Hi Shelby,

The good news: We made it through March.

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

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

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

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

Michael.

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WHAT WE’RE READING

- 7 brands getting email right (start a趋势) (Frase)—We have all been flooded with ads 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. (Demand Marketing Institute)

- Journalists never write about...- Sheila Reis does this, and this tool can show you how— Mark Reck has launched a new free tool called Tippett, 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, PayPer). ( MalaysiAFull)

- Tips for general counsel to manage coronavirus client alerts— In this article, author Heather Weaver gives tips on how to deliver great ones to their clients that are overwhelmed with coronavirus related content, on how to manage the flow of information. If you don’t have time to read it all, skip to the end where Heather outlines her promises to talk on a legal marketing professional. It’s great advice. (In House Counsel)

WHAT WE’VE BEING

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 new study of our work with an architecture, engineering and construction company, Stellor.

In just under 7 years, we’ve achieved staggering return on investment of 2.50x, with a total of $60 million in revenue that we now 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 firms, join us at: a webcast on the topic: April 17, 11:30 a.m. - 1:00 p.m. EST.

ABOUT US:

Republic is a marketing and public relations agency focused on law firms, helping to grow your business and reputation and generate new business with thought leadership and marketing.

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