



# Foodborne Illness Attorney Gains National Acclaim Through Blogging



William Marler

**Attorney Snapshot:**

William (Bill) Marler is the managing partner of Seattle-based Marler Clark, The Food Safety Law Firm, and one of the most prominent foodborne illness attorneys in America.

**Blog Sites:**

- Marlerblog.com
- Foodsafetynews.com

**Blogging Since:**

2004

**LexBlog Benefits:**

- Establishes position as thought leader
- Increases media attention
- Attract new business
- Informs consumers about food safety concerns quickly

**Bill Marler is passionate about food safety, and it shows.** This managing partner of Marler Clark is one of the foremost foodborne illness lawyers in the United States, winning more than \$500 million in settlements for his clients over the years. Just as important, he’s a tireless consumer advocate, credited with propelling significant advances in food policy worldwide.

Although Marler began litigating high-profile foodborne illness cases in 1993, his notoriety as the go-to guy for all things food safety skyrocketed when he started doing one specific thing: blogging.

“My first contact with LexBlog and Kevin O’Keefe (LexBlog CEO) was in 2004. While the idea of blogging interested me, I didn’t recognize its potential impact until a couple of years later,” Marler said.

But, in 2006, the year of “The Great Spinach E. coli Outbreak,” his perception dramatically changed.

“I filed the first lawsuit on Dole® six hours before the FDA recalled all spinach in the United States, and used my blog to break the story. One week later, the FDA linked the E. coli cases to Dole baby spinach produced on a particular day,” said Marler.

Shortly after the post, Marler’s phones lit up with calls from the national news media as well as prospective clients.

“Through my blog, I had a platform to talk about a national issue immediately, and draw attention to the problem. The media not only picked up on the story, but on the fact that I knew what was going on before the FDA, and came to me for my insights,” Marler said.



“That was a quintessential moment for me. I saw the power of blogging, and how blogging positioned me as a thought leader in a way that no other vehicle could.”

### MASTERING THE FINE ART OF BLOGGING

From 2004 to 2006, Marler posted 500 blogs. From 2006 to 2013, he added another 4,500. But, he’s quick to point out, although a consistent presence is critical, it’s the quality, not quantity of the blogs that count.

“One thing I learned from Kevin O’Keefe—or ‘The Blogfather,’ as I call him—and the people at LexBlog is this: If you just did an ‘I’m the world’s best lawyer’ blog, ghostwritten by your paralegal, you’re not going to have the success you want,” Marler said. “The real value comes from finding your niche, having something meaningful to say, and making the time to write it yourself.”

Because of his reputation as a food safety advocate, Marler is often contacted before different food poisoning outbreaks are announced. He uses his blog to get more media coverage, more quickly.

“I email reporters earlier in the day, letting them know that I’ll be posting new outbreak information on my blog that evening, if they want the story,” Marler said.

“Knowing information before others gives you real power in the Internet age. Blogging enables me to share what I know in a way that’s far more immediate and far more effective than your basic press release.”

But, how does this busy attorney find the time to write up to three blogs posts a day, while handling a hefty caseload?

“I do a lot of writing and research as part of my cases, and leverage that information through blogging,” Marler said. “Blogging is a pleasure and a pain. If I stopped, my competitors would step in and take the space. On the other hand, I really don’t want to stop.

*“Blogging enables me to share what I know in a way that’s far more immediate and far more effective than your basic press release.”*

– William Marler, Marler Clark L.L.P.

My blog gives me a place to talk about what’s important to me, do some good and generate new business in the process.”

### BIG BENEFITS FROM BLOGGING AND LEXBLOG

Although Marler Clark has a website and uses a variety of other marketing vehicles, Marler believes that his blog is his differentiator. Over the years, Marler has elevated his personal brand as a thought leader and consumer advocate on Marler Blog, which is well-read by government officials handling food safety, the media and consumers alike. He has also attracted a significant number of new clients who came to him directly through the blog.

“I am extremely loyal to LexBlog, because, from the beginning, they had it right,” Marler said. “I got the guidance, the advice and the kind of blog site I needed to be successful. Their help, and writing on topics I’m passionate about, has made all of the difference.”

To prove a point? At the time of this writing, Marler is number one on the list of most influential social media users writing on food safety, ahead of news organizations, dieticians and a host of others.

With help from LexBlog, Marler plans on keeping that position for a long time to come.

LexBlog empowers lawyers to increase their visibility and accelerate business relationships through the Internet. With LexBlog’s help legal professionals use their subject matter expertise to drive powerful business development. The American Bar Association and other key industry organizations routinely cite LexBlog as the legal industry’s authority on social media marketing.

LXBN, the LexBlog Network (lxbn.com), has grown into the world’s largest collection of professional blogs with more than 8,000 authors providing a regularly updated flow of legal opinion and analysis.

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