#### Newsletter

Web-Centric Marketing for Law Firms and Professional Services

# What my sinus doctor taught me about legal marketing

The author's search for a medical specialist reveals much about how people are now finding professionals – including lawyers – in the age of the internet.

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### Please, don't hire a "Director of Social Media"

The biggest barrier to success in social media marketing is creating quality "thought leadership" content. A Director of Social Media probably won't be able to help you with this.

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## Introducing the law firm "Editor-in-Chief"

Here's an idea: What if law firms employed an editorial professional to help attorneys craft compelling, readable, reputation-building content like articles and blog posts.

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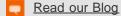


#### **About Great Jakes**

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 <a href="https://www.greatjakes.com">www.greatjakes.com</a>









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