



Hi Shelby,

If your 2022 goals include increasing awareness of your law firm, becoming a well-known attorney in your practice area or better promoting your firm's expertise and accomplishments, media relations must be a central part of your marketing strategy.

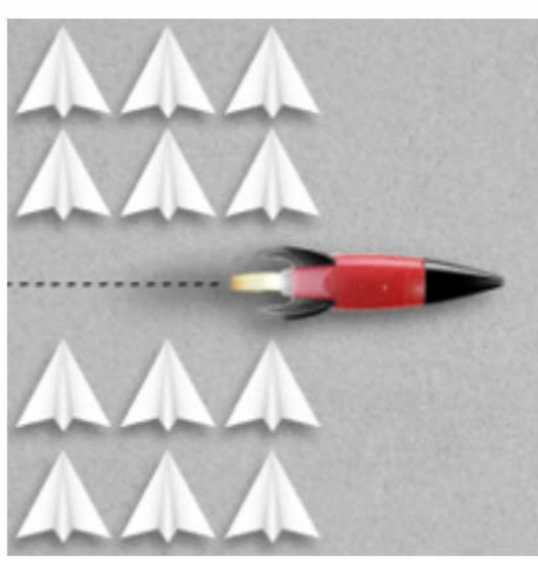
However, securing media coverage isn't as simple as putting out a press release. It takes a focused, dedicated effort and a deep understanding of how the media works. In my latest article originally written for Answering Legal, I provide five ways to get more media coverage for your law firm in 2022.

Until next time, happy marketing!

Michelle

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Related Posts



[Media exclusives: How and when to use them](#)

In a time when just about everyone has 24/7 access to information at their fingertips, regardless of when the 5 o'clock newscast airs, media outlets are looking for any edge they can get over their competitors. For PR purposes, 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.



[Reprint Rights 101: How law firms can promote media hits without getting sued](#)

While promoting your media coverage is important, many marketers inadvertently violate copyright laws when doing so. The good news is that there are ways to leverage your media hits while staying on the right side of the law — and in the good books of the media outlets that cover you.

Spill the Ink Podcast



[Cultivating the next generation of lawyers with Wendy Merrill of DRI](#)

Mentorship has always been a key component when working with the law. Lawyers not only spend many years at university, but are then guided in the early days of their career. The infrastructure has changed over the years but the core idea remains the same — the best lawyers learn from mentorship. It's up to established leaders to help newer attorneys get started. For Wendy Merrill, her passion is helping lawyers and professionals grow into leaders.



[Accelerating business development for law firms with David Ackert of Ackert Inc.](#)

Amidst the constant grind of law firms, technology can oftentimes be ignored. Priority is placed either on tradition or more immediate concerns, leaving little room for advancement. Business development then gets pushed to the side when it could be the main source of growth. David Ackert has noticed this gap left by underutilized CRMs and has sought to fill it with his company, Ackert Inc.

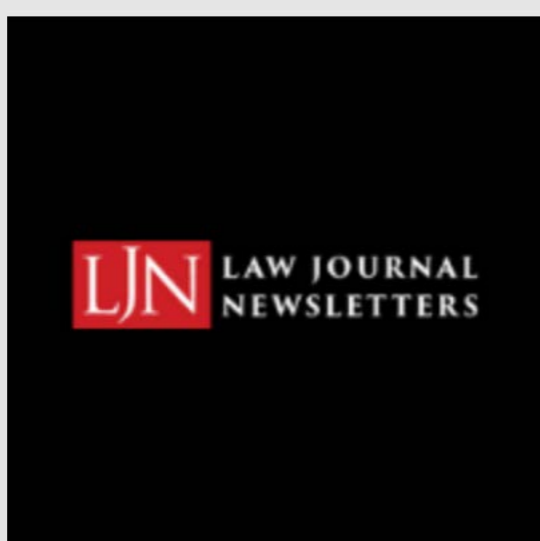
OUR CLIENTS IN THE NEWS

We achieve media coverage for our law firm clients every day, helping them build credibility and generate demand for their services. Below are a few recent media opportunities we've secured.



[A phased approach to in-house legal tech adoption](#)

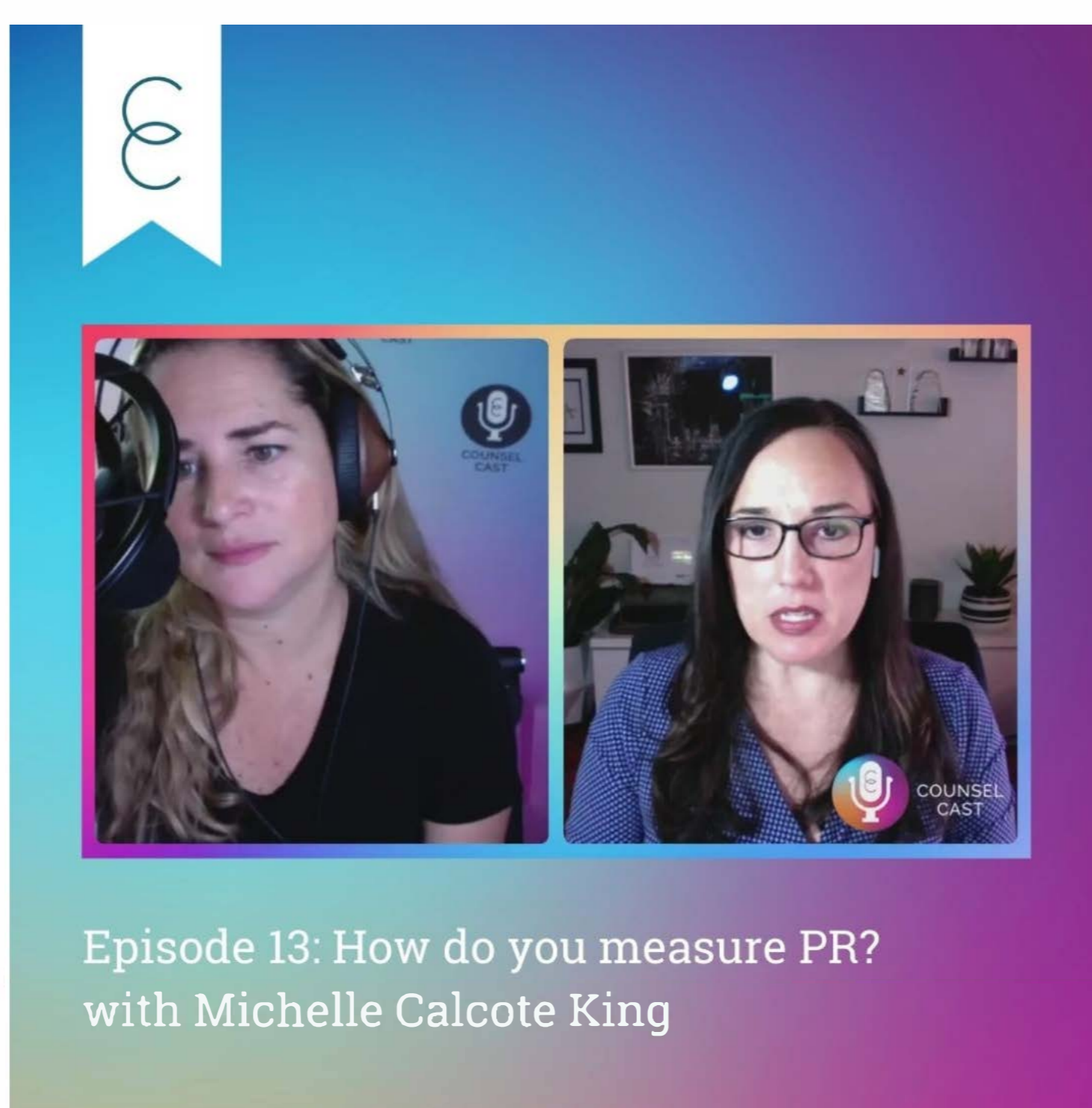
According to client Tariq Hafeez of LegalEase, legal transformation requires an appropriate amount of vision, planning, budget and patience for success. Making the leap too early, without the requisite attention and planning, can lead to frustration of purpose, delay, and in some cases, failure in achieving the goals of legal transformation.



[Beyond se habla Español: Changing how attorneys market to the growing Hispanic population](#)

Clients Natalie Frangkouli and Liel Levy of Nanato Media say law firms frequently lack the appropriate marketing strategies to engage the growing U.S. Hispanic population. The lack of a cohesive strategy poses a risk to a law firm's current and future growth potential.

PODCAST INTERVIEW WITH COUNSEL CAST



I had the pleasure of speaking with Karin Conroy of Conroy Creative Counsel recently on her Counsel Cast podcast. In the episode, we talked about:

- Why return on investment with PR can be challenging to measure
- What "share of voice" is and how to grow your firm's share of voice
- Why credibility in media outlets and ultimately across Google are important for your firm's growth and success
- Tips to producing valuable content

[Watch the episode here!](#)

<p><b>ABOUT US:</b></p> <p>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.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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