

2011: The year that content marketing becomes king

Several big trends in the legal marketplace are converging to make content marketing (i.e., articles, newsletter, blog posts) more valuable than ever.

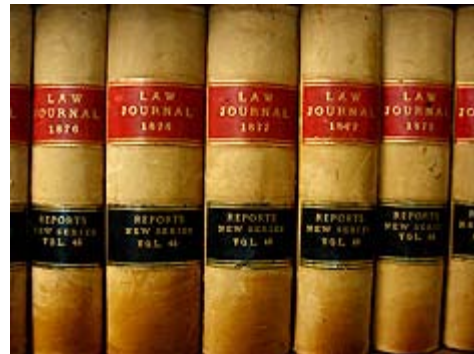
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2011: Law firm websites become “publishing platforms”

We’re heading towards a major shift in the way that law firms think about their websites. The concept of an “online brochure” is out. The emerging paradigm is that of a publishing platform for attorney-generated content.

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The Twitter Generation Will Change Everything

A new generation of in-house counsel is about to transform the legal business. A recent survey reveals that the emerging crop of general counsel sees the world (not to mention social media) very differently from their older counterparts.

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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 www.greatjakes.com



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