



Hi Shelby,

There's a well-known principle in business-to-consumer (B2C) marketing: Brands that have a higher "share of voice" than their "share of market" will grow. This is called the "excess share of voice" (ESOV) rule.

What does this mean for law firms? Recent research by LinkedIn and the Institute of Practitioners in Advertising shows that ESOV converts **at a faster rate** to additional market share for B2B professional services firms compared to other sectors. This means that when law firms punch above their weight in share of voice in a particular market, they will gradually grow their market share to match that share of voice.

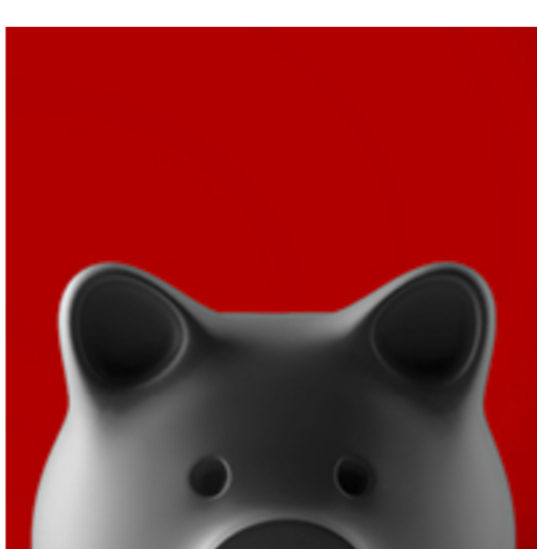
In my recent article for *Marketing the Law Firm*, I explain the ESOV rule, its implications for law firms and how you can leverage this research to get the buy-in you need for greater brand visibility resources.

Until next time, happy marketing!

Michelle

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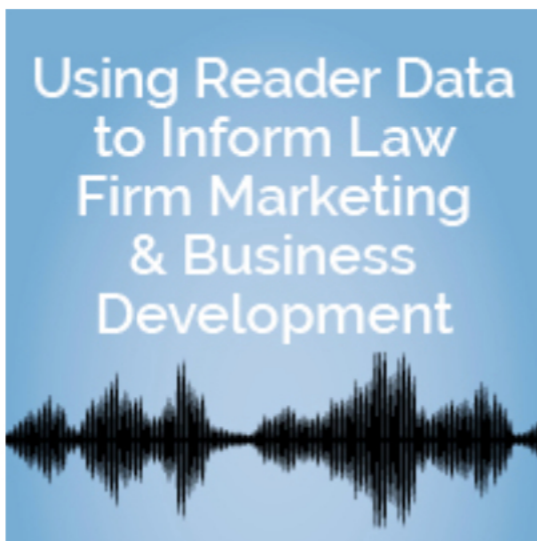
It's the classic chicken-and-egg problem: You don't have money to invest in marketing, but you need marketing to grow. And while there are plenty of studies clearly demonstrating a direct link between law firms' marketing investment and financial growth, many firms still choose to cut back on marketing when money gets tight. Why? My guess is that there's a lack of understanding surrounding the many hidden costs of cutting marketing.



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**CONTACT US:**

Reputation Ink  
 P.O. Box 13190  
 Jacksonville, FL 32206  
 904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)