

Content Marketing as Part of Your PR Toolbox

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Public relations has become more critical than ever in this digital world as clients and prospects evaluate law firms and attorneys. Incorporating content marketing can substantially accelerate the business development process, support client retention, increase awareness, and attract talent, among many other important business goals.

Senior Communications and Public Relations Manager **Lauren Knotts** (Baton Rouge) will present “Content Marketing as Part of Your PR Toolbox” on February 28, 2023, during the February Meeting of the Public Relations Association of Louisiana (PRAL) in Baton Rouge. She’ll discuss the integrated marketing communications mix available in our digital world and how content marketing can support your efforts at everything from PR and social media to stakeholder communication and client development. This presentation will also include workflow and tech tips to work smarter, not harder.

[Learn more.](#)

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Lauren Michaud Knotts