



The End of 'DONE FOR YOU' Marketing: Why Attorneys Must Partner with Marketers on Knowledge Extraction

Hi Shelby,

While thought leadership is a critical marketing strategy for law firms, it requires a new way of thinking and far more direct attorney involvement.

Firms can no longer hire an advertising agency, hold an input meeting, send the agency away to create ads and brochures, and then check the "marketing" box and call it a day. The same goes for hiring in-house marketing staff. No matter how good marketers are, they can't promote a law firm effectively without meaningful attorney input. That's because the lawyers themselves, and their knowledge, are what's being promoted.

That's why "knowledge extraction" is so important to great thought leadership. In my latest *Law360* article, I explain what knowledge extraction is, why it's important and how to develop a process that works for your firm.

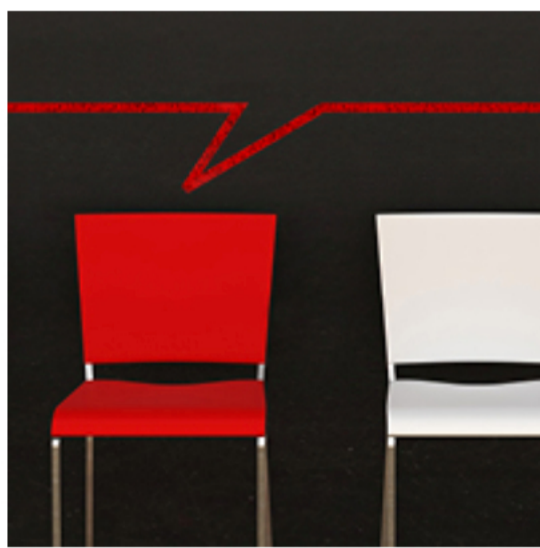
Even if you don't have a *Law360* subscription, you can download a PDF of the full article by clicking below.

Until next time, happy marketing!

Michelle

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Related Posts



[Content marketers: 7 ways to improve your subject-matter expert interviews](#)

The ability to collect good information is the difference between success and failure in almost any endeavor, and it's critical to effective law firm marketing. In this article, we outline our own agency's best practices for interviewing subject-matter experts.



[4 reasons marketers must shift toward a 'knowledge extraction' mindset](#)

Many marketers might not put "knowledge extraction" at the top of their list of skills and expertise, but in this article we argue that knowledge extraction is a specialized skill and imperative for effective business-to-business and professional services marketing.

Spill the Ink Podcast



[Ghostwriting for law firm thought leadership marketing content](#)

In this podcast, I talk to Wayne Pollock of Law Firm Editorial Service about the value of ghostwriting, including the types of attorneys that can benefit from ghostwriting services, his best practices for creating engaging blog posts and how thought leadership content leads to more referral sources.



[How lawyers can get more speaking engagements](#)

In my podcast discussion with Steve Markman of Markman Speaker Management, we discuss the unmatched value of speaking engagements for lawyers and law firms, as well as how to identify the right opportunities, his strategies for meeting an event organizer's criteria and the best practices for delivering speeches that lead to more speaking engagements.

WHAT WE'RE READING

I was interviewed recently by *Law360* on the State Bar of Texas' move to allow law firms in the state to practice under trade names and its potential impacts on the state's legal industry:

"Michelle Calcote King, principal and president of public relations and marketing firm Reputation Ink in Florida, agreed, saying the cost of rebranding a larger firm would outweigh the benefits, unless the firm had a 'very significant reason' to rebrand, such as a reputational issue or removing a deceased founder's name.

There are also many variables to consider when naming a law firm, King said, including whether the domain name is available, if an acronym might be inappropriate, how existing customers will react to the change, and if the name could potentially limit a firm in future expansion and growth.

'It comes down to your own culture and the client base and the type of law that you're practicing,' she said."

Read the full article here: [Texas Trade Name Shift Will Benefit Small, Specialized Firms](#)

WHAT WE'VE BEEN DOING

I'm thrilled to share that two of Reputation Ink's team members have been promoted to director-level positions within our agency. [Steven Gallo](#) is now our Director of Content and PR and [Shelby Gambrell](#) is now our Director of Account Services. Both have been with the agency since 2016 and are integral to our success. Congrats, guys!

[Learn More](#)

CHECKLIST: LEGAL MARKETING & ADVERTISING ETHICS

Struggling to comply with state bar rules on law firm advertising? The key is to understand the basic premises that lie at the heart of the rules and let that guide you. Our checklist provides seven questions you should ask each time you create marketing collateral, website copy, advertisements and more.

[Learn More](#)

Promote your law firm **WITHOUT** breaking state bar rules

[DOWNLOAD NOW](#)

ABOUT US:

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.

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