

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 www.greatjakes.com



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