



Don't Overlook the Value of Visual Content

By: Joe Geisman

My previous post, *Content Marketing for Attorneys* (<http://maizemarketing.com/blog/?p=170>), discussed how some attorneys and firms are generating and distributing valuable content in order to differentiate themselves, demonstrate thought leadership and increase engagement with clients and prospects. The ultimate goal of such measures is, of course, to generate leads and develop business.

Articles, blog posts and other text-based content focused on issues of importance to a target audience are popular and effective content marketing tools. But attorneys and firms often fail to incorporate visual elements in addition to, or in conjunction with, such text-based content. For example:

- Photos can be used to convey information or add context to text. They can also be used to make text more relatable or capture a reader's attention.
- Photos can be used to convey information or add context to text. They can also be used to make text more relatable or capture a reader's attention.
- If information lends itself to visual illustration (i.e., when conveying percentages or statistical information, etc.), graphs can be used to help communicate such information.
- Videos (i.e., instructional videos, event footage, interviews, etc.) can be used to make relatively dense or technical material more interesting. They can also be used to make an attorney more relatable.
- Webinars, or web-based seminars/presentations transmitted over the Internet, can be used to get an attorney in front of a target audience and demonstrate her expertise in a given area or industry.

When developing and implementing a content marketing strategy, attorneys and firms should consider utilizing visual instruments together with text-based content. Such tools, when properly integrated and employed, can help attorneys and firms build a targeted online audience, increase their visibility and credibility with that audience, and increase the effectiveness of their content marketing efforts.