

Legal Marketing: Grow Your Law Firm with Content Marketing in 2021

Even in the middle of a pandemic, there is no shortage of law firms. From domestic matters to business transactions and criminal defense, consumers have a lot of options when it comes to finding legal representation. So, how do you make sure that your firm stands out among a very crowded field?

Content marketing uses web-based content to market your law firm to potential clients. It includes such strategies as:

- Social media posts
- Newsletters
- Firm webpages
- Contributions to publications

Far too many law firms maintain their websites with a “set it and forget it” mentality. They put a lot of effort into creating the site but fail to update their content on a regular basis. This lack of strategy overlooks valuable marketing opportunities.

Consumers want value when shopping for legal services and the right content provides the value they seek. They will see your firm as capable and skilled, which makes them more comfortable with trusting you to handle their legal matters.

This post will provide 4 tips to help your law firm turn content marketing into growth in 2021.

Tip #1 – Identify What Your Audience Wants

Before creating a content marketing strategy, you need an understanding of who you are marketing to and what information they desire. For example, if your firm focuses on transactional law, content related to custody and divorce will not attract your ideal client. Instead, you want to include content that businesses and entrepreneurs will find useful, such as:

- “10 Questions to Ask your Attorney before Starting a Business”
- “7 Tips for Content Drafting”
- “The Importance of Contract Negotiations”

These types of topics offer valuable information that potential clients appreciate.

Tip #2 Keywords are King

Effective content marketing requires the strategic use of keywords. These are the words that potential clients are likely to use when searching for the legal services you offer. Here are some examples:

- Divorce Attorney, Alimony, Legal Separation, End of Marriage
- Business Attorney, Business Formation, Starting a Business, LLC
- Estate Attorney, Wills, Trusts, Estate Planning

These are only a few examples. Be creative and try to come up with as many keywords as you can. Resources like Google’s Keyword Planner can be of assistance. It is also helpful to add more in more descriptive words, such as:

- Maryland Divorce Attorney
- Los Angeles Business Formation
- Miami Estate Planning

Once you have a list of keywords, start planning content around these terms. Your content can come in many forms and lengths. Some topics may be best presented through a list. Others may lend themselves to a short

blog post or even a long-form article that goes in-depth on the subject. There are no set rules about the type of content a law firm uses. Be creative and remember that the goal is to stand out from the crowd.

- **Extra Tip** – Make sure you use common language and steer clear of legal jargon when possible. Remember that the majority of your potential clients aren't law school graduates, so a bunch of convoluted legal terms will likely send them searching elsewhere.

After you have the words down, think about your visuals. Include pictures and graphics that your audience will find appealing. They offer a break in the words of the content and compel your audience to keep reading. When choosing media, use your own images or choose non-copywritten options.

Videos are also an effective law firm marketing tool, and you don't need an entire production to make it happen. With some good lighting and your smartphone, you can create a video that is visually interesting and packed with value.

Tip #3 Promote your Content

Very rarely will your content get the results you want without some promotion? Here are some steps you can take to maximize your firm content:

- **Social Media** – Social media platforms like Facebook, LinkedIn, and Twitter are essential for the promotion of law firm content. Not only is it a great way to share your content quickly, but it's also useful for creating an online community.
- **Search Engine Optimization (SEO)** – For content to be effective, it needs to show up in the right places where potential clients will see it. With SEO, content is optimized to rank high within search engine results. This is where those valuable keywords also come into play. The right keywords can make a world of difference for search result placement.

- **Paid Advertising** – This advertisement method involves paying for advertisement space within search engine results. It either works as a pay-per-click campaign where firms only pay when visitors click on their ad, or firms can choose to pay a flat fee for a specific number of views.

Tip #4 Measure your Progress

You've done all of the work to create content and a campaign to promote it. Now, it's time to analyze the effectiveness of your efforts. There are numerous steps you can take to measure the progress of your content marketing strategy, such as:

- Checking where your website ranks on search engine results. These are called search impressions and you want as many of them as possible.
- Clicks are the next level up from impressions. Clicks happen when a search engine user clicks on your impression to visit your website.
- Use Google tools to keep an eye on your website. These resources will tell you how many visitors your site had, how long they stayed on your site, and which pages had the most traffic. Use this information to gauge the effectiveness of your site and make tweaks.
- Tracking the number of new clients coming through the door is the best way of monitoring the success of your content marketing campaign. After all, isn't that the overall goal? If new matters are coming in consistently and your firm is growing, you can be confident that your marketing strategies are paying off.

Content Marketing for Law Firm Growth

As practice leaders seek to grow their law firms in 2021, content marketing should be a significant part of their advertising strategy. By identifying the right keywords, creating valuable content, and measuring the effectiveness of their efforts, law firms can create effective campaigns that bring new clients through the door.

