

MEDIA MENTIONS

"The Year In Law Firm Marketing Perspectives" And "The Year In Law Firm Business Development"

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A podcast featuring Amber Bollman of the Indianapolis office was recently included on two year-end lists of popular 2018 content published by JD Supra. The podcast, which Amber recorded with consultant Yolanda Cartusciello, was named on both "[The Year In Law Firm Marketing Perspectives](#)" and "[The Year in Law Firm Business Development](#)" lists. Originally presented by the Legal Marketing Association, the conversation between Amber and Yolanda focuses on client journey mapping and how that process can be used internally within law firms to improve the marketing function and make business development initiatives more effective.