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 fo 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.