

How to Recycle Your Best Content to Market Your Law Practice

The most marketing-adept lawyers find ways to get multiple uses out of informative content – such as CLE presentations, blog posts and media interviews – by recycling their content in a variety of other formats, writes Amy Boardman Hunt for **Muse Communications**.

In the article, she discusses two ways to recycle content.

Then she offers some real-world examples of great recycling, including, for example, an insurance coverage lawyer who republished a CLE program on insurance changes as a white paper and a blog post. Another example is a jury consultant who co-wrote an article for a legal publication and aimed at general counsel. The consultant then posted a reprint of the article on her site, excerpted the article on her blog, promoted it on social media and in her firm's e-newsletter.

Read the article.