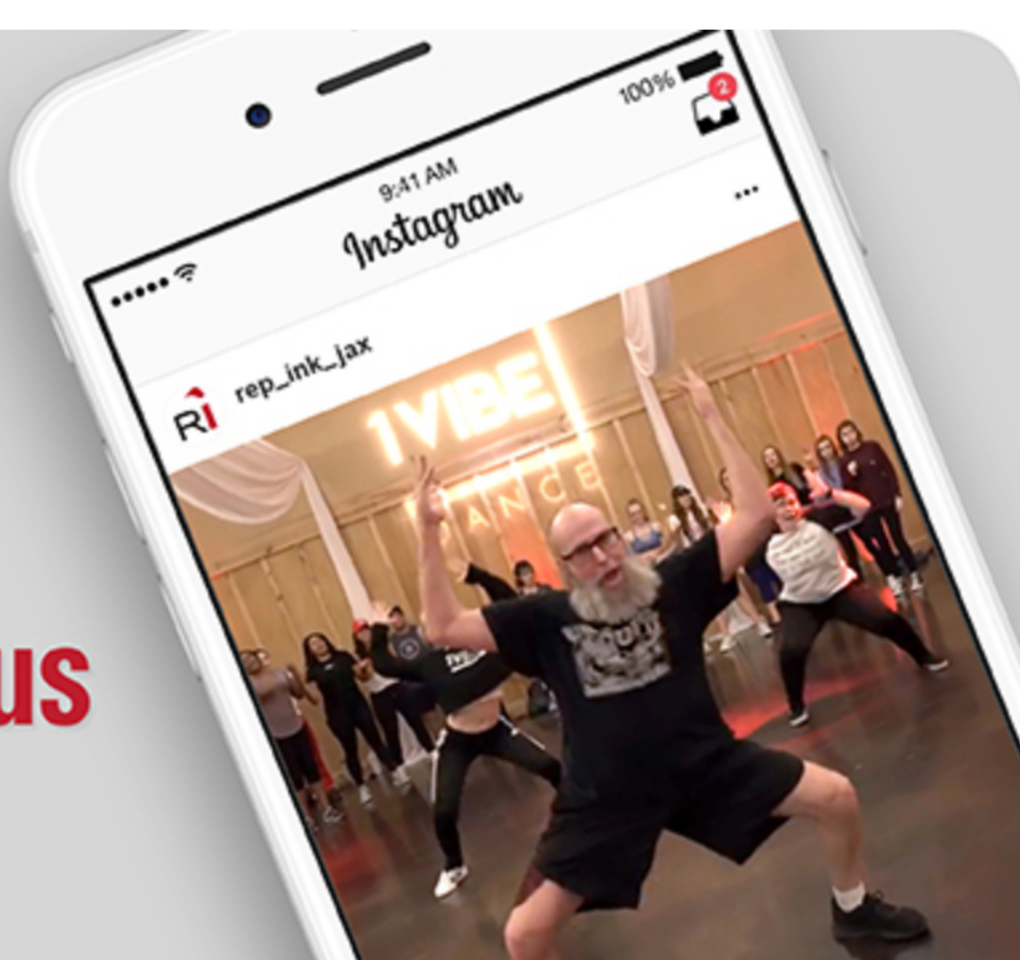


What **legal marketers** can learn from my **Instagram-famous dancing friend**



Hi Shelby,

Last month, I was sitting backstage at The Ellen DeGeneres Show as my good friend danced onstage to the song "Wow." by Post Malone.

While I sat there — both worried and excited for my friend — Rob Lowe casually walked past me a few feet away. At the same time, Will Smith's "people" were emailing and texting us, along with Good Morning America, Inside Edition, Steve Harvey and many more.

In my latest blog post, I tell the story of my friend's overnight internet fame experience and provide lessons that legal marketers can take from it. I hope you enjoy the post, which you can read by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[How to get booked as a podcast guest](#)** — After two decades in marketing and public relations, I recently had a first-time experience as a podcast guest. Podcasts are an ideal medium for reaching legal clients, as listeners tend to be highly educated, affluent professionals. However, you have to get booked first, and this article shows you how. (*Harvard Business Review*)
- **[Hotwire research shows B2B firms could pay dearly for bungling 'high stakes' issues](#)** — In another study, researchers found that a B2B firm (like a business law firm) involved in a sexual harassment scandal, a data security breach or other "high stakes" issue is at risk of losing eight out of 10 customers. If that doesn't convince you to invest in crisis communications planning, I don't know what will. (*B2B News Network*)
- **[A history of the influencer, from Shakespeare to Instagram](#)** — This fascinating read on social media influencers looks not only at influencer history but also modern trends, including influencers styling their social media posts as if they are sponsored "to create the illusion of product placement, hoping that fake relationships with brands will help build the status needed to secure real ones," and hackers locking influencers out of their social media accounts and charging ransoms to regain control. (*The New Yorker*)

WHAT WE'VE BEEN DOING



I serve as the chair of the Jacksonville Local Steering Committee (LSC) of the Legal Marketing Association. While the group is small, we gather every other month for group discussions over lunch covering a range of topics.

This month's topic was takeaways from the Legal Marketing Association Annual Conference. Members who attended the national conference shared their lessons with those who could not attend. If you'd like to be added to our event distribution list, please [email me](#) and I'll add you (LMA membership is not required to attend events).

If you missed my post on takeaways from the national conference, you can [read it here](#). And, if you're not a member of the Legal Marketing Association, [learn more about membership here](#). (*If you work as an in-house marketer at a law firm, it will be the best career decision you ever made.*)

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**CONTACT US:**

**Reputation Ink**  
421 E. 6th Street  
Jacksonville, FL 32206  
904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)