Making Google My Business Work for Your Law Firm

Insight

Information provided on a Google My Business listing is used by Google along with other online information to create the “knowledge panel” that appears on the right side of a Google search results page.

How to Recycle Your Best Content to Market Your Law Practice

Insight

Recycling your best content can save you time and effort and give you valuable material that you can use for months or even years.

Marketing: A Quick Guide to Clean Email Distribution Lists

Insight

If you take the steps to create an organized list, it will

allow you to get more creative and intentional with your email marketing.

The Lawyer's Guide to Publishing LinkedIn Articles

Insight

Amy Boardman Hunt of Muse Communications points out that publishing an article – quarterly, monthly, or even weekly – is a solid way to keep your profile updated and maintain your presence on LinkedIn.

How SEO Matters to Law Firms

Insight

Amy Boardman Hunt of Muse Communications, writing in the company's blog, provides an overview of search engine optimization, or SEO, as it relates to the marketing of law firms.

How to Best Promote 'Best

Lawyer’ Honors

News

Some legal rankings and guides truly do a good job of identifying top-rate attorneys in various areas of practice, but others are simply brazen attempts to capitalize on a lawyer’s vanity in exchange for a fee, warns Bruce Vincent of Muse Communications.

How to Build a Top-Flight Law Firm Newsletter

Insight

Consistent email communications with a firm’s existing network can help raise the firm’s stature and reputation as thought leaders

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Finding (Mostly) Free Tools for a DIY Legal Marketing Program

Insight

If you’re looking to juice up your online presence, these tools can help save time and create a clean, professional look in all your marketing efforts.

New Advertising Rules Coming for Texas Lawyers, Law Firms

Insight

The requested revisions seem to streamline the rules and make them easier to understand and follow, although it will be difficult to determine the true impact until after the final language is approved and the rules are enacted.

To Market Your Legal Practice, Think Like an Editor and Publisher

Insight

Amy Boardman Hunt of Muse Communications has some advice for lawyers: If you want to promote your legal practice, think like an editor and publisher.

Thinking Like a Reporter to

Promote Your Legal Case

Insight

The easier you can make it for reporters and their colleagues to do their jobs, the more likely you are to get them interested in your case, points out Bruce Vincent of Muse Communications..

Multitask Your Legal Marketing

Insight

Whatever your favorite cause is – whether it’s sports, politics, animals, social issues, children’s issues, or the arts – there are countless ways to indulge that passion while building your professional network.

LinkedIn is Boring – But Lawyers Should Be There Anyway

Insight

LinkedIn is the least popular of all the big social media channels, but it’s still considered a must for companies looking for business and individuals looking for work, writes

Amy Boardman Hunt for Muse Communications.

Taking Your Legal Marketing into Your Own Hands

Insight

Amy Boardman Hunt of Muse Communications offers some advice for any attorney who is looking to take their marketing matters into their own hands.

Get Started Now for Legal Marketing Success in 2019

Insight

Bruce Vincent of Muse Communications offers some law firm marketing 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.

How to Answer ‘What Should I

Blog About?’

Insight

The central question, “What should I blog about?,” is enough to keep many people from launching a blog, let alone embarking on a more comprehensive content marketing program, points out Amy Boardman Hunt of Muse Communications.

Social Media for Lawyers: Looking Good, Doing It Right

Insight

Some lawyers and law firms dismiss social media in terms of marketing, but it can be a difference maker if you know where to be online and what to do once you get there, advises Bruce Vincent of Muse Communications.

Ideas for Law Firm Newsletter Content

Insight

Think of your newsletter as your firm’s hometown newspaper, and let people know about the interesting stories, people, and events that make your firm unique, advises Muse Communications.

How to Recycle Your Best Content to Market Your Law Practice

Insight

The next time you pour yourself into a CLE presentation or a blog post, give some thought to how you can get more than one use out of all that work, advises Muse Communications.

Using Multi-Tiered Marketing to Amplify Your Legal Practice

Insight

Winning recognition in such listings as The Best Lawyers in America presents a prime marketing opportunity that can go far beyond what many lawyers realize, writes Bruce Vincent for Muse Communications.