

## Is Marketing to Legal Marketers Where The Future Is Headed?

March 12th, 2009 by Kara



Now is the time to market to legal marketers.

Like it or not, the world did shift so here we are...

Peter Blackshaw's AdAge article, has an overview of the online world of "social media experts", particularly on Twitter's pages, and doesn't forget to include himself in the "marketer" sector. . He's giving a "heads-up" to advertisers and other folk who may po-po us online social-media PR folk, but he poignantly adds:

"Let's not forget that these folks know all the tricks of the trade, and can smell an imposter, fraud or half-baked campaign a mile away. Indeed, if you look at the digital trail of road kill (especially in search results) from stupid or unethical marketing practice."

Read the article in full here:

[http://adage.com/digital/article?article\\_id=135174](http://adage.com/digital/article?article_id=135174)

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