



## Going Paperless with JD Supra

Russell Lawson, director of marketing at [Sands Anderson PC](#), keeps an eye on the latest trends on legal marketing, and a closer watch on his budget.

When JD Supra arrived on the scene, Russell saw the service as a potentially cost-effective way to promote his firm's 11 blogs. A five-office firm in the mid-Atlantic, Sands Anderson maintains blogs in carefully selected, narrow areas of interest. [JD Supra's targeted distribution](#)—which sends articles to niche audiences in over 50 different subject areas—seemed like a great way to gain extra exposure for his firm's blog content. "I wanted to use it as a doubling force," Russell says.

The partnership has been a successful one for Sands Anderson: blog traffic is up, website traffic is up, and organic search-engine results for the firm are its highest rankings ever.

The best part of the JD Supra service, though, may be the unexpected benefits that make Russell's life easier as a marketing professional and budget watchdog. JD Supra sends Sands Anderson regular reports that identify the service's most popular and requested content, giving the firm's blog editors valuable insight into what topics they should be tackling. Also, being able to count views for Sands Anderson's content on JDSupra gives the firm hard numbers on what articles are working best for the firm's professional audience.

Perhaps best of all, the efficiency of the JD Supra system has allowed Russell to use it as a replacement for the firm's newsletters. Sending hard-copy newsletters is expensive, time-consuming, and rarely produces actionable feedback. JD Supra's easy, electronic interface gets around all of those problems, and has led Sands Anderson to reduce print distribution to just one hard-copy newsletter. Everybody wins, and Russell's firm gets to keep the change.