How to Use Content Marketing to Grow Your Small Law Firm

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If you're a small law firm looking to grow your business, you may have encountered the phrase "content marketing" while exploring your marketing options. You may be asking yourself, "What the heck is that?"

This blog post will explain some of the main concepts of content marketing and discuss how it can be a potent tool for solos and small law firms with limited marketing budgets.

Content marketing is an umbrella term that incorporates the following elements (among others):

- Blogs
- Website text
- Social media
- Email marketing
- Search engine optimization for website text and other online content (i.e. making your content easily findable by online)
- Online profiles
- News releases
- White papers
- Ebooks

Become a Source of Genuine Value

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. That could be answers to FAQ-legal inquiries, updates on new

regulations, pending legislation that could affect your industry, interesting trends your clients need to know about, or just your “hot take” on a news story that intersects with your practice area.

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.

It is not primarily about self-promotion, though that can play a part in your overall communications strategy.

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