



Hi Shelby,

The good news: We made it through March.

The bad news: COVID-19 is still here and has yet to peak.

With at least another month of quarantine ahead of us and months more of recovery, we must continue to strategically and carefully communicate, offering clients appropriate guidance and support.

To help our law firm clients navigate through this time, we've collected a variety of coronavirus-related resources on communications, effective writing, business and legal implications, marketing, business development, public relations, remote work, ethics and events. You can view these resources by clicking below.

As always, we are available to assist you throughout this pandemic and beyond. Wishing you all good health.

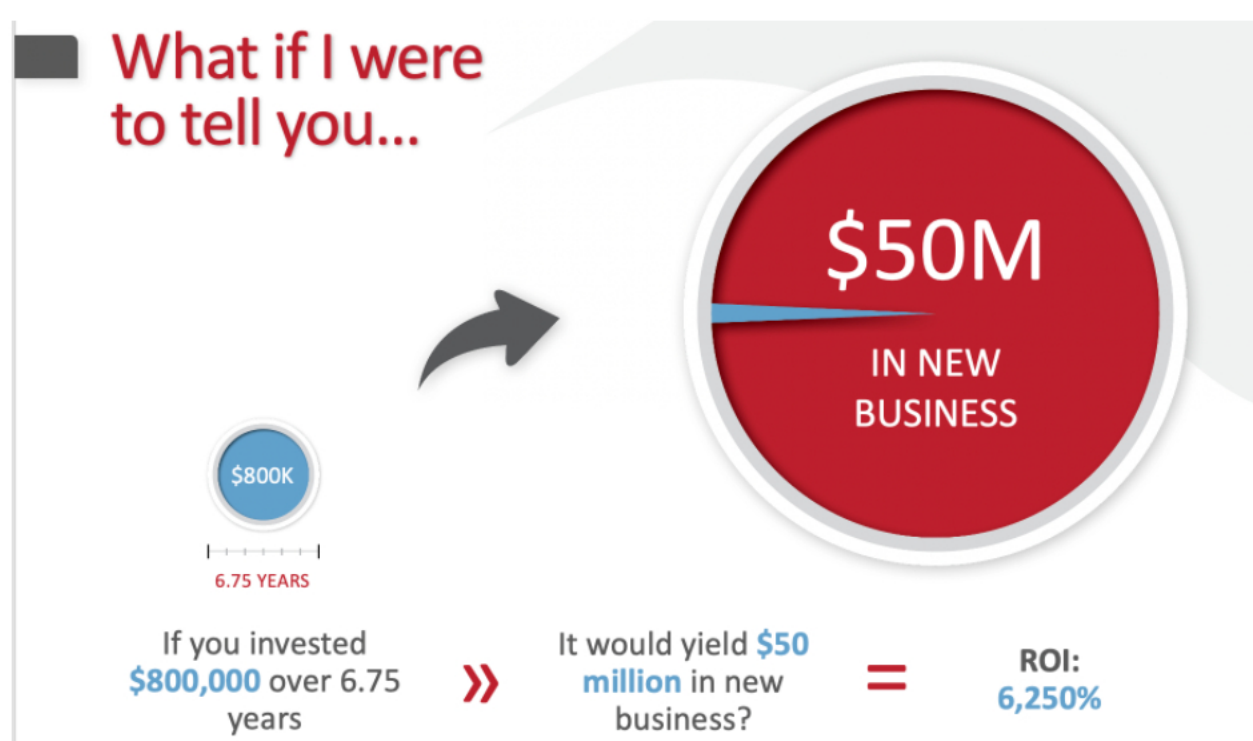
Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **7 brands getting email right during a crisis [examples]** — We have all been flooded with emails about coronavirus — some that were great, others not-so-great. As marketers, we know the importance of adding value with every communication we send. Here are some examples of companies that nailed it. (*Content Marketing Institute*)
- **Journalists never write about ... Shhh! Yes they do, and this tool can show you** — Muck Rack has launched a new free tool called **Trends**. Similar to Google Trends, which displays and compares terms that people are searching for on Google, this tool only looks at news articles (which is incredibly helpful for PR pros). (*Poynter*)
- **Tips for general counsels to manage coronavirus client alerts** — In this article, author Heather Morse gives tips to general counsels, who have been inundated with coronavirus-related content, on how to manage the flood of information. If you don't have time to read it all, skip to the end where Heather outlines her promises to GCs as a legal marketing professional. It's great advice. (*The Legal Watercooler*)

WHAT WE'VE BEEN DOING



Just like many other professionals, I had two conferences in March that were canceled. At one of the conferences, I was going to be a featured speaker, presenting a case study of our work with an architecture, engineering and construction company, Stellar.

In just under 7 years, we've achieved a staggering return on investment of 6,250%, with a total of \$50 million in new revenue that we can track directly to content marketing.

If you'd like to learn how we achieved this kind of success and how you can apply the lessons to your law firm, join me as I host [a webinar on the topic April 17, 11:30 a.m. - 1:00 p.m. EDT](#).

MEDIA INTERVIEW CHEAT SHEET: HOW TO NAIL YOUR NEXT INTERVIEW

Your PR agency has scored a high-profile media interview, and now it's your (or your thought leader's) turn in the spotlight. How can you make the most of the opportunity? Download our Media Interview Cheat Sheet to prepare for — and succeed at — any interview.

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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.

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