



Hi Shelby,

Happy 2023!

While personal resolutions like upping our gym time and eating more veggies are important, it's those professional goals that require some stick-with-it-ness.

The year is certainly fresh and feels long from where we're sitting, but we all know each year speeds by faster and faster.

If your firm has a goal of getting more press ink this year, start planning now! In Kevin's latest blog post, he explains what editorial calendars are and how they can provide a roadmap to media placements for your firm.

Until next time, happy marketing!

Michelle

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Related Posts



[Contributor networks and bylined article opportunities](#)

There are many ways to secure a byline in a key media outlet. While working with a legal PR agency is a surefire method to get in front of the right editors and reporters, it's just one pathway to publication. Joining a contributor network can be an alternative way to break in — and your PR agency can help with that too.



[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 legal tech providers build their 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. Learn more about the bloggers and media outlets that legal tech companies should target as they plan their brand awareness initiatives.

Spill the Ink Podcast



[Happy holidays! A marketer's reflection on the legal industry](#)

In this episode of Spill the Ink, I chat with [Kevin Aschenbrenner](#), the Senior Director of Public Relations at Reputation Ink, to discuss the evolution of the legal industry and the trends that will shape the next decade of marketing and branding.

THE REP INK BUNCH



The holidays may be over, but we're still humming along to our [2022 holiday video](#).

To celebrate a year of unprecedented growth for our team, Rep Ink wanted to celebrate all the new faces that have joined our team in the last year. We hope you enjoy!

<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>
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