



Marketing, Managing and Growing a Profitable Law Firm

6 Reasons To Syndicate Your Legal Marketing Content

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Legal marketing is only as effective as the audience it reaches. Our goal is to educate as many people as possible with our content - why shouldn't we leverage the tools available to us?

There's an old cartoon about a guy who finds a frog in a box. The frog can sing and dance, top hat and all. Elated, the guy begins taking the frog around to theatrical producers in an effort to get the little green guy to put on a show.

Each time, [Michigan J. Frog](#) would utter a lone ribbit and nothing more. Seems as if he wasn't so into the public spectacle, and preferred to perform in private.

Of course, we all know the end of the episode. The guy realizes that his buddy isn't going to be the ticket to wealth and throws him and the suitcase he came in into the time capsule for a skyscraper. Froggy is found in 2056 and repeats the story.

The frog was valuable only if someone else knew about him. But without widespread knowledge of his abilities, he was ... just a frog.

So, too, your legal marketing must be promoted and syndicated across multiple channels in order for your content to be more widely seen. Here are 6 reasons to syndicate your legal marketing content in order to maximize your results:

1. **Not everyone is everywhere.** Some people with an interest in your services are on [Twitter](#). Others, [Facebook](#). A few are on [LinkedIn](#) but nowhere else. Your content, by reaching those people allows you to gain the attention of a far wider potential audience.
2. **Your blog is puny.** Even the most robust legal blogs and websites are far smaller than the firepower represented by site such as

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[JDSupra](#), [Ezinearticles](#), [HubPages](#) and other content-sharing sites. With tens of millions of users, these sites have more PageRank, more SEO value and greater weight in the search engine algorithms than your presence.

3. **Different platforms have different personalities.** When people visit Facebook they're in a certain mindset. So, too, with LinkedIn and Twitter and [Martindale-Hubbell Connected](#) and one and on. Allowing people to consume your content when and where they are willing to do so is a critical part of your legal marketing.
4. **Suck with a straw.** Your content is the driving force in your online legal marketing efforts. When a prospective client reads it, they are exposed to your expertise and your point of view. From there, they follow the trail of breadcrumbs back to your hub - your site or your blog. This lets you begin the relationship and continue the process of education and trust-building. It's pure inbound marketing nirvana.
5. **Create once, not repeatedly.** You've taken a significant amount of time to produce remarkable content. You can either duplicate your legal marketing efforts by saying the same things in a million different ways in a bunch of different places, or you can create content once and send it out to the world. Which is a better use of your time and resources?
6. **Charlie Brown couldn't kick the football.** [Peanuts](#) was an awesome comic strip - my dad had a bunch of books as a kid, and every Halloween I (half) jokingly wait for The Great Pumpkin. Syndication of the comic strip by [United Feature Syndicate](#) was what made those books and television specials possible. If it hadn't been for syndication, nobody outside of St. Paul, MN would have known about the little kid who couldn't kick the football.

Your legal marketing efforts take time, and content is precious - your words, your point of view, and your thoughts require effort to be crystallized. Why wouldn't you want to spread your message as widely as possible?

Jay S. Fleischman is a consumer bankruptcy lawyer practicing in New York City, as well as an [online legal marketing expert](#) who helps solo and small-firm lawyers get more of the clients they want to work with.



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