

## **Law Firm Marketing: *Thinking Outside the Blog***

It seems inevitable to find a marketing blog that *doesn't* tell you: "The key to a successful marketing campaign for your law firm is to Blog! Tweet! Facebook!"

Though the advice is accurate, legal marketing plans cannot depend on social media alone. Both online and offline efforts need to be cohesive and support one another.

The next time you sit down to blog or make a video, take a second to think – "What am I writing *about*? Who am I *targeting*? Why will people want to read *my* blog out of the millions of blogs that hit the internet each day?"

The answer? There isn't a one-size-fits-all solution for being interesting. Tailor your message to your geographical area, your target market, and the **interests** of people in your target market. Someone who isn't actively searching for a lawyer isn't likely to surf online for law articles and blogs – which is why catering to your target market's interests will capture their attention, engage the reader and keep your firm top of mind when they are looking for legal representation.

### **Case Study:**

St. Louis law firm [Sandberg Phoenix & Von Gontard](#) has done an excellent job in reaching out to potential clients by connecting with people on a more personal level. They've recently reached out to their community and sponsored a Wine Tasting Event through their city's Chamber of Commerce. The event had little to do with law, but it gave Sandberg Phoenix an opportunity to reach a broad range of targets that may not necessarily be actively searching for legal representation. The firm used their social media networks to support marketing for the event which helped engage those interested in the law firm *and* those who were interested in the event.

*[Social media](#) is a tool used to support marketing efforts, not a solution. Businesses must remain human; don't let your love for all-things online overshadow your potential to be a well-rounded legal resource.*