

Episode 8 Takeout

Is PR Dead?

Key Ideas:

01

A strong, unique point of view sets you apart.

02

It's riskier to try to be all things to all people than to saturate a space.

03

Try newsjacking for fast results.

04

Measurement is non-negotiable.

Guest:

Elizabeth Lampert

Founder, Elizabeth Lampert PR



Secret Sauce:

"Stay engaged, stay interested, create your messages, own a space."

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Resources & Mentions

The Legal Marketing Association







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