



Press Release

FOR IMMEDIATE RELEASE

Nighthawk Marketing selected to develop brand strategy for the law firm of Walsh & Gaertner, P.A.

St. Paul, MN, August 13, 2007 – Nighthawk Marketing has been hired by the personal injury law firm of Walsh & Gaertner, P.A. to develop the firm’s brand strategy, encompassing both print and online communications.

“Experience, trust and dependability are key drivers in the decision-making process for individuals seeking legal representation,” says Jim Douglas, president of Nighthawk Marketing. “Creating a strong first impression – one that sets the firm apart from its competition in the minds of potential clients – is critical. This is best accomplished by building a powerful brand identity that’s consistent across all marketing channels.”

Law firms interested in learning more about developing a new brand strategy, or needing help with their marketing efforts, can call 952-322-4794 or visit <http://nighthawkmarketing.com/law-firm-marketing-mn/>.

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About Nighthawk Marketing

Nighthawk Marketing, located in the Twin Cities, is a full-service marketing and advertising agency with a primary focus in the legal industry. The agency has decades of experience developing branding strategies and marketing tools to support sales, direct mail, telemarketing, media and Web channels. Additional information about the company can be found at NighthawkMarketing.com.