

## Susan Bourke

*LegalRSS.ie*



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Susan Bourke was training solicitors in digital marketing when she noticed many were struggling to market their firms online.

So, she set up LegalRSS.ie, a powerful yet simple online marketing platform specifically for lawyers and legal services businesses in Ireland – a unique service in this country.

Since launching in February 2018, she has already built up a strong client base across the country. One of the first firms to sign up saw traffic to its website surge by 121 per cent in one month.

Susan, who is based in Sligo town, County Sligo, knows both the legal and the marketing sectors inside out. Married to a solicitor herself, she worked for ten years in a legal firm and provides training for the Law Society. She also ran her own marketing and training consultancy and has a Master's in Digital Marketing from the Digital Marketing Institute in Dublin.

LegalRSS.ie provides clients with a variety of essential and targeted marketing solutions including a content management platform, social media management, image and article archives, unlimited newsfeed creation and searching, and broad legal news content.

Susan heads up a team of highly qualified and professional writers which include retained court reporters and top-class editors. LegalRSS.ie is a partner of LegalRSS.co.uk, which was set up in 1997 by well-known professional practice marketing consultant Joe Reeve.

Taking part in ACORNS was a timely and educational experience for Susan. She enjoyed meeting like-minded businesswomen and stays in touch with many of her fellow participants.

Susan's aim now is to get her clients on the first page of Google, and she has ambitious plans to expand her own business.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine