4 Reasons You Still Should Issue a Press Release

In the era of online content marketing, the press release seems as quaint and outdated as the fax machine. But a well-written, concise, timely press release remains one of the most potent vehicles for getting your law firm's story in front of important audiences, writes Amy Boardman Hunt for **Muse Communications**.

"The reason press releases are more important today is that we're no longer solely, or even primarily, interested in winning over increasingly hard-to-win-over reporters," she explains. "Lawyers and law firms who use content marketing are essentially their own publishers now. As long as you have a website, social media or email (ideally, all three), you can tell your own story directly to your clients and potential clients."

She discusses four reasons why an old-fashioned press release is still a great way to get your story out there, and offers advice on how to get attention for the news.

Read the article.