

## Long distance clients: The new frontier for legal marketing.

Our society has recently hit an inflection point — and we are now entering the era of the long distance business relationship. What does this mean for legal marketers? Lots.

[Read More](#) ▶



## No cocktail parties necessary. Developing business in the age of social media.

Not every attorney is a charismatic networker, a wonderful speaker and a charming host. While those skills are still extremely valuable in developing business, they are less important in the new business landscape.

[Read More](#) ▶



## Legal marketing is like weight loss. Beware of hucksters.

Legal marketing success requires hard work and a long-term commitment that many people find difficult to muster. And whenever the stakes are high and success is elusive, the ground is fertile for hucksters. Weight loss and legal marketing share this. In both instances: buyer beware.


[Read More](#) ▶




### About Great Jakes

Great Jakes creates web-centric marketing strategies for law firms and other professional service firms. The firm was founded in 2002 by brothers Dion Algeri and Robert Algeri (pictured at right). Visit us at [www.greatjakes.com](http://www.greatjakes.com)



 [Read our Blog](#)

 [Follow Us on Twitter](#)

 [Sign up for this newsletter](#)