



## Content Marketing 101

The goals and strategy behind a good content marketing plan are simple: listen, share, offer insight, and connect with your audience. Everyone who creates content should personalize their strategy and distribution plan specifically to their audience, i.e. each attorney or each practice group should have its own identified audience and content plan. A content strategy needs a long-term plan. Newsworthy items are catchy. Consider how to best post for the longest shelf-life. How will the campaign evolve in 18, or even in 24 months? How will your writers keep it fresh?

### Define Your Goal & Set a Budget

- Verify your own credibility and popularity on a certain topic
- Define your audience; role, industry, worries, priorities (money, risk, or time), their preferred news channels and their values
- Create a value proposition stating your advantages and services

### Strategic Marketing is Purpose Driven

As a content marketer, strive to provide unique, valuable, memorable, relevant, consistent and engaging content to your audience on a regular basis.

### Set a Format to Follow

Decide what content is replicable and determine its shelf-life. Create a calendar and consider how much content to use. Additional considerations:

- Industry trends
- Courtroom trends
- Types of content

### Your Content

- Should be snack-size
- Bullets or quick-view layout
- Offer key takeaways, and be obvious
- Have a unique voice that resonates with your readers
- You want to serve your visitors' intent by answering their questions and helping them complete their goals

- Deliver an easy, pleasurable, accessible experience for every device and every browser
- Get the right information and experience to your audience quickly

### Communicate Clearly

- Identify an audience's hot buttons, pains, fears, and address them; demonstrate your value in reducing their concerns
- Build trust; align your topic and verbiage with the goals and values of the audience
- Demonstrate that your values are similar, convey what you believe in

### Platforms

- On your own website, share like-minded topics by linking to internal pages
- Use social media sharing (identify the right platform for your content)
- Use graphics to tell stories with images
- Use social media tools accurately; #hashtags, length, links, and images

### Repurpose the Content

Don't put the effort into a plan and only use it once. There are many ways to repurpose the content in new ways. Strive to use each piece of content five times. Consider:

- Alerts
- Blog posts
- Social sharing by the company and individuals
- Personal email forwarding w/ comments
- Blog post a tip or highlight extracted from the larger content
- Re-post on social media a tip or highlight extracted from the larger content
- Propose the content for speaking engagements
- Propose the content if authored by you, to local publications for print
- Post on your website
- Create a monthly or quarterly newsletter with the content included
- Share 1:1

### Measure Your Results

- New clients
- New introductions
- Increased revenue
- Number of pitches
- Number of clicks or views
- Number of new opportunities
- Analytic reports from blog, social media & the company website