

JANUARY 2022 MEMBER SPOTLIGHT



Ashley Robinson

Owner, [Green Cardigan Marketing](#)

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Tell us about your firm or business including history, specialization, and years in business.

Green Cardigan Marketing was started in 2019 and specializes in all things digital marketing for layers. Website Design, Search Engine Optimization, Social Media Marketing, Paid Search, Email and video marketing.

What's an interesting fact about you or your firm that most people don't know?

I played collegiate golf at Jacksonville State University in Jacksonville Alabama. Immediately after college I played professionally for two years. The name "Green Cardigan Marketing" came from my love of golf. When naming the business, I knew I wanted a name that reminded me of golf (Green Cardigan - like The Masters Green Jacket) and had little competition in terms of SEO.

What's a favorite moment of your career so far?

Earlier this year I had the privilege of working with a powerful female attorney in Detroit, Ashlee Duplessis - <https://detroitlegaldefense.com>. Since working together, Attorney Duplessis has seen her firm grow tremendously. I recently went to dinner with Ms. Duplessis and to hear the excitement and appreciation in her voice made me so very proud of what our team does each and every day!

What challenge are you most proud of overcoming?

2020 had its challenges for everyone, including lawyers. I am proud to say my team and I grew our client base throughout the pandemic as well as grew our team. We were a new business going into the pandemic, yet we experienced growth in a year where many did not.

Tell us about a recent professional accomplishment of yours?

I was recently asked to speak on a marketing podcast and tell my story and the story of my team. 'Thoughts Over Coffee Daily' is a podcast local to South Florida (where my business is located) and was a great experience as well as exposure.

Tell us about a recent personal accomplishment of yours?

A recent personal accomplishment of mine was taking time away to relax and enjoy a trip with my husband and friends. Being a small business owner has taught me to be intentional with my time. I am proud I was able to take time away and know things were getting done while away.

What advice would you offer new business owners?

My advice to new business owners would be to focus on the process. Create processes that allow you to get out of the day to day and have time to work on the business vs in the business. When I am intentional with my time and work on the business, I see growth in my team as well as new client growth.

How can you help other Women Owned Law members improve their businesses?

Marketing! :)

My advice to other WOL business owners would be to make sure they are marketing their business in the correct platform for their business. If you own a PI firm, be active on social media, etc.

Marketing is unique to each business / industry. Learn your industry and where your leads are and spend your time and energy on those mediums.

How has Women Owned Law been of value to you and your career?

WOL has been great for my personal growth as well as my business. Personally, I have grown since joining the group by attending the yearly symposium as well as many educational sessions offered. I would highly recommend, and do recommend, for anyone in legal to consider WOL!

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About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit www.womenownedlaw.org