



Our business is developing yours.

Many Attorneys Still Resist But... Blogging May be the Motherload Enhancing Relationships

It accelerates relationships and reputations.

There are many facets involved in creating complete client satisfaction and loyalty. Clients obviously need to be informed as to the status of their matters. Communication is key. However, these days keeping clients informed of industry trends, new regulations or laws, relevant cases, and newsworthy articles can take client communication to a new and higher level.

Attorneys that take the time to become thought leaders and regularly communicate new knowledge using the latest content marketing strategies often enhance relationships with clients and can even start new ones with potential clients and referral sources.

Blogging is an easy way to communicate news and updates with clients and your marketplace. Blogs can be pushed out to interested clients and contacts. Folks can even have the option to sign up for your blogs latest installment and receive email notifications each time a new blog is published. Consider blogging from several times weekly to once every two weeks. Attorneys can even ask their clients to be guest bloggers writing about their industry and related updates.

Here are some blog options and strategies for consideration:

- Blogs can run between several sentences in length to several paragraphs. In some instances longer blogs work well but most readers want snack-sized content.
- Develop a strategy? What is your objective?
 - Once you develop that strategy stay consistent with blog format and topic
 - Take your time to find your voice
- Who is your audience?
 - Clients? Referral sources? Prospective clients?
- What are you passionate about?
 - Decide in what area you want to excel in and become known
 - Be inspirational
 - Don't be afraid to dive deep or to give advice

- Involve clients and others.
 - Invite contacts to guest blog
 - Write about their industry
 - Include information about conferences and events
 - Q&A with a professional in your area of expertise
- How will you measure success?
 - Am I growing relationships? Am I becoming a better lawyer?
 - Over time am I procuring higher-quality clients?
- Blogging involves genuine audience engagement.
 - It requires that you listen before you write
 - Answer questions from clients and prospects – that builds trust
- Yes, be proactive about changes in the law, regulations and news stories BUT you must add value.
- Readers want to know:
 - What's your take?
 - What does it mean for them?
 - What's coming next?
- Blogging builds Search Engine Optimization (SEO) – it is new content that will be rewarded by search engines.

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