



Why you should **FOCUS YOUR MARKETING** on one (or a few) industries

Hi Shelby,

It's now a well-established fact: In the digital era, **niches bring riches**. Law firms that focus on a particular industry or practice area stand out in an increasingly crowded marketplace.

However, what should a full-service law firm do? Completely reinvent themselves? Of course not. Instead, firms should identify the practices they are strongest in, as well as the industries in which those practices are most valued by their clients. Then, they should invest the majority of their marketing and business development resources there.

While this approach lacks the simplicity of a single-market focus, it will force the firm to deepen its expertise in a handful of areas and enable it to get more mileage from its marketing investments.

Read more about this strategy in my blog post by clicking below. Until next time, happy marketing!

Michelle

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What does your law firm's marketing content say? Does it have a voice? Is anyone listening? Nowadays, all of us — yes, that includes your firm's clients and potential clients — are inundated with emails, advertisements, notifications and social media posts around the clock. That means standing out is more important than ever... but that can be hard for a buttoned-up law firm without a distinctive voice.



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Visit any law firm's website and you'll find bulleted lists of representative matters and deals written in dry, unengaging language. This might be the most wasted opportunity in the land of wasted opportunities called Law Firm Marketing. While laundry lists of every single matter an attorney has ever touched may be helpful on a resume, it's much less effective for law firm marketing goals.

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Strong market positioning is essential for developing your law firm and distinguishing it in the eyes of potential clients. The key to doing so? Narrow down your firm's focus area to highlight your expertise.

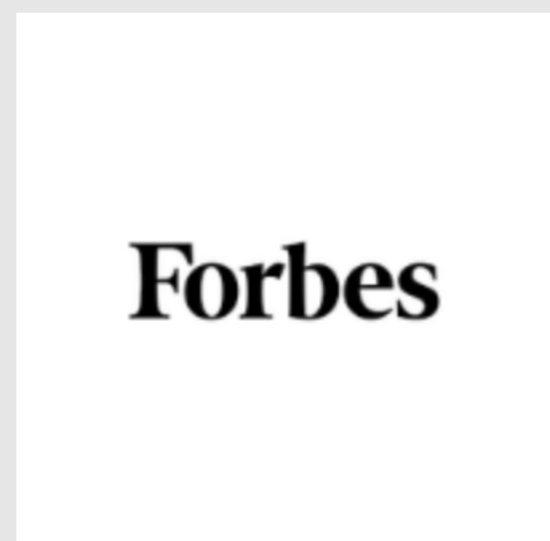


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Change is inevitable — and the legal industry is no exception. The business models that worked in the past are quickly becoming obsolete. If firms want to succeed in today's market, they need to start rethinking how they operate.

OUR CLIENTS IN THE NEWS

We achieve media coverage for our law firm clients every day, helping them build credibility and generate demand for their services. Below are a few recent media opportunities we've secured.



An attorney from client **Smith Hulsey & Busey** advises parents of high school student athletes on navigating new name, image and likeness (NIL) rights — including how parents can keep from creating problems with their own entrepreneurial ideas.

[Uncertainty Remains For High School Student Athletes On NIL Rights](#)



Client **Nanato Media** explains why law firms hoping to reach the Hispanic market must engage with them online in their native language.

[Reaching Hispanic Clients: Why Digital-Forward Is the Smart Strategy for Firms](#)



The president of client **DRI** shares how they are leading the way for women to take hold of leadership positions in the legal industry, setting the standard for other industry organizations to follow suit.

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We are a proud sponsor of DRI's 2021 Managing Partners and Law Firm Leaders Conference, August 26-27 in Chicago. Current and aspiring leaders of law firms will benefit from the range of [speakers and topics planned](#).

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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.

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