



# Why law firm marketers **CAN'T AFFORD TO IGNORE** email marketing

Hi Michelle,

Last week, a lawyer client asked us to help him craft email copy about a Supreme Court case win to be sent to targeted clients and referral sources. According to my client, he had done this in the past and it **"inevitably led to new cases"** as it kept him **"in the forefront of GC's minds."**

The timing was serendipitous. That same week, I had written about the critical role that email marketing plays in effective B2B marketing for my other email newsletter targeted to B2B marketers. So, I've decided to share that article with you (*sorry for the hand-me-down, but I promise it fits*).

While my client instinctively understood the value of staying top of mind and using email to accomplish that goal, many law firms don't. If you're looking to convince your leadership to invest more in a **sophisticated email marketing strategy**, take a look at my blog post on the topic by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **[Email marketing insight for 2019 from 8 experts](#)** — Brafton interviewed eight email experts to get their thoughts on successful email campaigns from 2018 and their plans for 2019. (*The Content Marketer*)
- **[Learn why captions and transcripts are great for business](#)** — Video platform Wistia says that instead of focusing on producing videos, marketers should start "thinking about what happens after the video is actually made." And that's where captions and transcripts come into play. These help people find your content and ensure that everyone who wants to consume it can. (*Wistia*)
- **[What does online lead generation look like in 2019?](#)** — New Hubspot research finds that marketers are increasingly using optimized forms (as a result of user testing), well-designed chatbots and data processing strategies to generate higher quality leads. (*Marketing Land*)



## WHAT WE'VE BEEN DOING

We are celebrating our client Stellar's win of *ProFood World's* 2019 Manufacturing Innovation of the Year award for its work for Royal Cup Coffee & Tea. While it may not be an Oscar, in the food processing world, it is.

The distinction recognizes Royal Cup's state-of-the-art plant expansion designed and built by Stellar, a fully integrated firm focused on design, engineering, construction and mechanical services worldwide.

We love telling complex stories, and food processing facilities are some of the most complex environments today. [Read more about our work helping Stellar tell this complex story.](#)

### FREE GUIDE: Law firm PR

In our latest guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

[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)