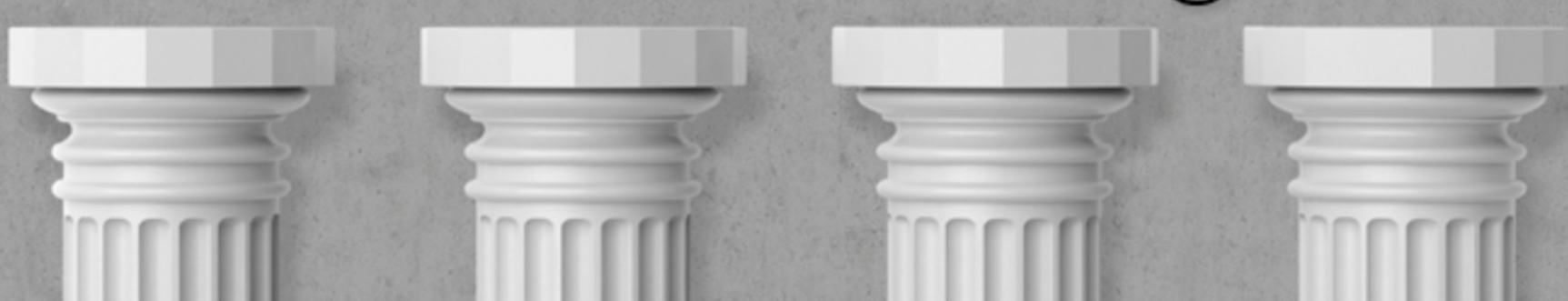


Four **2020** Legal Marketing Trends we're watching



Hi Shelby,

Welcome to the Roaring '20s!

While we may not be sneaking illegal alcohol into speakeasies or envying that newfangled technology called the automobile, this new decade promises to be as unforgettable as its predecessor 100 years ago. Drones, driverless cars, SpaceX 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

[READ THE POST](#)

WHAT WE'RE READING

- **2019 Clio Legal Trends Report, Pt. 2: Referral-based marketing is dying a slow and painful death** — When looking for a law firm, those who do 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. (*Attorney at Work*)
- **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." (*Amazing Firms, Amazing Practices*)
- **Some random tips for writing better blog posts** — After reading hundreds of legal blog posts for the inaugural LexBlog Excellence Awards contest, lawyer and veteran legal journalist Bob Ambrogi compiled a list notes he found himself jotting down over and over again for the authors. Here are his tips for writing better blog posts. (*LawSites*)

WHAT WE'VE BEEN DOING

From Canada to Utah and all the way south to Florida, our team celebrated the holidays with family (both furry 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. Here are a few pics 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 skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

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