Hi Shelby,

If one of your law firms’ marketing goals is to stay top of mind with prospects, then a public relations effort is critical. But what happens when there’s nothing going on worth pitching to the media? How can you earn media attention during those (predictable) lulls in the practice of law, when litigation victories or massive M&A deals aren’t happening?

Great public relations pros don’t sit around waiting to be told when there’s news to announce. Instead, they are proactive. They create news angles and find ways to insert themselves (or their clients) into the news agenda.

If you’d like to be more proactive in your PR efforts, our favorite Canadian (and legal PR) pro has unved his tactics for sustained, proactive PR in this week’s blog post.

Until next time, happy marketing!

Michelle

READ THE POST

WHAT WE READING

• New Blogging Statistics: Blogging still works, especially for the 18% of bloggers who do things very differently — Each year, Orbit Media asks more than 1,000 bloggers about their content and their process. The result is a wealth of valuable information on what works, from content length to frequency and more. (Orbit Media Studies)

• 20 questions toward achieving clarity in your writing — Great content is the fuel that fires great marketing. Here are 20 questions to ask to ensure your writing doesn’t render your marketing as useless as a ‘fashionable’ media mask worn hanging from one ear.” (PayPer

MEDIA INTERVIEW CHEAT SHEET: How to rock your next interview

Your PR agency has scored a high profile media interview, and now it’s your job to make the most of the opportunity! Download our Media Interview Cheat Sheet to prepare for — and succeed at — any interview.

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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 with thought leadership marketing.

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