

# Aricia Gallaher Discusses Unique Approach to Legal Marketing on Spill the Ink Podcast

Aricia Gallaher recently joined Michelle Calcote King of [Reputation Ink](#) on the April 9, 2024, episode of the [Spill the Ink](#) podcast. In the interview, she discusses her servant leadership approach to legal marketing, the importance of a strong brand, the benefits of strategic partnerships, and the importance of prioritizing LinkedIn and thought leadership to adapt to evolving industry landscapes.

Listen to the full podcast episode by visiting [Reputation Ink's website](#), [Spotify](#), or [Apple Podcasts](#).

With over two decades of experience in marketing, communications, public relations, and business development, Aricia Gallaher is a seasoned professional known for her strategic prowess. She has led impactful campaigns and events for diverse clientele, including major health systems. Aricia's visionary leadership has shaped organizational growth, emphasizing innovation and customer service excellence. She advocates mentorship and forging connections for aspiring professionals, driving positive change in marketing and business development. For more information, visit [Aricia's bio](#).

Spill the Ink invites industry leaders to discuss thought leadership and brand visibility. The goal is to help listeners better understand how to grow their business through thought leadership-fueled marketing, public relations, and other tactics by learning from the first-hand experience of seasoned professionals. For more information, visit the [Reputation Ink website](#).