# Use Your Calendar for Legal Marketing Success in 2018

With a new year starting soon, now is a good time to consider the legal marketing opportunities through 2018, advises Bruce Vincent of Muse Communications.

“These upcoming events represent excellent fodder for blog posts, news releases, client alerts, media pitches and other methods to highlight your insights, ability and successful work for clients,” he explains in **a post** on his agency’s website.

The article outlines marketing opportunities keyed to calendar events throughout the year, starting with January, for “tax lawyers who can spotlight new regulations in their clients’ industries, to sports lawyers who know the compensation issues for college and professional athletes, to family law attorneys whose clients may face new child support rules.”

Other opportunities to publicize a lawyer’s expertise could include weather events in the spring, completion of the Supreme Court’s term, summer activities that result in litigation, the start of school in August, new sports seasons, legislative activities, and more.

**Read the article**.