

The surprising thing about law firm content marketing

Our marketing team was stunned by this discovery

When we created our marketing strategy for lawyers and law firms, we used several content types to see which would garner and generate the most interest. To our surprise, attorneys seem to feast on content that goes more along the lines of lifestyle issues, life/office hacks, feel-good posts, and technology. This one discovery showed us that our content marketing strategy didn't have to include legal content all the time. In fact, funny posts (all clean!) and trending articles give us the highest amounts of engagement out of all the topics we've shared. Our mainly law-heavy and related topics appear to be run-of-the-mill and don't get as much attention.

Stay active on social media

Social media is oftentimes swept under the carpet at marketing meetings because, hey, isn't that what 15 year old children do on their fancy schmancy iPhones? It's amazing how powerful social media is as a marketing tool in our ever-evolving technology-dependent era. Tapping into this resource will give you a fun and meaningful way to advertise, engage with, and make clients out of your fans. And who doesn't want that, right?

We have an active social media presence across several platforms including -Twitter-, -Facebook-, and -LinkedIn-. Content on, or about, technology, politics, and current news do the best on all our social media platforms, except for LinkedIn. On LinkedIn, we've noticed that users prefer practice management and business tips.

What does this mean for you? Using social media content, you can build your very own target audience. These people will be your potential clients, so you will want to create a social media presence to grab people's attention, and convert them down the road.

In a nutshell: How to use the surprising fact in your law firm's strategy!