

Best Strategies for Creating a Smarter Law Firm Content Marketing Strategies

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What can you do with one piece of content? If you guessed turning it into 11 other pieces of content that you can use to build your brand and business, you guessed right!

[Content marketing can be a cost-effective](#) way to promote and engage audiences through tactics such as e-newsletters, YouTube videos, short-form social media videos, blog posts, social media posts and podcasts.

For example, this article originated from a webinar that we co-presented a few months ago. We turned it into a blog post, several video clips, an infographic, social media posts, including videos, quotes and more.

Use this to create strong evergreen content for your organization that can be repurposed for months to come. Let's take a look and see how we can turn one piece of content into all these different things!

Seminars

Hosting in-person events can be a great way for lawyers to demonstrate their knowledge and expertise while engaging with industry colleagues, clients and prospects to strengthen relationships and create new ones.

To increase attendance, offer CLE credits as well as networking time to give your attendees a break from educational material giving them more reason to attend.

Webinars

For those who were unable to attend the seminar, you can repurpose the same information and slides into a webinar. Webinars allow professionals to connect with a larger percentage of their audience without geographical limitations.

They can also allow professionals to share their knowledge in an engaging manner by interacting with their audience through different formats including Q&As, panelist discussions, or thought

leadership webinars.

Webinar Recordings

After you've hosted a webinar, you can download the recording file and email it to attendees and non-attendees if they want to share it with co-workers or revisit a topic covered during the presentation.

Podcasts

Podcasts are all the buzz nowadays, and you can create your own by repurposing the audio file of the webinar. Turning your webinar into a podcast will extend the shelf life of the content, keeping it fresh and present in your listener's minds.

You don't need to be tech-savvy to do this. There are many easy-to-use, free software that can separate the audio file from the video file. From there, you can upload it to various podcast-hosting sites, add it to your site or promote it on social media.

Articles

You can summarize the main speaking points from your webinar and create long-form articles and distribute them through your e-newsletter, or post them to your website.

Use the chat from the webinar for article ideas as they may contain useful questions that are top of mind to your audience. Turning these topics into articles enables readers to gain more knowledge all while driving traffic to your site.

Website Bios

Highlighting speaking engagements and published articles on your website bio can help enhance credibility and establish your company profile as a thought leader in that respective topic or practice.

LinkedIn Profile

Enhancing attorney branding can contribute greatly to the firm's brand image. To help establish your professionals as thought leaders in their respective practices, use the content you created from their presentations or webinars and post it to their LinkedIn profiles. This can enrich lawyers' portfolios, enable professionals to draw traffic to their pages and content, and support further business development opportunities.

Content Syndicators

The unfortunate truth is that not everyone will see your content even if you share it through your newsletter or LinkedIn. To reach a larger audience, many firms rely on content syndicators that disseminate an individual or organization's content through their publication sites and newsletters.

The use of these tools can further help establish lawyers as thought leaders in their respective practices and contribute to the attorney's personal brand as syndicators circulate their content to a larger audience.

Multiple Blog Posts

Going back to the long-form article you created, you can repurpose it into short-form content and [distribute it through your newsletter and syndicators](#).

Short-form content better engages readers who may not have enough time to read a 2-3 page article. If you have four to five main speaking points summarized in your article, you can break these into four or five blog posts allowing you to dive deeper into these topics offering greater insight for readers.

Attorney Emails

Prospective clients constantly reach out to attorneys and firms with questions about certain legislature or general practices. If a client or contact reaches out to an attorney about a new law that may affect their business, lawyers can send them the blog posts, articles or videos created from their presentations on the issue.

Including content in individual emails helps attorneys stay top of mind for these clients and prospects for future business development. If someone asked a question during the webinar, it can also be a good idea to follow up with them and share content to further answer their inquiries.

Videos

All of your written content – blogs, client alerts, slides – can be turned into short video segments featuring your lawyer breaking down key concepts they may have covered. These videos don't need expensive budgets or fancy cameras. Oftentimes lawyers can record themselves on Zoom and have the marketing department edit the video to be posted on YouTube or social media.

Final Thoughts

If done right, you can create tons of content from a single presentation or webinar. This can be done at such a low cost and provide a favorable ROI all while engaging your audience in different ways and reaching new members who have never heard of your firm. As many firms are [switching to a digital-first strategy](#), it is crucial to incorporate a content marketing strategy as well to establish your firm's brand and to establish your lawyers' individual brands.

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