Hi Shelby,

Welcome to the Marketing 360!

While we may not be creating illegal alcohol into speakers or engraving that refurbished technology called the automobile, the new decade promises to be as unpredictable as its predecessor 100 years ago. COVID, driverless cars, 5G, space internet satellites and Kim Kardashian practicing law, oh my!

But what about the law firm marketing world? To help you get a sense of what’s to come, we’ve compiled four trends that we believe will shape our industry this year. Read the article by clicking below, and until next time, happy marketing!

Michelle

WHAT WE READING

- 2020 Legal Trends Report: Firms, A Referral-based marketing is a dying a slow and painful death. While building a law firm, those who rely on their own research without seeking other opinions are about to overtake those who seek referrals. That means that if you’re relying solely on referrals, you’re missing out on half of the pie. (Allston Mˉ Analytics)
- Amazon enters the legal marketplace — Amazon has introduced a service to connect small- and medium-sized enterprises with law firms to secure trademark and brand protection. The Amazon Intellectual Property Accelerator is an online network of law firms that “provide trademark application and registration services at pre-negotiated rates.” (LicensingFilms, Amongst Prudities)
- Some random tips for writing better blog posts — After reading hundreds of legal blog posts for the inaugural sailing Hasbones Awards contest, lawyer and veteran legal journalist Bob Ambrogi compiled a list of notes he found himself jotting down over and over again for the authors. Here are his tips for writing better blog posts. (LawL Europe)

WHAT WE’VE BEEN DOING

From Canada to Utah and all the way south to Florida, our team celebrated the holidays with family (both funny and human) and friends. We were thankful for the time off, but are glad to be back at it, working with our fantastic clients and partners! We were a few pies from our holidays. Enjoy!

FREE GUIDE: LAW FIRM PR

In this guide, we pull back the curtain on the law firm media relations strategies and pitfalls that have evolved over the years, from developing media relationships to writing effective press releases, publishing informative newsletters, managing lawyers and more.

ABOUT US:

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