7 Content Marketing Tips for Lawyers and Law Firms

Publishing articles in legal journals is a strategy many attorneys use to demonstrate their expertise and build their profile with colleagues. Many law firms and attorneys use advertising and PR to market their services and business. Content marketing is a smart strategy for lawyers and law firms to increase their online visibility and establish themselves as SME: Subject Matter Expert.



- **Identify Your Target Audience**: Are you trying to reach other attorneys or potential clients? Don't use lawyer jargon when speaking to clients: carefully choose your content's tone and voice.
- **Choose Your Social Platforms**: Three of the most effective content marketing platforms for attorneys and law firms are: LinkedIn, Emails and Newsletters, and Facebook.
- **Promote Your Niche**: Your content marketing strategy must clearly identify your expertise so a prospective client knows if you provide the services they are looking for.
- **Write a Blog**: A blog is an excellent way to demonstrate your skills and expertise to your ideal clients. SEO strategies help search engines understand your blogs to rank its relevance.
- **Add a video To Your Website**: People hire people. A well-done video attracts viewers and is more likely to get watched and remembered than the most carefully written words.
- **Use CTAs**: A Call-to-Action invites readers to take a specific action that will help convert them to clients: download an eBook, watch a video, signup for a free consultation, call this number.
- **Hire a Professional Content Marketer**: If you made it through law school and passed the bar you probably have the skills to do your own content marketing: but do you have the time?

6 Blog Topic Ideas for Lawyers and Law Firms: Not sure what to write about? Here are a few blog topics to get you started.

- **Newsjack** and blog about a legal story that’s popular in the news. Trending topics are more likely to get noticed by your

target audience.

- [ ] **Answer client questions**. Do all of your client consultations cover the same two or three questions? Your legal services blog is a good place to answer those questions.
- [ ] **Brag** about your accomplishments and successes. When you publish an article, are interviewed for a news story or a book, win an important case, or take on a new partner share it on your blog.
- [ ] **Share your interests** and what you do when you're not practicing law. Many successful blog authors don't talk about the business; instead, they connect with the reader on a more personal level.
- [ ] **Predictions and analysis of current legal events**: Comment on elections, new laws, important legal decisions and other topics that you can explain and add expert commentary on.
- [ ] **How to Hire An Attorney**: What should people ask when they are interviewing an attorney to represent them - but often don't ask?

Learn More: Why Lawyers Need a Content Marketing Strategy http://hirecatherine.com/2015/11/07/why-lawyers-need-a-content-marketing-strategy/