The Marketing Appeal of #AppellateTwitter

Although there's no guaranteed recipe for creating viral online content, when a blog post, meme or hashtag captures a certain zeitgeist, there are proven ways for marketing professionals and business developers to capitalize on it, writes **Christina DePinto** of **Muse Communications**.

To illustrate her point, **she examines** the #appellatetwitter hashtag, which Houston attorney Raffi Melkonian of Wright & Close LLP coined in June 2016. Although the hashtag was created as something of an inside joke between Melkonian and other appellate lawyers in his circle, it has become an excellent case study for legal marketing done right.

The qualities this hashtag exhibit include encompassing a niche, establishing a community, it's organic and it has staying power.

Read the article.

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