

Marketing Your Law Blog



Defining success

- What it is?
 - Engagement tool
 - Relationships
 - Thought leader
 - Internet footprint
- Time it takes?
- Strategy vs task

Lay ups

- Email sig line
- Website
 - Bio's
 - Practice/Industry group
 - Main/news pages
 - Blog pages
- Inform those you know well
 - Who?
 - Clients
 - Referral sources
 - Business associates
 - Friends
 - How?
 - Letter
 - Card
 - Email
 - When?
 - Tone
 - Who's blog for?
 - Want feedback
 - Resources, insight & commentary
 - Not about 'me'
- Hard copy collateral
 - Brochures
 - Business card
 - Letterhead

Blog directories/aggregators

- Law
- Industry
- News/local

Search engines

+ Twitter

Social networking sites

- LinkedIn
- Stumbleupon

Web stats?

- Measure of success?
- Guide

Announcements

- Press releases
 - When?
 - What?
- Emails to influencers
 - Wrong way
 - Right way

Interaction & engagement

- Bloggers, reporters, news sites
 - Who?
 - 'A list' of subjects
 - 'A list' of sources
 - How?
 - Blog
 - LinkedIn
 - Email
- Commenting on other blogs
- Guest posts
- Highlight/Interviews of influencers

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