



Hi Shelby,

Maintaining an up-to-date media pitch list is key for getting your attorneys quoted in leading industry publications. But these days, it's not enough to keep tabs on relevant writers and traditional media outlets alone. *Enter podcasts.*

Podcasts are a multipurpose medium for reaching new audiences and connecting with like-minded professionals (and prospective clients) while demonstrating your firm's value and knowledge. Take it from us: our own [award-winning podcast](#) has expanded our professional network and generated new business for our agency.

But just as podcasts can be effective tools for thought leadership, there are some duds out there. After all, in 2021, [more than 850,000 active podcasts](#) were recording and releasing content. So where should you be focusing your time?

In [Eric Pesale's](#) latest blog post, he provides an overview of the leading legal tech podcasts and what you need to do to get on their radar.

Until next time, happy marketing!

Michelle

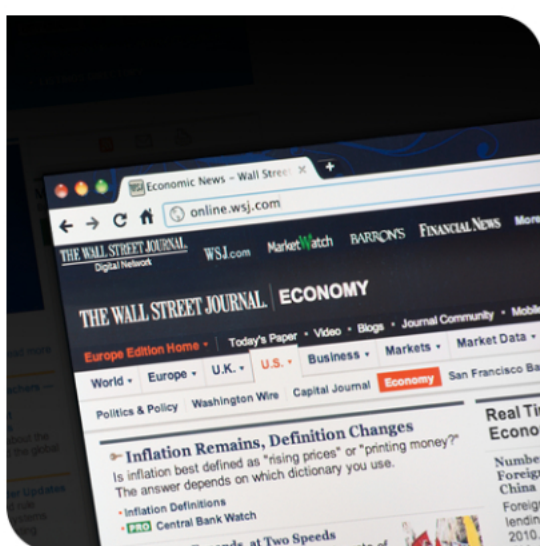
[READ MORE](#)

Related Posts



[A legal tech professional's guide to the media you must know: The bloggers and media outlets](#)

Securing coverage in trusted media outlets will help build your case before notoriously selective lawyers and other legal tech purchasers. Even though legal tech may seem very niche at first glance, a wide range of personalities and outlets cover it. The legal tech media landscape is multifaceted, encompassing outlets hungry for quotable sources and bylined articles. Learn more about the bloggers and media outlets that legal tech companies should target as they plan their upcoming initiatives.



[Legal public relations: How to get covered by The Wall Street Journal](#)

Brent Kendall, the *Journal's* legal bureau chief, recently offered some invaluable tidbits to law firm CMOs on how to best get the *Journal's* attention with a legal story or development. Fortunately, a firm's size and reputation do not matter in terms of coverage. Factors that do, however, range from how closely that firm's outreach strategies cater to the interests of the *Journal* reporters to even when a firm or its PR agency sends out a pitch. Read more about the steps firms can take now to increase their likelihood of receiving a feature or quote opportunity in the *WSJ*.

Spill the Ink Podcast



[Developing a strong strategic plan for your law firm](#)

In this episode of *Spill the Ink*, I interview Wendy Merrill, the Director of Strategic Consulting at Affinity Consulting Group. Wendy shares her experience working with law firms to develop strategic plans in the post-pandemic world, insight into what areas firms should prioritize during their strategic planning process, and what she sees attorneys commonly do wrong. They also discuss how technology can help — or hurt — a firm's ability to adapt to challenges.



[How to improve your legal marketing strategy for the Hispanic market](#)

In honor of Hispanic Heritage Month, I talk with Liel Levy, the co-founder of Nanato Media and award-winning author of *Beyond Se Habla Español: How Lawyers Win The Hispanic Market*. We discuss best practices for marketing to a Hispanic audience, the common mistakes firms and attorneys make when they're first starting out, and what lawyers can do to keep these new clients once they have them.

<p>ABOUT US:</p> <p>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.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------