



Creating High-Value Content When You Have No Time



Why should you engage
in content marketing?

Experience increase ...



Increased
Visibility



Increased
Credibility



Increased
Confidence



Let's Look At The Numbers



Numbers Lead to Truth

76%
of law firms
maintain
an online
presence.

Lawyers spend an average of 1.6 using social media for professional reasons.

Lawyers spend 1.9 hours per week maintaining their personal blog.

26%
of law firms
maintain a
legal blog.

7%
of lawyers
maintain a
personal
blog.

39%
of lawyers
have been
retained by
a client
because
of their
blogging.



Make Your Content Impactful:
No Matter How Limited Your Time



Quality Over Quantity



Write for potential clients and colleagues who can identify with your interests and passions.



Write with a sense of thoughtfulness.



Write to increase the knowledge of the reader and inspire them to action.

Concentrate on Connections



Share your insight.



Build trust.



Build relationships.



Three Ways to Share Valuable Information

Create. Curate. Compile.



Create
Original
Content



Curate
Content
Created by
Others



Compile
Industry &
Practice Area
Highlights



Gather Up Your Resources

Centralize Incoming Content

BLOG AGGREGATOR



Get new blog posts on one dashboard with [Feedly.com](https://www.feedly.com).

CURRENT TOPICAL CONTENT



Get info delivered to your inbox weekly with [Google Alerts](https://www.google.com/alerts/).

Monitor the Marketplace

HOT TOPICS




Monitor Twitter
with Hashtags on
Hootsuite.com.

INDUSTRY UPDATES



Follow Companies
and Influences on
LinkedIn.com.



Create Original Content
for Your Ideas:
Value over Volume

3 Ways to Create Content

Audio



Anchor.fm



AudioAcrobat



Evernote

Video



Your Mobile
Device



Written Word



Evernote



OneNote



Google Drive



Paper & Pencil

Easy Content Ideas

1

Lists

2

Answers to
Frequently
Asked
Questions

3

Round-ups


Leverage What's Around You

4

Characteristics
of Great
Lawyers

5

Interviews
(subject to state
ethics rules)



Expand the Reach of Your Content
Repurpose It!

Repurpose Your Content!

1

2

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Write an article for your website.

Share the article in your newsletter.

Write an introduction or summary of the article and post on the LinkedIn Publishing Platform with a link back to your website.

Repurpose Your Content!

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Create a bullet point list from the article and turn them into tweets.

Convert the bullet points into a slide show presentation and post on SlideShare.net.

Upload SlideShare presentation to your website.

Repurpose Your Content!

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Create a bullet point list from the article and turn them into tweets.

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Repurpose Your Content!

10

Combine the graphics and text from the tweets into LinkedIn status updates.

11

Combine the graphics and text from the tweets into LinkedIn status updates.

12

Read portions of the article into a tool like Anchor.fm and embedd the audio into a blog post.



Measure Your Impact



Measure Your Impact



Google
Analytics



GetClicky

Monitor Engagement



Twitter
Analytics



Facebook
Insights



Let's Stay Connected!

Subscribe to our Social Marketing eBlast for
Lawyerpreneurs at
www.LawyersLaunchpad.com.

Let's Chat Online!

Twitter: [Twitter.com/Lawyerpreneurs](https://twitter.com/Lawyerpreneurs)
Facebook: [Facebook.com/Lawyerpreneurs](https://facebook.com/Lawyerpreneurs)
Instagram: [Instagram.com/LawyersLaunchpad](https://instagram.com/LawyersLaunchpad)

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