

# Boosting Legal Marketing Through Targeted Emails

☒ Successful law firm marketing in today's electronic environment can include everything from online banner ads to Twitter feeds to Facebook pages and more, writes Bruce Vincent in a **blog post** for **Muse Communications**.

Amid the many available options, one of the most effective tools for attracting the attention of referral sources can be found in a well-orchestrated email campaign, he says.

In a question-and-answer format, Vincent's post recounts a discussion he had with **Dennis Weber**, founder of General Counsel News.

Some of the questions they discussed included: What makes email marketing effective for the legal industry? Aren't people so buried in email that they might simply tune out? What are the key elements of a solid email marketing campaign?

**Read the Muse Communications article.**