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The LawFirm Marketing Catalyst podcast brings you interviews with forward-thinking lawyers, lawfirm management and legal marketers who provide fresh perspectives and innovative approaches to marketing.



Create Engaging Online Videos

Richard Clayman Principal & Producer at Cloudwalker Videoworks

Videos can have a huge impact when it comes to converting potential clients. Richard Clayman of Cloudwalker Videoworks discusses how to most effectively incorporate videos into your marketing strategy. Listen in.



Create the "Right" Vision

Mari-Anne Kehler Chief Marketing and Strategy Officer at Green Hasson Janks

Defining your firm culture is critical. Mari-Anne Kehler, Chief Marketing and Strategy Officer at Green Hasson Janks, shares why firm culture shouldn't be treated as a campaign and the steps to determine your firm's "why." <u>Listen in.</u>



How to Get Media Exposure – Secrets from a Former Newsroom Insider

Brandon Jacobsen Public Relations Manager at O'Melveny & Meyers

With more than a decade of experience as a CBS reporter and producer, Brandon Jacobsen shares the keys to getting coveted media attention. <u>Listen in.</u>



Building Better Client Relationships

Iris Jones Chief Business Development & Marketing Officer McNees Wallace & Nurick LLC

Teamwork within a law firm is the key to retaining long-term clients and remaining competitive in the marketplace. Iris Jones of McNees Wallace & Nurick LLC shares how to shift your firm's mindset from that of competition to one of collaboration. Listen in.

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