



Hi Shelby,

Why on Earth am I filling your inbox with a boring topic like email service providers (ESPs)?

If you're a marketer who has ever had an attorney ask why they can't just send out marketing emails using Outlook, this one's for you.

It can be frustrating for attorneys to realize that email service providers like Mailchimp, Constant Contact or HubSpot will block them from sending to certain email addresses. Equally frustrating is when they find out their client alert went straight to a recipient's spam folder.

Email — when it's not sent as a one-to-one or one-to-a-few known connections — is a complex tool that requires compliance with federal laws as well as the ESPs' own rules to ensure your emails end up in the intended recipients' inboxes.

In this blog post by our account coordinator extraordinaire, Kevin Beaugrand, you'll learn why it's important to ditch Outlook for marketing emails and the various ways ESPs are working for you — not against you — to help you achieve your email marketing goals.

Until next time, happy marketing!

Michelle

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[Why B2B marketers can't afford to ignore email marketing](#)

Email marketing drives the most leads, brings in the most revenue and delivers the highest return on investment of any other channel, including social media, organic and paid SEO, and advertising. Learn more about why B2B marketers must leverage the tool.



[How to write better client alerts: 10 of the best tips](#)

Client alerts are a staple of law firm marketing. And while client alerts play a critical role in a firm's marketing efforts, they are renowned in the industry for their lack of readability, substance and timeliness. In this post, I've cherry-picked the best advice out there for improving them.

Spill the Ink Podcast



[Best practices in business ethics to keep you out of trouble](#)

What do you deem as ethical in your workplace? Maybe your boss told you to do something that seemed questionable. Who do you go to with your concerns? Believe it or not, companies continuously struggle with crossing ethical lines, and when they do, the consequences can be life-altering.

Kevin Foster spent 37 months in prison for a crime he didn't commit but could have stopped. His company broke several ethical laws, and now he wants to help other organizations avoid "the ethics trap." Kevin's consulting and training services have saved countless organizations from significant lapses of judgment.



[How professional services firms can leverage live video to build their brands online](#)

There's a strong chance that you've stumbled across live-streaming events and possibly even attended a few. They're a great way to reach a larger audience and maintain current relationships. So why not consider hosting your own?

According to Stephanie Liu of "Lights, Camera, Live," leveraging live video can help you go from unknown to unforgettable and is one of the fastest ways for brands to become top of mind and tip of tongue. She wants to make live streaming a new way for lawyers and other professionals to build their brand.

OUR CLIENTS IN THE NEWS

We achieve media coverage for our law firm clients every day, helping them create awareness and demand for their firm's services. Below are a few recent media hits we've secured.

Client Harris St. Laurent & Wechsler was featured in the *New York Law Journal* on the firm's decision to hire a Ph.D. in multicultural psychology to work on high-stakes legal matters.

[Why this New York litigation boutique is bringing an executive coach onto client service teams](#)

An attorney from client Smith Hulsey & Busey was quoted in a *McKnight's Long Term Care News* article. The story was about new guidance from the Equal Employment Opportunity Commission allowing long-term care providers to require staff to receive a COVID-19 vaccine as a condition of employment.

[New federal guidance says employers can require COVID-19 vaccine giving providers 'peace of mind'](#)

Client Cordell & Cordell was interviewed by the *St. Louis Business Journal* on key issues to watch in the high-profile Bill and Melinda Gates divorce.

[4 things to watch in Bill and Melinda Gates' breakup, according to a top St. Louis divorce lawyer](#)

FREE WEBINAR: MEDIA RELATIONS FOR LAW FIRMS

WEBINAR

How to use the media to create **AWARENESS & DEMAND** for your firm's services

How does media relations lead to growth for law firms? How can a bylined article, TV or podcast interview or quote in an article lead to more clients and business?

In a free webinar hosted by [DRI](#) on July 13, I will address these questions and the science. You'll learn about the latest research behind brand visibility and firm growth, as well as the science on B2B decision-making. You will also learn the strategies that leading law firms use to regularly achieve media coverage and position themselves as experts in their fields.

[Sign up here.](#) The webinar is free for both DRI members and non-members.

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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