

How to Recycle Your Best Content to Market Your Law Practice

Smart lawyers find ways to get multiple uses out of their best marketing efforts by recycling their content in a variety of other formats, writes Amy Boardman Hunt for **Muse Communications**.

“Recycling your best content – particularly ‘evergreen’ content that’s not tied to a breaking news story, such as a court ruling or current event – can save you time and effort and give you valuable material that you can use for months or even years,” she explains.

She gives examples of ways to turn existing content into multiple formats and how to produce content that has lasting value.

Read the article.