



Hi Shelby,

We all *know* video marketing is no longer a “nice to have” but rather an important component of a law firm’s overall marketing strategy.

The data consistently show that video drives engagement, whether that’s short attorney bio videos or social media videos highlighting your latest philanthropic efforts.

Capturing video used to come with a hefty price tag, requiring a team of outsourced videographers and days of shooting — all adding up quickly.

But that’s not the case anymore. Technology has improved, making video creation accessible to in-house marketing teams. *(Even better: Capture your video in-house, then partner with an agency for direction, editing and promotion.)*

To help you start your in-house video journey, we’ve curated our own Favorite Things: a range of lighting, sound, and camera options with a DIY price tag for a polished final product.

Happy marketing,

Michelle

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Related Posts



[Touting your award wins: how to stay in compliance with ethics rules](#)

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? Check out our latest blog post to learn how to toot your own horn while staying compliant.



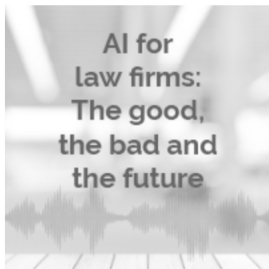
[How law firms can speak with one voice through a comprehensive messaging strategy](#)

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.

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.

Congratulations, Sofia!



We are so excited to announce that Reputation Ink has promoted [Sofia Millar](#) to account manager.

She joined Reputation Ink as an account coordinator in December 2021. Prior to joining the agency, Millar was an on-air reporter for Lexington, Kentucky's highest-rated station, NBC affiliate WLEX-TV. From landmark court cases and devastating natural disasters to historic political elections and groundbreaking COVID-19 developments, Millar gained extensive experience connecting with diverse communities and bringing their stories to life during her years as a

journalist.

Learn more about [Sofia's work with Rep Ink](#).

ABOUT US:

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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