



# CONTENT IS KING

*How email marketing and blogging can help your law firm to attract more clients*

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## Exercises

### 1. Match each term with its definition:

- a. \_\_\_\_\_: a strategic approach to attract, engage and ultimately convert your target audience into customers through the valuable, relevant content you create and publish.
- b. \_\_\_\_\_: every activity that's targeted toward adding new subscribers to your email list.
- c. \_\_\_\_\_: the art of re-arranging words to make things sell better. It is the process of writing advertising promotional materials.
- d. \_\_\_\_\_: a marketing term for a free item or service that is given away for the purpose of gathering contact details
- e. \_\_\_\_\_: a statement designed to get an immediate response from the person reading or hearing it. It's used in business as part of a marketing strategy to get your target market to respond through action.
- f. \_\_\_\_\_: a standalone web page, created specifically for the purposes of a marketing or advertising campaign. It's where a visitor "lands" when they have

clicked on an ad or similar. It is designed with a single focused objective – known as a Call to Action (CTA).

- g. \_\_\_\_\_: sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business
- h. \_\_\_\_\_: a place on your website where the visitor opts in with their name and email address in order to receive something in return. Your opt in “gift” could be a variety of things such as a free e-book.

## 2. Why does your blog exist?

Complete these statements:

I educate/help/inspire \_\_\_\_\_  
who want to \_\_\_\_\_.

I show \_\_\_\_\_  
how \_\_\_\_\_.

Once you have plugged in these pieces, you know **why your blog really exists** and who you are helping. This is your blog’s purpose or **value proposition**.

## 3. Your blog as a driver of change.

Compare your readers’ “before” and “after” against these three components:

- a. What are your readers going through?
- b. What do your readers feel?
- c. What thoughts run through their minds?



#### 4. Content buckets.

Think of your content in terms of buckets. Each content category is a bucket and you can have up to 7 content buckets. Your content categories will support your blog's overall message. And within each category you have sub-categories and topics.

CATEGORY-----→ SUB-CATEGORY-----→BLOG POSTS

Determine your main content buckets, i.e. your core blog categories:

#### 5. Lead magnets

Think of 3 possible lead magnets you could create for your ideal reader/client:





### Some interesting articles:

- <http://inksights.rep-ink.com/2017/09/7-steps-to-developing-a-law-firm-content-marketing-strategy/>
- <https://marketinginsidergroup.com/content-marketing/how-law-firms-get-started-content-marketing/>
- <https://good2bsocial.com/law-firm-lead-magnets/>
- <https://www.smartgrowthlabs.com/law-firm-lead-magnets/>
- <https://www.jamesattorneymarketing.com/2016/online-legal-marketing-tactic-use-lead-magnets-for-targeted-leads/>
- <http://lawfirmmarketingmatters.com/lead-magnets-law-firms/>

