

Hi Shelby,

*Law360* is a powerhouse in the world of legal journalism. Born in the internet age just a few short years after the dotcom bubble burst, *Law360* is now the dominant platform for keeping attorneys abreast of judicial happenings, important developments across a wide swath of practice areas and the business of law.

With 1.5 million readers of the subscription-only platform — including all of the Am Law 100 — *Law360* not only provides its readers valuable content, but also a way to showcase their expertise and successes through its “Expert Analysis” content and rankings and special series.

In our latest article in our series covering the top law firm rankings, awards and lists programs, Shelby Gambrell breaks down what you need to know about *Law360*'s awards programs and how to improve your chances of winning a coveted spot.

Until next time, happy marketing!

Michelle

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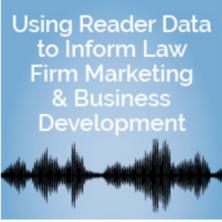
Not all litigation is high-profile or media worthy. Or, clients' concerns about confidentiality prevent any kind of public relations until a favorable outcome is obtained. In these cases, how can law firms showcase their prowess in obtaining victories on behalf of their clients and stay top of mind with prospective clients who face similar business risks?



[5 ways to get more media coverage for your firm in 2022](#)

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. Here are five ways to get more media coverage for your law firm in 2022 and beyond.

Spill the Ink Podcast



[Using reader data to inform law firm marketing and business development](#)

When it comes to content, quality beats quantity hands down. With more and more firms putting out their own content on topics like COVID-19 guidelines, HIPAA, social justice and civil rights, it can be hard to guess what your readers really want. Unless you're Adrian Lürssen, Co-Founder and VP of Strategic Development at JD Supra, who understands the importance behind tracking what your readers want and giving it to them. Find out how JD Supra helps law firms use data to better inform their content strategies in this podcast episode.

OUR CLIENTS IN THE NEWS

As the legal tech and alternative legal services space expands, so does our work promoting these types of companies. Below are three recent articles we've secured for these types of clients:



[Innovator of the Year, Vendor: Patrice Asimakis, LegalEase Solutions](#)

Rep Ink client LegalEase was awarded Innovator of the Year (Vendor) by the 2022 Legalweek Leaders in Tech Law Awards. In this article, Patrice Asimakis, LegalEase's director of legal services, describes challenges in encouraging innovation and what being an innovative company means to her.



[New Termi Chatbot May Just Be the Missing Link in Driving Tech Adoption at Law Firms](#)

We are so excited about new client Helm360 and their Termi product. In this feature by Bob Ambrogi, Bim Dave of Helm360 describes why the Termi technology is needed and how it can marry so many systems that law firms rely on.



[Newly Launched Huski Uses AI-Powered Image Recognition to Help IP Lawyers Protect Clients' Trademarks](#)

Trademarks are an important facet of business, and trademark lawyers are coming up against unusual trends in a post-pandemic world. Rep Ink's client Huski chats with Bob Ambrogi about how their technology assists IP lawyers in their work with clients.



Speaking of awards, in the last few months, our *Spill the Ink* podcast has been awarded a 2022 Award of Excellence by Communicator Awards and took home gold in the 2022 Bulldog PR Awards. And, our 2021 holiday video also earned a gold ADDY from American Advertising Federation's Jacksonville Chapter!

Check out our trophy case [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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