



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.

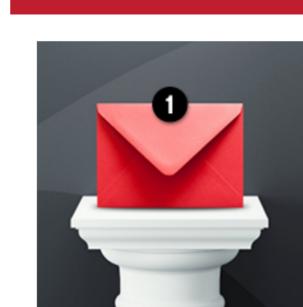
In this blog post by our account coordinator extraordinaire, Kevin Beaugrand, you'll learn why it's important to ditch Outlook for marketing emails and the various ways ESPs are working for you — not against you — to help you achieve your email marketing goals.

Until next time, happy marketing!

Michelle

READ THE POST

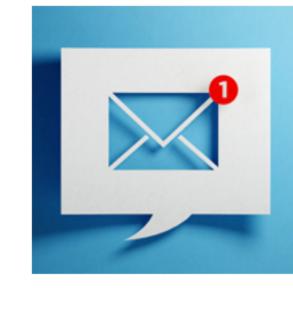
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delivers the highest return on investment of any other channel, including social media, organic and paid SEO, and advertising. Learn more about why B2B marketers must leverage the tool.



Client alerts are a staple of law firm marketing. And while client alerts

How to write better client alerts: 10 of the best tips

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



brands online

Best practices in business ethics to keep you out of trouble

What do you deem as ethical in your workplace? Maybe your boss told

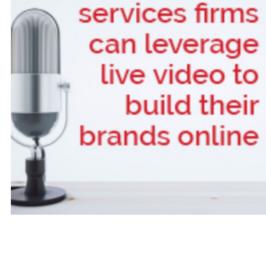
Best practices in business ethics to keep you out of trouble

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 lifealtering.

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



How professional

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.

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.

OUR CLIENTS IN THE NEWS

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An attorney from client Smith Hulsey & Busey was quoted in a

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McKnight's Long Term Care News article. The story was about new



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



ST. LOUIS

BUSINESS JOURNAL

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