



# THE MATTE PAD

MARKETING KNOW-HOW FOR  
THE LEGAL PROFESSION

## Making the most of your law firm's online content through inbound marketing



It may be time for your law firm to take the next step and really implement some inbound marketing techniques to get the most from your online efforts.

Since the Internet has become the first choice for accessing information, legal firms have started proving to be leaders in providing useful online content. Where they haven't done as well is in using that content to generate new business. In his article "[Business Development: Create more client leads by leveraging online content](#)" published in [Inside Track](#), Joe Forward talks to a number of legal marketing experts, takes a good look at inbound marketing and discusses how you can use it to maximize the return from your online content investment.

What is inbound marketing, anyway? [Inbound marketing](#) expands your content from relevant, free information to a powerful tactic for bringing in new leads. You can't afford to ignore this important technique for growing your firm. Through effective [SEO](#), social media, [blogs](#) and newsletters, smart use of analytics and lead capturing software, content providers can go beyond building brand recognition to increase both their web hits and their contact with potential clients.

The more current, clear and relevant your content, the more likely you are to be found by niche-specific Googlers, and with enough [link juice](#) and strategic repurposing of content even small firms can generate a whole lot of web traffic. That makes using inbound marketing techniques especially effective for solo practitioners and small firms that may not have the marketing budgets to compete with the big guns through traditional advertising channels like print ads and direct marketing. Though it typically does take some financial investment to create and maintain a powerful inbound marketing system, after it is in place the leads generated cost significantly less per lead than those generated through older print-based methods. You don't have to do it all in one big chunk, either.

Take a look at your content – is it absolutely current, reflecting recent changes in the law and industry? Is it optimized through the use of the right keywords and linked where appropriate? Is it shared through all the channels available to you (social media, newsletters, blogging, published articles) and do they all link back to your main web site? Is there an opportunity to create a campaign-specific landing page to provide a valuable resource to visitors and at the same time capture leads? These can be improved and implemented individually as you have the time and resources, or all at once, whatever works best for you and your law firm. Beyond that, you may



want to look into lead capture software and traffic tracking technologies that allow you to follow up with visitors on a more consistent basis.

The point is to make your content work as hard generating new business for you as you do creating and offering it to potential clients. Take full advantage of what your online presence can do for you – the content won't complain, and neither will the appreciative users.

I've been speaking on this topic quite a bit lately, most recently at the three Legal Marketing Association Mini Conferences in Tampa, Houston and Atlanta. For those of you who would like to learn more about content marketing, take a look at the SlideShare of my presentation, "[Become a Content Marketing Rock Star](#)."



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.

