



# TOUTING YOUR AWARD WINS

how to stay in compliance with legal marketing ethics rules

Hi Shelby,

Happy New Year!

It is a big deal when law firms and attorneys are recognized by credible industry award programs. We know firsthand the credentials it takes to be named in *Chambers* or *The Legal 500*.

But ... now what?

Once the trophies have been handed out (so to speak), how can firms and attorneys publicize their wins and rankings while not running afoul of advertising ethics rules?

Check out our latest blog post to learn how you can toot your own horn while staying in compliance.

Until next time, happy marketing!

Michelle

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## Related Posts



[How law firms can speak with one voice through a comprehensive messaging strategy](#)

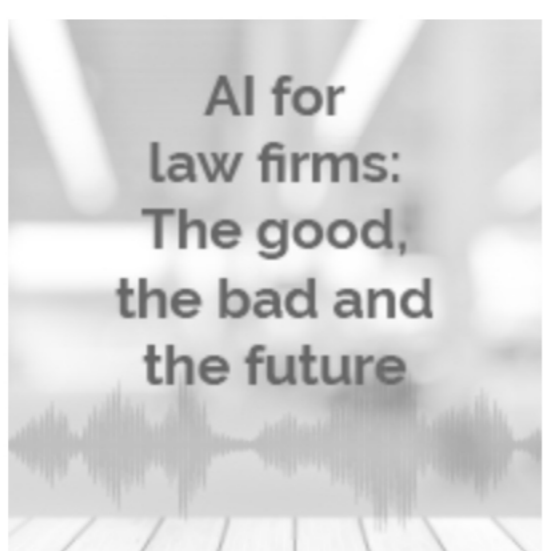
Your firm is made up of diverse minds that bring their unique outlook to solving problems for clients. While this is an incredibly effective way to meet clients' needs and achieve positive outcomes, it becomes a bit dicey when it comes time to market the law firm. In our legal blog post, we dive into what can happen if a law firm doesn't have a unified approach to messaging, and how to get there.



[The ultimate law firm marketer holiday gift guide: 2023 edition](#)

While the holiday season is over, it's never a bad time to treat yourself. If you missed it, we compiled the ultimate law firm marketer holiday gift guide for you to share with whoever might be buying YOU a gift.

## Spill the Ink Podcast



[AI for law firms: The good, the bad and the future](#)

Artificial intelligence tools are reshaping how many marketers perform their work, but not all businesses are on board with their prevalence at work. In fact, it's a particularly controversial subject in the legal sector.

In this episode of "Spill the Ink," Michelle Calcote King interviews Jessica Aries, a seasoned legal marketer, about how her digital marketing agency uses AI to enhance the team's marketing expertise and simplify workflows. They discuss if and how law firms are using AI, the impact of ChatGPT on the sector, and also break down best practices, risks and their favorite tools.

## Happy New Year!



As we jump into a new year, it can be hard to let the holidays go.

If you are still dusting tinsel off your shelves and enjoying a those few final cookies Santa left behind, you're not alone!

[Our 2023 holiday video](#) is one of our favorites. If you haven't had a chance to watch it yet, enjoy!

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