

"The essence of content marketing is that you're promoting your subject matter expertise (whether it's labor law, family law, or any other practice area) by providing consistent, relevant content of interest to your clients and prospective clients," she explains.

- **Building a reputation as a source of genuine value** in your practice area; and
- **Staying top-of-mind** among your clients, prospective clients and referral sources.

## Read the article.