



Hi Shelby,

We know, we know. You want to hear more about artificial intelligence (AI) like you want a paper cut near a glass of lemonade. But we keep talking about AI because it's here to stay.

With the prevalence of AI, some are quick to throw 2x4s towards marketing agencies, letting them know to board up shop to let the computers take it from here.

But not so fast.

In this month's blog post, we break down exactly how much more efficient and effective AI makes the work of your marketing agency, what to expect and whether clients should be concerned about how agencies are using AI.

Happy marketing,

Michelle

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[Use these 12 AI tools to help create thought leadership content](#)

Lawyers are busy people, and creating content takes time. Enter: AI. It can bridge the gap between lawyers' brains and content professionals like us, helping to brainstorm, research, synthesize and summarize (and sometimes much more). Learn more about 12 AI resources that can get your content off the ground.



[How to prepare for a broadcast interview \(even when you're dreading it\)](#)

It is normal to feel nervous as the countdown begins to your broadcast interview. So, what can you do to avoid fumbling through your next one? A former broadcast news anchor ([turned Rep Ink'er](#)) shares the best tips for how to prepare and what messaging to focus on.

Spill the Ink Podcast



What other sectors teach us about legal marketing

[What other sectors teach us about legal marketing](#)

It's easy to get lost in the complexities of a legal issue and the nuances of an industry, but effective marketing should always center around one thing: how does it make people feel about your firm? This is one of many insights that Strauss Troy's director of marketing, Jennifer Gault, has acquired in her more than 12-year career spanning the retail, nonprofit and construction sectors.

In this episode, Jennifer discusses how she's strengthening brand awareness for "strategically midsized" law firm Strauss Troy, including developing a new tagline, launching a video strategy and guiding a website redesign.

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Rep Ink's "Guide to Law Firm Awards, Rankings and Lists" equips law firms with tools and tips to elevate their profile in a competitive landscape by demystifying the inner mechanics and methodologies behind eight leading awards programs. The guide breaks down rankings and award programs, including what they are, why they're important, how to submit nominations and how to promote wins.

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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.

CONTACT US:

Reputation Ink
P.O. Box 13190
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com

