

Sonny Cohen has 15 years internet marketing experience with a focus on law firm marketing for the past 8 years. He provides both strategic and tactical advice to law firms regarding social media, content development, search engine optimization, pay per click advertising and email marketing. He is a regular speaker at legal marketing events as well as the Web Content Conference series. He is the principal contributor to the Duo Consulting blog, has produced a series of online marketing and social media white papers and is a contributing author for the Midwest LMA publication, In The Loop. His professional affiliations include the Legal Marketing Association, Web Analytics Association and Search Engine Marketing Professionals Organization. Previously a partner of business consultancy FERS and an Apple Computer reseller, Sonny holds a graduate degree from the University of Michigan and lives in Chicago.