



# THE MATTE PAD

MARKETING KNOW-HOW FOR  
THE LEGAL PROFESSION

## Guest Posting Can Expose your Law Firm to New Audience



By writing guest posts for other blogs, or co-writing posts with partners, you can increase awareness for your firm and the services you provide in a huge way.

How's your blog coming along? Are you writing regular posts? Are multiple people in your firm writing content, and are you [including your associates](#) in the process? Is your subscriber base [growing](#) at a good clip? Are you and others at your firm [commenting](#) on other blogs to drive more traffic back to yours? Good for you!

So what's next, you ask? I recommend you start guest posting on other sites for a variety of reasons:

- Send more people to your law firm's site and also create [link juice](#).
- Share your expertise with a brand new audience and establish yourself as a thought leader and influencer in your niche.
- Learn from other bloggers and get fresh new ideas and content for your blog.
- Get exposure with new niches or areas where your firm currently provides services or is looking to expand.
- Become a better writer and learn to write for a variety of audiences.

Sounds great, right? So how do you become a guest blogger? I have a few ideas...

- Ask other bloggers to guest post on your blog. Oftentimes, they are happy to do so and will return the favor.
- Search for opportunities to guest post. Do a Twitter search for phrases like "guest legal bloggers needed" or "legal guest bloggers" and see what comes up. Many people search for guest bloggers on Twitter, so see if you can find a good match.
- Co-write a post with a referral partner or trusted partner. For example, if you are an estate attorney who frequently works with an estate planning financial advisor or accountant, why not ask him or her to co-write a post with you? You can look at an issue from two angles, make the post much more valuable, and then post it to both of your sites.
- Look into guest posting sites. While most of these are more consumer-focused, and you need to read the fine print before you send them a post, I've heard of people who have gotten great exposure by working with guest posting sites. There are many out there, so I recommend you research them and see which is the best fit.



A few things to consider before you start guest posting everywhere – make sure the sites you are writing for are reputable and read some of their previous posts to make sure the content is up to your standards. Start with people you know, and then spread out from there. The benefits of this strategy are really powerful, so get out there and start sharing your expertise!

How have you used guest posting to increase awareness for your firm? Do you have any tips you can share with our readers to help them find opportunities?

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Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.