

# Article Placement & Distribution



An excellent marketing tool is getting articles published in legal journals, business publications, trade journals, newspapers, magazines and so forth. Once published, there are tactics that can be used to repurpose the article for years to come. The article can provide content for your bio and website, it will reaffirm your position as a thought leader, it will give exposure to your practice and help you develop important media relations. Plus, you get the added bonus of being endorsed by a third-party – the publication - as an expert.

ESQusite handles the following steps in placement & distribution for its clients:

- Identify media outlets for publication
- Obtain article specs from media publications
- Edit article to speak to target audience
- Creation of branded reprints
- Secure reprint and distribution permissions
- Updating website, blogs, social media
- Article distribution to clients, referral sources, prospective clients and other business relationships

**Allow ESQusite to use our knowledge of and relationships with industry publications to ensure your article is published to give you maximum exposure, and to ensure you are utilizing this existing content to maximize your exposure. Taking the time to write an article is not for a one-time use.**