



Trend-Setting Firm Readies for JD Supra's Next Big Step

With a long-time client like Nordstrom, it should not be any surprise that the attorneys at [Lane Powell](#) stay abreast of new developments. Just as the famous retailer identifies the latest styles on the Paris runway, Lane Powell keeps a close watch on legal developments that could affect its many Fortune 500 clients.

Always looking for enhanced techniques to get better exposure for its attorneys, Lane Powell also watches for trends in marketing. This explains why Lane Powell was one of the earliest users of the online legal service JD Supra, which, having just [released an application on LinkedIn](#), is about to become as ubiquitous as the latest Donna Karan.

In October of 2007, Lane Powell Marketing Director Lori Foleen noticed a listserv reference to the then-just-launched JD Supra. The idea intrigued her: JD Supra had created a web location for lawyers to post their writings. Documents are stored in public portfolios and spread by JD Supra across the Internet through news syndication services, JD Supra's topical Twitter accounts and Facebook pages, and other means. Lane Powell realized the potential of this service for gaining wider exposure for the firm's legal alerts and other writings previously available only on its website.

The results exceeded the firm's expectations. Using JD Supra has led to an increase in national media requests, a boost in traffic to the firm's website (through links on JD Supra), and increased inquiries from potential clients outside of Lane Powell's core Pacific Northwest client base. It has also helped the Firm's newly launched blogs get immediate visibility. Lori says she particularly appreciates the ease of the service, which monitors Lane Powell's website for new content and automatically broadcasts it through JD Supra.

Two and a half years after it joined as one of JD Supra's first accounts, Lane Powell is now among thousands of firms and non-profits that have recognized the benefits. Two of JD Supra's largest contributors by volume are heavyweights Morrison Foerster, one of the world's largest law firms, and the influential Electronic Frontier Foundation.

Lane Powell, always staying a step ahead, has taken its relationship with JD Supra even further. In early 2010, the Firm released an [iPhone app](#) that uses Lane Powell's JD Supra portfolio to make legal articles and alerts available on a free mobile platform.

Lane Powell's marketing efforts, ranked 11th best in the nation among law firms by ALM Media, will embrace the next step in JD Supra's evolution: its LinkedIn application. Through the [Legal Updates](#) application, lawyers at Lane Powell—and elsewhere—will have the ability to link their JD Supra portfolios to their LinkedIn accounts, so that the visitors to an attorney's LinkedIn page will have access that attorney's articles.

Lane Powell is already preparing to have ten of its practice groups use the JD Supra application as soon as it becomes available on LinkedIn. We would say they're being trendy again, but it does not sound like JD Supra is going out of style anytime soon.