

# 7 decisions to make before beginning A CONTENT PROJECT



Hi Shelby,

If you've ever updated a law firm website or embarked on content projects like updating attorney bios, you know how complex the process can be.

Every lawyer has an opinion, from the important to the trivial. One lawyer decides he must be referred to as "Mr. Smith" in all instances or he will leave the firm out of embarrassment, while another decides that two spaces after each period is *the mountain she's willing to die on*.

So how can you avoid these challenges and ensure your content project runs smoothly, while making (let's face it) *most* attorneys in the firm happy? Take the time to make seven key decisions before beginning the project. Read about these critical decisions in my latest blog post by clicking below, and, until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **When is your communication an ad?** — Legal advertising ethics guru William Hornsby discusses when a firm's marketing must comply with the rules of professional conduct in the first of a three-part series on the ethics of law firm marketing. (*Attorney at Work*)
- **Four law firm content marketing best practices from GroPro 20/20** — Robin Oliver covers four key takeaways from legal marketer Mike Mellor's content marketing session at the recent GroPro 20/20 conference. (*JD Supra*)
- **What most people get wrong about content marketing** — Veteran blogger and marketing influencer Neil Patel reveals the misconceptions he says many businesses have about content marketing and what they're getting wrong when implementing the strategy. (*MediaPost*)



## WHAT WE'VE BEEN DOING

We (and our clients) are proudly filling up our award shelves.

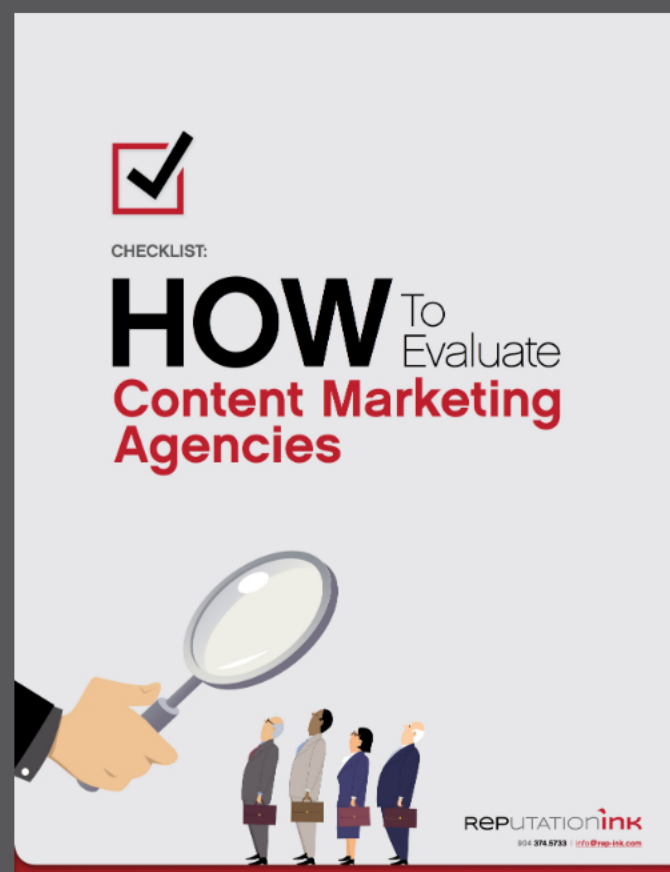
We were honored to be part of the project team for client Lightfoot, Franklin & White's new website, which recently received the Communicator Award of Excellence from the Academy of Interactive and Visual Arts.

In the same awards program, we won a Communicator Award of Distinction for a video blog post we produced for our client Stellar, showcasing Stellar's use of virtual reality technology.

### FREE GUIDE: HOW TO EVALUATE CONTENT MARKETING AGENCIES

Thinking about working with a content marketing agency to up your game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner. We've got you covered. Find out what to look for in an agency and how to pick the right one in this free guide.

[Learn More](#)



### ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

*We get you. And we'll make sure your clients do, too.*

### CONTACT US:

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