
Furia Rubel Team

Laura Powers - Chief Marketing Officer

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Laura Powers is a marketing strategist with a history of developing award-winning campaigns that create continuity of brand, marketing and public relations programs. At Furia Rubel, Laura leads the strategy and management of clients' marketing initiatives, including brand, web, mobile, advertising, email marketing and collateral development. She oversees the design and brand components that fit within integrated marketing campaigns in order to support client growth.

As the chief marketing officer, Laura ensures that all marketing activities are proactively managed and optimized to work together. These activities include the development of corporate identities, interactive and fully content managed websites, direct mail campaigns, constituency reporting tools such as annual reports, sales tools such as company catalogs and product/service brochures, and target audiences communications such as newsletters, blogs, niche websites and e-marketing tools. **The results are proven to be exponentially better when client marketing tactics are integrated, designed and executed to complement one another.**

Laura's career spans more than 20 years, with expertise in brand development, web design and development, integrated advertising campaigns, digital strategy and social media. She has provided strategic marketing services for Merrill Lynch, Verizon, Thomas Jefferson University Hospital, and Comcast to name a few. Laura owned and managed her own marketing agency, HG Marketing Group, LLC, that served as a strategic affiliate to Furia Rubel until their merger in 2010. Among her many accomplishments are multiple prestigious **Summit Creative Awards from Summit International Awards (SIA)**, multiple **Philadelphia PRSA Pepperpot website** awards, multiple **Web Marketing Association webawards**, a

Communicator Award of Excellence from the International Academy of Visual Arts, a Golden Web Award from the International Association of Web Masters and Designers, the Web Marketing Association's Web Legal Standard of Excellence Award.

Laura frequently blogs on marketing and social media at [ThePRLawyer](#) and is a contributor to the National Law Review blog. An engaging and sought-after speaker, Laura has presented many programs to professional audiences including: Leveraging Your Firm's Website for High Quality Lead Generation, Law Firm Branding - Critical Issues to Consider, Integrated Approaches to Online Marketing and Strategic Brand Management and Taking the Emotion Out of Marketing Purchases: Measuring Marketing and Tracking Success to Guide Future Planning.

Laura is engaged in outreach with regional, national and international communities through many area nonprofits. She serves as a board member for Tabor Children's Services and on committees for the Central Bucks Chamber of Commerce and the Kalmia Club. She is a founding member of the Women's Business Forum and represents Furia Rubel as a board member of the Legal Marketing Association, Northeast Region.

Professional Marketing, Continuing Legal Education, and Seminar Topics

Laura Powers has presented programs and continuing legal education (CLE) presentations nationally and is available to assist a variety of organizations. Each program is tailored to reach select audiences including management, clients and/or administrative staff. Programs may qualify for CLE credits. Topics include, but are not limited to:

- Using Social Media and Other Online Tools to Manage and Grow your Law Practice
- Ethically Leveraging Your Law Firm's Website for High Quality Lead Generation
- Law Firm Branding - Critical Issues to Consider
- Integrated Approaches to Online Marketing and Strategic Brand Management
- Taking the Emotion Out of Marketing Purchases: Measuring Marketing and Tracking Success to Guide Future Planning
- Social Media for Professionals & the Principles of Engaging Online
- Presenting Yourself Effectively via Networking and Social Media
- Networking and Social Media for Alumni
- Social Media: Promoting Prevention Messaging in the Community
- Effective Use of Social Networking Technologies in the Employee Benefits World
- The Use of Social Media for Drug & Alcohol Prevention Messaging in the Community
- Social Media for the Entrepreneur - an Integrated Approach to 21st Century Marketing and PR (with Gina Rubel)
- Social Media and Small Business
- LinkedIn, Facebook and Twitter for Professionals
- The Ethics of Social Media for Legal Professionals (with Gina Rubel)
- Creating an Effective Website
- Website Strategies that Work
- Improving Search Engine Results for Small Business

To book Laura for your next program, call **(215) 340-0480** or [send an e-mail](#).

Connect with Laura:

Facebook: [facebook.com/laurapowers.philly](https://www.facebook.com/laurapowers.philly)

Twitter: twitter.com/lppowers

LinkedIn: [linkedin.com/in/powerslaura](https://www.linkedin.com/in/powerslaura)

News & Events

- **Laura Powers Presents PBI CLE for New Attorneys**
August 2017
- **Laura Powers Speaks at Women's Business Workshop Presented by SCORE Bucks County**
June 2017
- **Furia Rubel Executives Present Social Media Strategy Program Sponsored by Catalyst Center for Nonprofit Management**
June 2017
- **Sarah Larson and Laura Powers to speak at Nonprofit University on Social Media**
June 2017
- **Furia Rubel Executives Speak at girlSTEM Conference in Bucks County**
May 2017
- **Furia Rubel Executives Speak at girlSTEM Conference**
May 2017
- **Furia Rubel Communications Named Best Public Relations Agency in Bucks County**
May 2017
- **Estate & Elder Law Symposium Presentation on Social Media and Legal Marketing**
February 2017
- **LMA Northeast Names Laura Powers to Board of Directors**
January 2017
- **CMO Laura Powers to Present on Social Media and Ethics for the PA Bar Institute**
January 2017
- **Laura Powers Named 'Emerging Leader' by Bucks County Organizations**
September 2016
- **Laura Powers, CMO, to Present at Pennsylvania Bar Institute's 19th Annual Elder Law Institute**
July 2016
- **Tabor Children's Services Names Laura Powers to Board of Directors**
July 2016
- **Furia Rubel Chief Marketing Officer to Present Social Media Ethics Program for**

Pennsylvania Bar Institute

June 2016

- **CMO Laura Powers and VP of Public Relations Sarah Larson to speak at Nonprofit University**

June 2016

- **Furia Rubel Executives to Present Social Media Strategy Program Sponsored by Catalyst Center for Nonprofit Management**

May 2016

- **Philadelphia Legal Marketing Association Re-elects Laura Powers to Board**

January 2016

- **Furia Rubel Wins Two 2015 Summit International Awards**

June 2015

- **Laura Powers to Co-Present "Rate Me: Navigating Avvo and Other Online Lawyer Rating Sites"**

November 2014

- **Gina Rubel and Laura Powers to Present at Bench-Bar 2014**

October 2014

- **Laura Powers to Discuss Using Social Media and Online Tools to Manage and Grow Law Practices**

July 2014

- **Laura Powers to Discuss How Branding Can Help Your Business**

May 2014

- **National Law Journal Names Furia Rubel Best Legal Marketing Firm of 2014**

April 2014

- **Philadelphia Legal Marketing Association Elects Laura Powers to Board**

January 2014

- **Laura Powers Speaks at Leadership Bucks County Program**

October 2013

- **Laura Powers to Present Live Webinar on Leveraging Website Content for Maximum Engagement**

August 2013

- **Laura Powers Presents to the Legal Marketing Association's Southwest Chapter**

May 2013

- **Gina Rubel and Laura Powers Featured on Cover of Central Bucks Chamber of Commerce's W4 Magazine**

January 2013

- **Gina F. Rubel and Laura Powers Will Present Integrated Approaches to Law Firm Marketing and Public Relations in the 21st Century at the LMA Conference in Boston**

November 2012

- **Laura Powers Speaks at Pennsylvania Bar Institute's Solo & Small Firm Conference**

July 2012

- **Gina Rubel and Laura Powers Present Social Media, Marketing and Websites for Lawyers on Lawline.com**

June 2012

- **Laura Powers Speaks at the National Association for Legal Secretaries of Pa. Conference**

May 2012

- **Women's Business Forum of Bucks County's IDEAS Conference & Expo**

March 2012

- **Furia Rubel VP of Marketing Laura Powers Appointed to Central Bucks Rotary Board of Directors**

November 2011

- **Laura Powers Speaks for The Council of Southeast Pennsylvania, Inc. and Bucks Promise for Youth & Communities about Social Media and Prevention Messaging in the Community**

June 2011

- **Laura Powers Serves as Panelist at Bucks County Career & Opportunities Expo**

June 2011

- **Marketing and Public Relations Agency Furia Rubel Honored with Summit International Creative Award**

June 2011

- **Bucks County Career & Opportunities Expo Welcomes Laura Powers to Panel**

March 2011

- **Furia Rubel Awarded the 2010 Web Legal Standard of Excellence Award**

November 2010

Articles

- **7 Critical Components of Law Firm Branding**

Videos

- **Laura Powers 2016 Emerging Leader**



- **Leveraging Your Firm's Website for Lead Generation - Lawline.com**

