

What Politics Can Teach Law Firms About Getting Noticed

Law firms face some of the same challenges with their marketing that politicians deal with when trying to get elected, points out Amy Boardman Hunt in a blog post for **Muse Communications**.

She offers some points that law firms (and political candidates) should keep in mind when planning their marketing efforts.

The article discusses some of the finer points of such marketing qualities as consistency, clarity, brevity, novelty, authenticity, targeting, and keeping “one foot in front of the other.”

Read the article.