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 180 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 these 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 circumstance-induced down-time, I would love to hear your specific ideas. I’ll 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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**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 value 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 say — *The ABA Consulting Group asked 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 in events. (The ABA Consult)*

- *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. (GrowthLab)

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**WHAT WE’RE DOING**

We were honored recently with a 2020 Communicator Award of Excellence for this very newsletter. Read more about this honor here.

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**GUIDE:**

6 WAYS TO BECOME A REAL THOUGHT LEADER

"Thought leader" is one of those professional phrases that gets thrown around a lot. We all hear it, but that doesn’t mean we all understand what it means (or alone how to become one). Download our guide to discover six actionable steps to become a real thought leader.

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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 through thought leadership marketing.

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**CONTACT US:**

Reputation Ink
P.O. Box 13190
Jacksonville, FL 32211
904-376-5723
www.repi-ink.com