

## Further Reading COLPM 2017 Futures Conference Panel #4—Two Sides of the Coin—Two Quick Talks

### Mark Greene

Law firms aren't doing much of these things yet, but they should, and some will soon:

- <https://www.forbes.com/sites/ajagrawal/2017/07/19/5-ways-marketers-can-use-artificial-intelligence-to-save-time-and-money/#7183918415f6>
- <https://www.inc.com/bill-carmody/fast-adoption-of-ai-leaves-many-marketers-scrambli.html>
- <https://venturebeat.com/2017/07/15/4-tips-for-transforming-your-customer-communications-with-ai/>
- <https://www.forbes.com/sites/ajagrawal/2017/08/09/why-marketers-need-to-double-down-on-artificial-intelligence/#d27d5c62bfae>

Some of the tools mentioned here are being used by laws firm marketers:

- <http://contentmarketinginstitute.com/2017/08/marketers-use-artificial-intelligence/>

Law firm specific:

- <http://www.zenlegalnetworking.com/2017/04/artificial-intelligence-changing-the-practice-and-marketing-of-legal-services/>
- <http://abovethelaw.com/2017/04/law-firms-need-to-market-their-knowledge-and-use-of-ai/>