



Hi Shelby,

Yesterday, I spoke to the managing partner of a six-attorney employment law firm. She said that before COVID-19, her firm received 100 calls a week, on average, from prospective clients. With the coronavirus pandemic, that number is now 20.

But she wasn't panicking. Instead, she was using the unexpected free time to focus on the marketing activities that she wasn't able to get to pre-pandemic. She knows those calls will return and that the downtime she has right now could be used to plan for her firm's future.

If you or your lawyers are facing similar coronavirus-induced downtime, I provide six ideas for how to productively use that time in today's blog post.

Until next time, happy marketing!

Michelle

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**Publish, Like, Share, Repeat: Best practices for legal social media accounts**

Struggling to manage your firm's social media accounts? In this blog post, we share best practices for law firm social media based on our experience managing multiple law firm social media accounts, including platforms like LinkedIn, Twitter and Facebook. [Read more here.](#)

WHAT WE'RE READING

- **Survive or thrive? CEOs must invest now in marketing** — Rather than succumbing to fear and dramatically slashing marketing budgets, companies should use this opportunity to upgrade their digital marketing and sales platforms that will form the foundation of long-term market share and financial performance, argues Gavin Finn. (*MarketingProfs*)
- **Clients expect full return in 8 months, law firms 6** — The BTI Consulting Group took a "flash survey" of top legal decision makers and law firm attorneys, finding that law firms expect the economy to return to full operations (defined as 80% of the workforce able to return to their workplace) within four to six months, with legal decision makers saying five to eight months. (*The Mad Clientist*)
- **Is the pandemic driving a new marketing rebellion?** — In the wake of COVID-19, many marketers are changing their approaches and methods, demonstrating true empathy and compassion. This article provides examples of those who are truly being "human" in their marketing and those who are simply phoning it in. (*{ grow }*)

WHAT WE'RE DOING



We were honored recently with a 2020 Communicator Award of Excellence for this very newsletter! [Read more about the honor here.](#)

**GUIDE:**  
**6 WAYS TO BECOME A REAL THOUGHT LEADER**

"Thought leader" is one of those professional phrases that gets thrown around a lot. We've all heard it, but that doesn't mean everyone understands what it means (let alone how to become one). Download our guide to discover six actionable ways to become a real thought leader.

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