

Cracking the Content Creation Code: Unlock Strategies for Success

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Today, nearly 80% of the decision-making process is made online before a prospect ever contacts a law firm or attorney, and purchase decisions can hinge on how firms are marketed online. Increasingly, content and SEO play a role in narrowing the lead funnel.

Senior Communications and Public Relations Manager **Lauren Michaud Knotts** (Baton Rouge) and Director of Marketing, Branding, and Communications **Mary Pendarvis** (New Orleans) will present “Cracking the Content Creation Code: Unlock Strategies for Success” to the Baton Rouge and New Orleans Chapters of the Legal Marketing Association (LMA) on November 13, 2023. Lauren and Mary will discuss creating valuable content and marketing to engage target audiences or promote specific expertise, identify and cultivate publications and organizations to build brand awareness, and generate interest in your law firm and its services.

[Learn more.](#)

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Lauren Michaud Knotts

Mary Pendarvis