

Law Firm Newswire Launches Game-Changing Dashboard for Legal Marketing Agencies

San Francisco, California – In the ever-tightening race for law firm visibility, law firm marketing agencies now have a powerful PR ally. Law Firm Newswire, the leading legal news and press release distribution company, has unveiled an agency-exclusive dashboard designed to centralize, simplify, and supercharge how legal marketers manage clients' press releases. Many legal marketing agencies juggle multiple clients and have to deal with a patchwork of workflows: spreadsheets filled with passwords, multiple logins, and a carousel of back-and-forth emails just to get one press release out the door. Law Firm Newswire's latest move changes that. With one login, agencies can now oversee press outreach, press release generation, newsroom management, and reporting across all clients from a single, unified interface.

"If you've ever managed legal PR for more than one client at a time, you know it can be chaos," said a Law Firm Newswire spokesperson. "This dashboard eliminates the chaos."

The system is deceptively simple: agencies approved for access are added to their clients' Law Firm Newswire accounts. Once linked, they can do everything short of practicing law — submit press releases, request corrections, monitor analytics, and even manage billing using their own payment methods, ensuring sensitive financial data doesn't need to be exchanged with clients. There's more: agencies receive custom discount codes usable across all connected client accounts, regardless of how much press they push. Whether it's one release per month or one hundred, there are no minimums or subscription hurdles.

"It's built for flexibility," the spokesperson added. "We wanted to make sure the solo consultant with three boutique firm clients had access to the same tools as the 50-person agency working with national firms."

Clients see the name of their marketing agency in their own dashboard, reinforcing transparency and trust. And agencies? They get something that's long been missing from legal PR: scale without friction.

The dashboard couldn't have come at a better time. As law firms compete more aggressively for attention online, press coverage remains a key pillar of visibility and reputation management. Yet the mechanics behind distributing a press release—especially in a regulated, reputation-sensitive field like law—have long been clunky.

Law Firm Newswire gets announcements, case wins, and legal filings published in hundreds of outlets including AP News, local ABC, CBS, FOX, NBC affiliates, and legal publications.

For marketing professionals tasked with making lawyers look good in the spotlight, the Agency Dashboard offers something refreshingly rare in the legal marketing space: simplicity.

Agencies can apply for access or learn more at <https://lawfirmnewswire.com/agencies/>.

Law Firm Newswire is the press release distribution service built for lawyers.

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