



Hi Shelby,

As any marketer knows, getting media coverage is only half the battle.

The other half? Repurposing the heck out of it: posting it on the firm's website and social media accounts, flagging it in the next email newsletter, leveraging it in RFPs and marketing collateral and even including it in your family holiday card (well, maybe that's taking it a bit too far).

And while getting extra mileage out of any piece of content is just good marketing, there are pitfalls to avoid — namely, getting sued for copyright infringement.

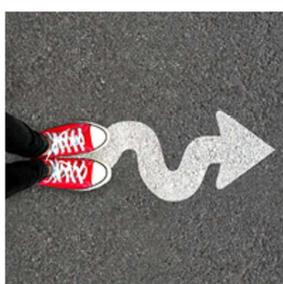
In our latest blog post, Kevin Aschenbrenner explains how to spread the word about your media hit without getting slapped with a copyright takedown notice (*'cause ain't nobody got time for that*).

Until next time, happy marketing!

Michelle

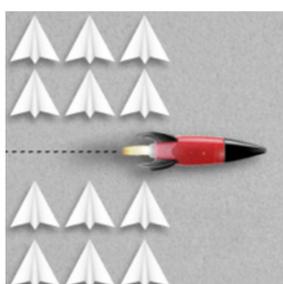
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### Recent Posts



#### **How much should you spend on marketing during a recession? Here's what the research says**

We all know it by now: we're in a recession. For marketers, recessions have historically been scary times. Often, marketing seems like the easiest thing to cut. But is that wise? I decided to look at what the research tells us about marketing during recessions and found compelling evidence that it pays to maintain (and sometimes increase) marketing spending during downturns.



#### **Media exclusives: how and when to use them**

Media exclusives can help you squeeze all of the "juice" you can get out of a story and make sure it's placed with an outlet that will give it the coverage you think it deserves. How do you decide how and when to use exclusives? In this blog post, we explain what exclusives are, the rules of engagement and best practices for deploying the tactic.

## WHAT WE'RE READING

- **How to write about race** — The Associated Press regularly updates the AP Stylebook (which many firms use as their default style guide) to address trending topics and reflect changing norms. This summer, the AP updated its guidelines on race in the wake of protests against racial injustice. (*AP Stylebook*)
- **How B2B sales have changed during COVID-19** — To understand how companies are changing the way they sell to other companies in the wake of COVID-19, McKinsey & Company created its B2B Decision Maker Pulse, a survey of 3,600 B2B decision makers. The findings are summarized in this insightful infographic. (*McKinsey & Company*)
- **How COVID-19 changed webinars: 3 takeaways for law firms** — Webinar provider ON24 recently looked at how the COVID-19 pandemic was changing webinars hosted by ON24, discovering a clear shift in trends. This article summarizes those findings and provides observations for law firms interested in maximizing attendance of their online programming. (*JD Supra*)

### CHECKLIST: LEGAL MARKETING & ADVERTISING ETHICS

Struggling to comply with state bar rules on law firm advertising? The key is to understand the basic premises that lie at the heart of the rules and let that guide you. Our checklist provides seven questions you should ask each time you create marketing collateral, website copy, advertisements and more.

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your  
law firm  
**WITHOUT**  
breaking  
state bar  
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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.

### CONTACT US:

**Reputation Ink**  
P.O. Box 13190  
Jacksonville, FL 32206  
904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)