Grow Your Small Law Firm's Business with Content Marketing

In a **blog post**, Amy Boardman Hunt of Muse Communications explains some of the main concepts of content marketing and how it can be a potent tool for solos and small law firms with limited marketing budgets.

"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.

For law firms, content marketing is primarily about two things:

- **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.