

# Microsites: A Big Deal

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In his essay, “Microsites: A Big Deal” on Medium.com, Marketing Strategist Drew Lillie discussed [Launch To Thrive](#), Carlton Fields’ microsite that helps entrepreneurs and small business startups with their legal needs. Lillie explained how the microsite creates a niche service in a growing tech-focused market. “When used in a targeted, purposeful manner, a microsite can provide a very powerful tool to enhance customer engagement,” he said. [READ the article](#).

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Gail Podolsky

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