

Get Started Now for Legal Marketing Success in 2019

The annual holiday advertising blitz soon will begin signaling the year's end, but lawyers and their firms still have plenty of time to lay the groundwork for effective legal marketing as we head into 2019, writes Bruce Vincent for **Muse Communications**.

He offers some recommendations, focusing on a few deadlines and easy-to-employ tactics prior to the New Year that can be used to market individual attorneys and firms.

First, now is the time to start working toward nominations for the "best of" and "best lawyers" lists, Vincent suggests. This also is a good time either to start or update a firm's social media presence. And the end of the year is the time to send holiday-appropriate greetings to clients and potential clients.

Read the article.