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Creating An Online Publishing Strategy For Law Firms



Synopsis

Publishing may very well be the oldest form of legal marketing, but because it's so simple to do, it's easy to get wrong. Although almost every lawyer publishes, few lawyers do so effectively. A publishing strategy is the critical link between a law firm's business development and its content marketing effort. A strategic framework is the best way to maximize the effectiveness, satisfaction, and measurable results of your firm's publishing efforts. In Creating an Online Publishing Strategy for Law Firms, you will learn how to:

- Design a strategy to guide your firm's publishing efforts and integrate them with your business development and branding plan.
- Choose the best platforms for your content, including blogs, newsletters, and more.
- Distribute your content through a variety of channels, from magazines and other old media to Facebook, LinkedIn, Twitter, and other new media.
- Create a publishing culture within your firm that motivates participation in and contributions to the publishing strategy.
- Measure the effectiveness of your firm's publishing efforts, including the best metrics and tools to gauge the return on your investments.

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Customer Reviews

Steve Matthews is the founder of Stem Legal Web Enterprises, a web development, publishing, and strategy company for the legal profession. Steve has been an editorial board member for the ABA's Law Practice magazine, co-founded and is the current publisher of the award-winning group blog Slaw, and is frequently quoted throughout North America on topics and trends related to legal web technology. Jordan Furlong is a lawyer, consultant, and legal industry analyst who forecasts the

impact of the changing legal market on lawyers, law firms, and legal organizations. He is also widely recognized as an innovative advisor on law firm communication, content management, and social media. He is the principal of legal consultancy Law21.

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