends** and **marketing technology**. (Even if you were there, consider this a helpful recap!)

Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **12 of the best online tools for PR pros** — This list covers many of the tools we use at Rep Ink to find the right media contacts, research top trends and issues in our clients' industries and keep track of client media mentions. *(PR Daily)*
- **How to write for corporate social media channels (and expand social reach)** — As social media has become an important vehicle for firms to communicate with their stakeholders, it's critical to effectively write for the platforms. Here are several tips. *(Marketing Insider Group)*
- **The 2019 USC Annenberg "Global Communications Report"** — Each year, the USC Annenberg School for Communication and Journalism surveys PR professionals to look at the state of the communications profession. This year's report highlights several important trends, including the integration of PR and marketing, the proliferation of new technologies and the increasing importance of visual-based communications. *(USC Center for Public Relations)*



## THE LIGHTFOOT WAY

## WHAT WE'VE BEEN DOING

We are proud to have our work for client Lightfoot, Franklin & White highlighted in a recent *Attorney at Work* article, "[Using Content as a Lawyer Recruiting Tool](#)."

"There's a lot about the Lightfoot site that's very well done. One of the key elements is that they provide stats — the steak — to back up the sizzle. **Any decent writer can craft your sizzle, but uncovering the steak of the sale is an art.** Here, Lightfoot has used content across the site that should impress potential associates and laterals as much as clients, such as [this page on the Lightfoot Way](#). Creating content that appeals to multiple stakeholders is the key to connecting with your audience without cluttering your site with too many pages."

[Click here to read the article](#) for more tips on using content as a recruiting tool.

## IN THEIR WORDS: MoneySolver

Interested in learning what it's like working with Rep Ink? Watch our client (and former Rep Ink'er) explain how we helped MoneySolver communicate its message effectively through video.



[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](http://www.rep-ink.com)