Hi Shelby,

As the COVID-19 pandemic continues to change the way we live our lives and do business, more and more law firms are turning to branding to recover from the setbacks that have affected law firms across the country. One key challenge is the importance of your communications to your clients. This is where legal marketing can play a key role in helping law firms develop strong strategies for reaching their clients.

To be effective at legal marketing, however, you must understand the various roles in law firms, from editors to reporters, news directors and more. In today’s blog post, the newest member of the Reputation Ink team, Kevin Beauregard, walks you through how newsmen are staffed so that you can ensure you are targeting the best person for your media pitch.

Until next time, happy marketing!

Michelle

WHAT WE'RE READING

- COVID-19 Implications for Law Firms — This excellent report from McKinsey discusses the impact of the COVID-19 pandemic on law firms.
- INSIGHT: Law Firms Should Focus on Business Development — This article explores why law firms should focus on business development.
- Why are professional services industries so hard to get right? — This article explores the challenges of marketing professional services.

WHAT WE'RE DOING

We are excited to introduce you to the newest member of the Reputation Ink team, Kevin Beauregard. Kevin is a skilled media relations pro and video expert. Read more about Kevin in this blog post and please feel free to reach out with any questions.

About: Reputation Ink is a marketing and public relations agency based in San Francisco. We help law firms, accounting firms, financial services and consulting firms grow their reputations and differentiate in their industries.

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WHAT WE'RE DOING: Reputation Ink, Kevin Beauregard