

AN EFFECTIVE LAW FIRM CONTENT STRATEGY

guides publishing efforts while bringing focus and discipline to the way you communicate. Here's how to create one:

DEFINE YOUR AUDIENCE

A clear definition of the people you're trying to reach and what concerns them is **the most essential part of your strategy**. Determine who they are so your work can speak directly to them and their challenges.



IDENTIFY KEY BENCHMARKS

Hard data, like reader numbers, audience growth, and sharing, lets you gauge the effectiveness of your efforts. **Identify and track data** that tells how you're doing and what you need to change.

FOLLOW THE DATA

Based on what you learn, be ready to quickly **modify your approach** if results don't go in the direction you want or reader engagement points to other opportunities.



BUILD A ROBUST EDITORIAL PROCESS

Don't let production issues derail your program. An airtight publication process, **developed before you launch**, lets you identify things that could go wrong, then set up contingencies to solve them.

USE AN EDITORIAL CALENDAR

A content calendar **imposes discipline** on your content marketing efforts. It is an advance-planning tool, a scheduling tool, a communication tool, and a brainstorming tool, all in one.

