

# 13 Types of Law Firm Content Marketing That Really Work

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If you are unsure about where to focus your law firm's content marketing efforts, realize that there is more to this marketing strategy than just writing articles. Great content talks to the people that will consume your legal services and also to the search engines to support SEO. But content has many shapes and sizes so lawyers often wonder what options are appropriate for them. This article covers 13 types of content that any lawyer or law firm regardless of their practice area can add to their law firm's marketing strategy.

## 1. Law Firm Blog Posts

Blog posts are one of the easiest ways to start creating content and getting your law firm's name out there. You truly just need to sit down, write about what you know and what you are passionate about, and publish it. Of course, you want to make sure your content is attractive to your target audience, so use your market research to craft posts that are easily understood by and interesting to your audience. Marketing savvy law firm owners develop a theme to their blogs so after one year of producing content, they can stitch the material together in e-book or white paper format.

## 2. Infographics

Infographics are a powerful tool for lawyers and law firms to reach their target audience. Research indicates that people remember [65% of the information they see](#) in a visual format, compared to just 10% of what they hear. Some attorneys shy away from creating infographics, but there are many online design tools to make it quick and easy to produce this type of original content for your law firm. Infographics can live on your website and even be repurposed in your firm's social media presence or collateral materials. They are a great way of explaining steps in the legal process or even the interpretation of complicated laws.

## 3. Podcasts

This type of content requires lots of planning and time, but it can pay off in spades. Creating your own podcast that answers legal questions or explains complex legal concepts in fun, easy-to-digest ways

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allow you to reach a massive audience of potential clients with interest in your area of practice. Podcasts are a great idea for attorneys that have clients with similar issues. For a family law attorney this might include child custody issues or post-decree matters. A business attorney might have clients facing issues related to corporate formation or the hiring of vendors. Having a practice area-centered podcast with episodes that focus on issues that potential clients commonly struggle with will help you attract a greater audience of listeners.

#### **4. Video Marketing**

Videos showcase your personality, highlight what unique traits you bring to the table, and create a connection with potential clients. Integrate search terms into your video headline and description to bring in even more traffic to your website. YouTube is the “[second largest search engine](#) behind Google,” making it a great platform for uploading and sharing your law firm’s videos. These videos can be focused on the same frequently asked questions that you would answer in written format on your website. They can also be a case study or even a client testimonial.

#### **5. Guest Posts**

Publishing your content on other websites expands your network, strengthens your own website’s search engine optimization, and helps build your law firm’s brand—you have a lot to gain from just one post. You can publish on other legal blogs, magazines, and local publications. Guest posting is an easy way to credential your practice through bylines and repurposable written content.

#### **6. Newsletters**

Whether you publish monthly or quarterly, do not give up on your law firm’s newsletter. While some people have eschewed their newsletters for more modern forms of content, you leave out a significant part of your client base when you do so. For maximum effect, stick to a strict publication schedule that allows you to share valuable, relevant information—do not just send out a newsletter for the sake of it. Depending on your needs, you could do an e-mail newsletter, a print newsletter, or both. The biggest challenge for law firms and newsletters is staying on schedule and determining in advance what to say. Marketing savvy law firms develop an editorial calendar for their newsletters one year in advance, so they are never scrambling to publish the newsletter.

#### **7. White Papers**

Driven by data and statistics, white papers look at a specific issue within your practice area and dig deep into the information surrounding it. The information provided in a white paper also provides a path forward for solving the proposed issue. Law firms can successfully produce their own white paper content and keep it on their website to connect with potential clients. But be sure to use the help of a graphic designer if you intend to create a white paper for your law firm. Their creative eye will help make your content stand out to readers.

#### **8. Curated Content**

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Sharing resources with website visitors and clients shows that you genuinely care about their wellbeing, not just getting them to become paying clients. You might create listicles that link out to useful resources and guides. These work great for consumer-facing practices that serve populations that might need guidance outside of their legal matter. For instance, a plaintiff personal injury attorney could publish ideas on mental health and wellbeing after being treated for a serious car accident. Your goal in using curated content is to be a central hub for the information your audience could need to know about your practice area and how it affects their lives.

## **9. Testimonials**

Satisfied clients are often the best form of advertising. If potential clients see that you have successfully solved the problem they now face, they have substantial motivation to reach out to you. Testimonials and reviews can be collected and curated to be their own page on your law firm website. However, ensure that you are working within the laws and ethics that regulate law firm and lawyer advertising as this can be a sticky area of law firm marketing.

## **10. E-Books**

Compared to print books, e-books require almost no financial output and are incredibly easy to share. Some attorneys use electronic books as a vehicle to provide in-depth guides for clients interested in their legal services, while others repurpose blog content into an e-book for easy reading. You can also write an e-book and use it as a lead magnet—for example, a construction defect attorney might give a copy of “7 Things You Need to Know Before Buying a Newly Built Home” to those who sign up for their e-mail list.

## **11. LinkedIn Articles**

One type of content that is often underutilized is LinkedIn content. When you write an info-rich LinkedIn article and share it with your network, they can share it with their network. Your reach can multiply quickly with just one piece of well-written content. This is an excellent strategy for expanding your professional network, increasing the likelihood of client referrals and brand recognition.

## **12. Tutorials**

Guides and tutorials offer detailed step-by-step instructions on specific tasks, which is content that consumers can use right away. The topics you cover depend on your audience and area of practice, so you could start by finding out what struggles your target market has and what legal issues you can immediately alleviate. For example, a family law attorney might write a how-to guide on gathering financial documents and other paperwork for easy analysis of assets during a divorce. A business law attorney could do a screencast of how to register a business in their state and set up tax filing.

## **13. Lectures and Speaking Engagements**

When you establish yourself as a leader among your peers, you are in an excellent position to gain

acceptance as an expert among potential clients. You can host CLE events and dig deep into a topic relevant to your area of practice, serve as a speaker at legal conferences, and share your expertise at other industry events. Be sure to share any video content of your speaking engagements on your website. If your speech is later transcribed, it becomes another content source that could bring in clients and contacts.

For modern law firms, content is a key component in their marketing and business development strategy. Everything on this list of content types will funnel traffic back to your law firm's website. By integrating different types of content into your marketing plans and on your website, you can reach clients from all walks of life while establishing your position within your practice area.

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