

Forward Push Law Firm Marketing Names Meg Garavaglia Director of Client Growth

The Atlanta-based agency adds a legal-industry veteran with deep eDiscovery and staffing experience to help more law firms scale client growth.

The logo for Forward Push Law Firm Marketing features the words "FORWARD PUSH" in a bold, dark blue sans-serif font, followed by three slanted blue parallel lines. Below this, the words "LAW FIRM MARKETING" are written in a lighter blue sans-serif font.

Forward Push Law Firm Marketing Logo

ATLANTA, GA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Legal

industry veteran and Woven Legal founder brings nearly two decades of eDiscovery, staffing, and business development experience to the Atlanta firm.

“

When clients are saying, we just had our best month again, that gets my attention. I'm excited to help more firms get there.”

Meg Garavaglia, Director of Client Growth

[Forward Push Law Firm Marketing](#), an Atlanta-based marketing agency that works exclusively with law firms, announced today that [Meg Garavaglia](#) has joined the company as Director of Client Growth.

Garavaglia brings nearly two decades of experience helping attorneys and law firms grow. She spent a decade selling eDiscovery and litigation support services to Atlanta law firms before turning to legal staffing. In 2019 she founded Woven Legal, a virtual legal staffing firm that

placed U.S. based paralegals, intake specialists, and legal support professionals with firms nationwide. She led the company until its acquisition by The Emerald Group in 2025.

In her new role, Garavaglia will lead client growth strategy for law firms working with Forward Push, helping attorneys apply the agency's Case Gravity system, a suite of 4 AI powered tools built for client intake, engagement, and retention.

"Over the years, while providing eDiscovery and staffing services to attorneys, I heard time and again, 'Our marketing just isn't working,'" said Garavaglia. "I've seen firms take a piecemeal approach, and experienced it myself, spending money on tactics that didn't deliver while wondering why everyone else seemed to be gaining traction. Marc has always been an absolute straight shooter, and his team brings that same candor and authenticity to their work. I'd heard great things from Forward Push clients for years, but now I've seen the data and feedback firsthand. When clients are saying, 'We just had our best month again,' that gets my attention.

I'm excited to help more of the legal community experience that kind of growth."

"Meg has spent her entire career sitting across the table from attorneys who felt let down by marketing," said Marc Apple, founder and partner at Forward Push Law Firm Marketing. "She's heard the excuses. She's seen the invoices with nothing to show for them. That's exactly the perspective our clients need in this seat. She knows how to tell a law firm the truth about what's working and what isn't, and she knows how to help them fix it."

Forward Push works exclusively with law firms generating \$500,000 or more in annual revenue, and operates on month to month contracts with full client ownership of all marketing assets. The agency's approach combines traditional SEO with AI visibility strategy, positioning clients to be found and recommended across search engines and AI tools including ChatGPT, Perplexity, Gemini, and Claude.

Garavaglia's hiring adds legal industry fluency to a growth team built to help law firms move past one-off tactics toward a compounding marketing system.

About Forward Push Law Firm Marketing

Forward Push Law Firm Marketing is an Atlanta-based marketing agency that works exclusively with law firms generating \$500,000 or more in annual revenue. The agency's signature system, Case Gravity, combines 4 AI powered components, Counsel Twin AI, First Chair AI, Sidebar AI, and Engage First, with full service marketing to help law firms turn visibility into signed cases.



Meg Garavaglia - Forward Push Law Firm Marketing



Marc Apple Founder Forward Push Law Firm Marketing

Founder and partner Marc Apple is the author of 2 Amazon number 1 bestselling books on legal marketing and speaks regularly at bar associations across Georgia. Forward Push holds Inc. 5000 recognition.

Marc Apple

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