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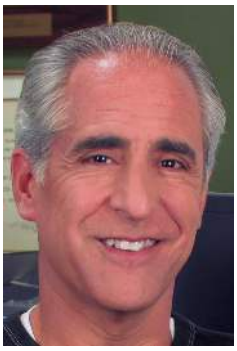
The LawFirm Marketing Catalyst podcast brings you interviews with forward-thinking lawyers, lawfirm management and legal marketers who provide fresh perspectives and innovative approaches to marketing.



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." **Listen in.**

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. **Listen in.**

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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