Marketing: A Quick Guide to Clean Email Distribution Lists

For marketing a law practice with email campaigns, a well-maintained email distribution list could mean the difference between engaging or alienating your audience, writes Christina DiPinto of **Muse Communications**.

“Creating a strong distribution list requires a large investment of time at the front-end,” she explains. “But if you take the steps to create an organized list, it will allow you to get more creative and intentional with your email marketing. Plus, it shows your audience that you’re taking the time to send content that is meaningful to them.”

In her post, she offers some tricks of the trade, and a brief warning.

Read the article.