

# CONTENT IS KING

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

LOLA GAMBOA - EDUCACIÓN DIGITAL

**LOLA GAMBOA**



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# BASIC TERMINOLOGY

## MATCH THE WORDS TO MAKE COMMON MARKETING COLLOCATIONS

*opt* *list* *content* *marketing*  
*copy*  
*call* *marketing* *lead* *-building* *landing*  
*page* *magnet* *to-action*  
*marketing* *e-mail* *writing*  
*-in box*

# BASIC TERMINOLOGY

## DIGITAL MARKETING

*copywriting*

*list-building*

*opt-in box*

*lead magnet*

*landing page*

*content marketing*

*email marketing*

*call-to-action*

# ARE YOU A TECHNOPHILE OR A TECHNOPHOB?

*I have a website*

*I have a blog*

*I blog*

*I blog regularly*

*I use email marketing*

*I capture leads on my website*

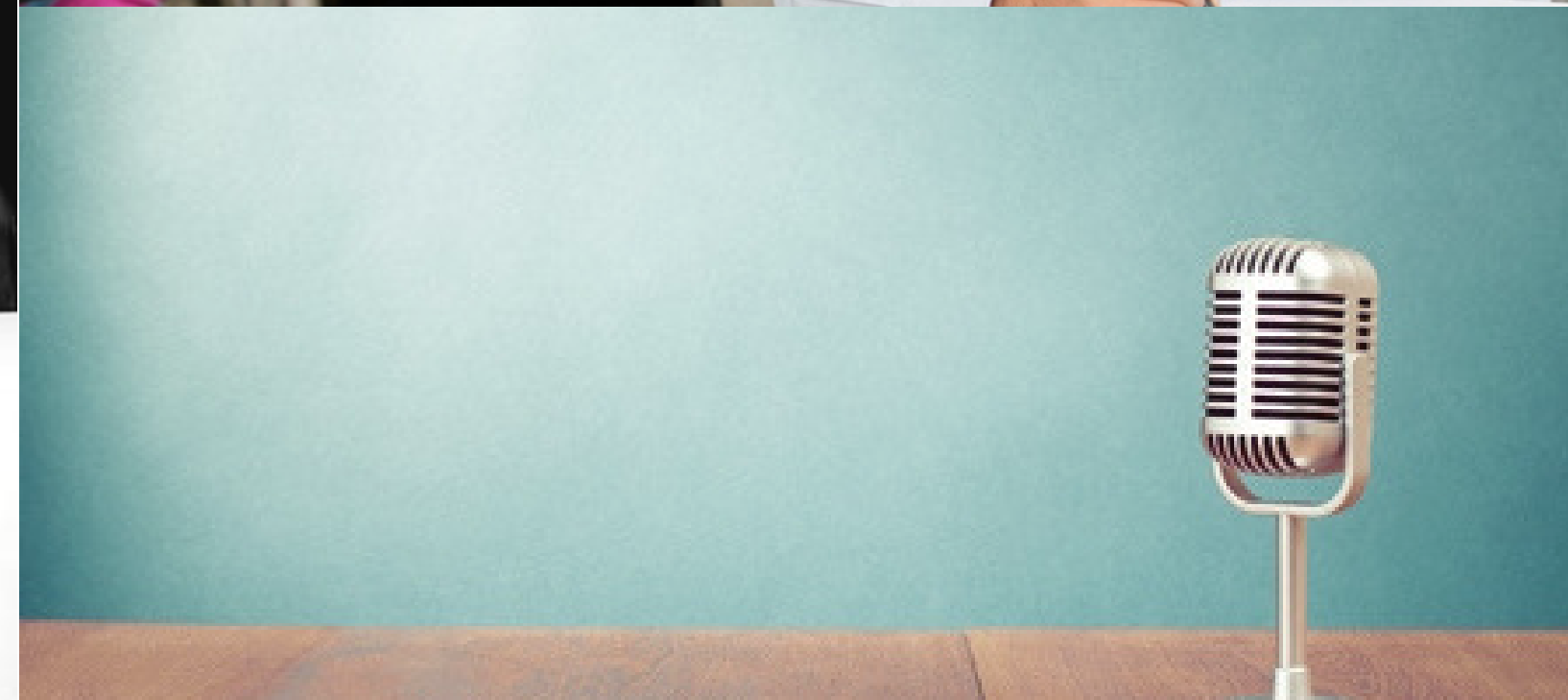
*I have a marketing strategy*

*I have a content marketing strategy*

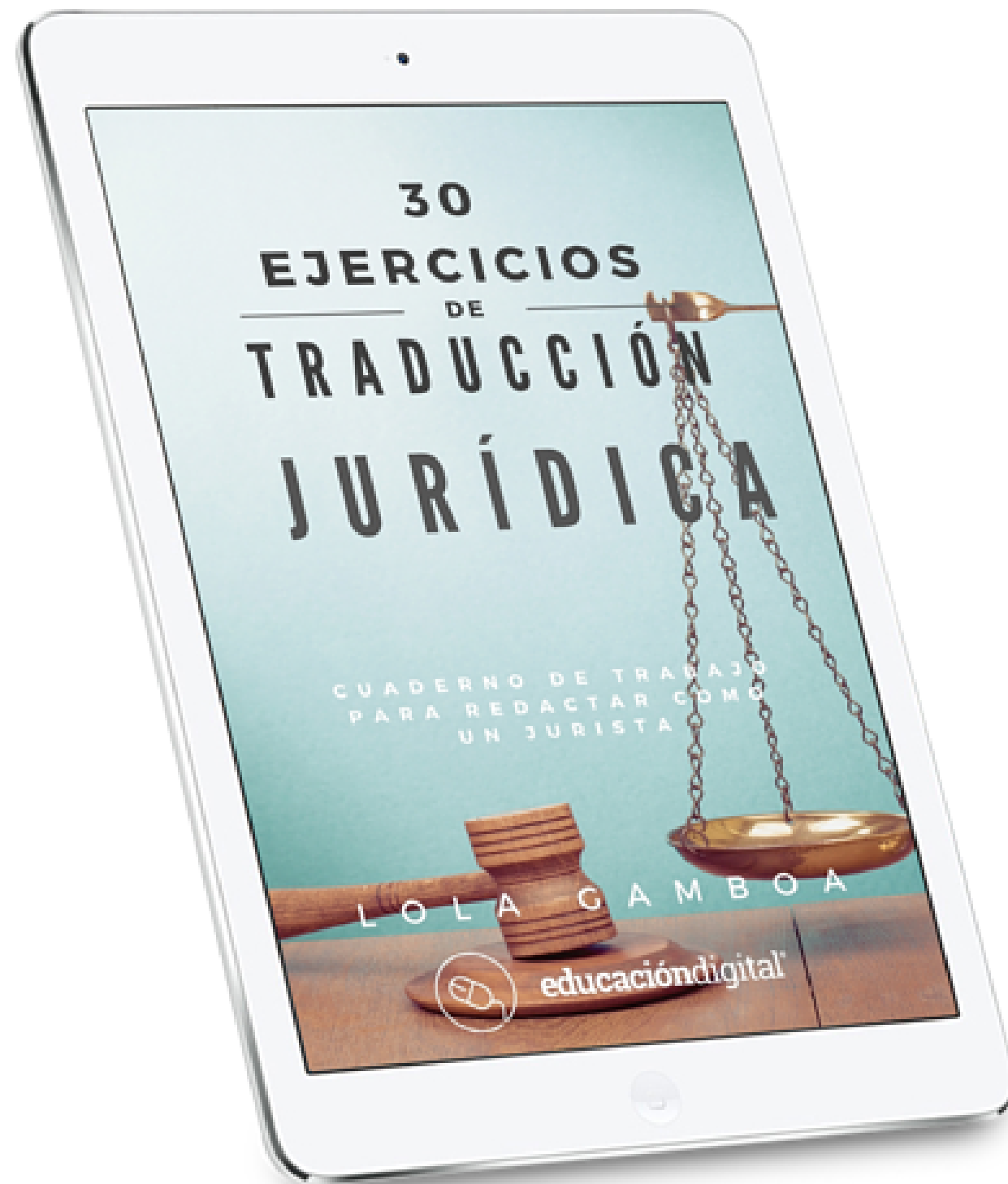
# MY STORY



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# MY FIRST LEAD MAGNET



600 downloads in 1 week  
First time ever!  
There was interest

*An indispensable element of any successful list-building effort is an effective lead magnet—a freebie—that'll stand front and center and draw crowds to opt-in.*

Amy Porterfield

*It was all about:*

- >building a relationship of trust with my audience*
- >good content+email marketing*
- >list-building*

The money is in the relationship with your list



# MINDSET:

- *a law firm is a business that needs to sell*
- *marketing your legal services is of the essence*
- *digital marketing can help you scale up your business*
- *content marketing can be the most lucrative form of marketing you can do for your business*
- *Everyone who is in business for the long haul should create content regularly*
- *your blog is your headquarters and content creation must be prioritised*

*But hey, Lola, I thought  
blogs were dead*

Yeah, right

## DEFINITION:

*"A content strategy is a plan for building an audience by publishing, maintaining and spreading frequent and consistent content that educates, entertains or inspires, to turn strangers into readers and readers into customers".*

*Damian Farnworth (Copyblogger)*

# TANGIBLE BENEFITS

SEO  
Traffic  
Sales  
List growth  
Sponsorship opportunities



# INTANGIBLE BENEFITS

Positioning yourself as an expert  
Respect and admiration  
Mindshare leading to indirect sales



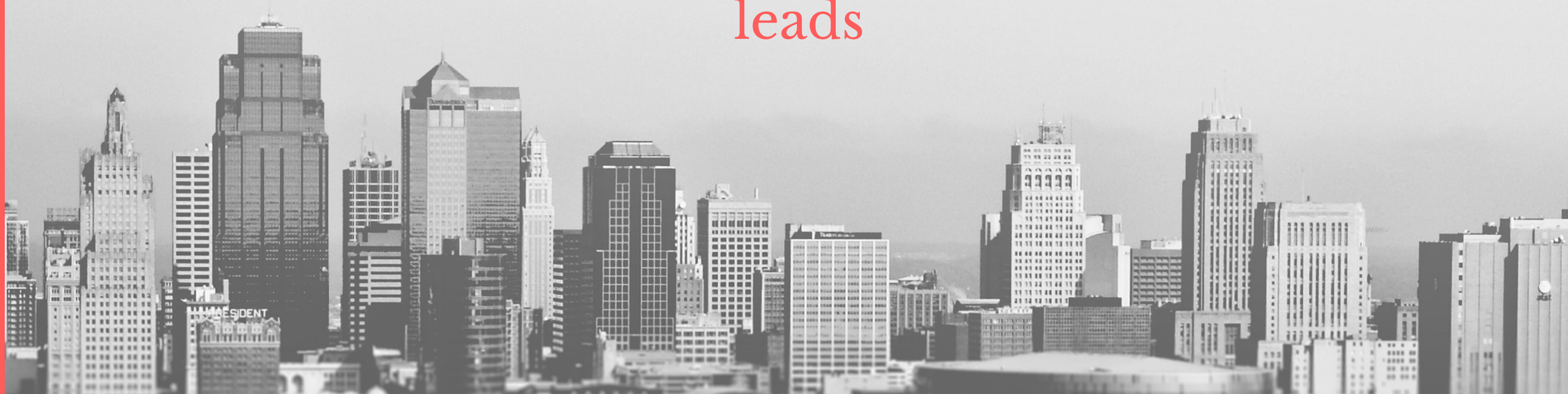
*But hey: Content marketing  
is a demanding craft*

That's why most law firms don't do it

*Your website can (and should) be a lot more than a fancy and expensive business card*

It must be integrated in your sales process

You must optimize it for lead generation > convert visitors into leads



*Stranger > Casual reader >*

*Subscriber > Engaged subscriber*

*and fan > Brand advocate >*

*Client*





# EXAMPLES

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# *How do I create great content, Lola?*

Let's begin with a few simple ideas

- *Stop random acts of content*
- *Value over keywords*
- *Be authentic and transparent*
- *Give actionable advice*
- *Show that you care*
- *Content that tries to attract everyone, attracts no one*

*You have to answer two  
questions:  
What group do you want to  
help?  
In what area do you want to  
help them?*

Exercise 2

# *Your blog as a driver of change*

Exercise 3

*Now you are clear about who you are helping. You know your endpoint. You know where you want your reader to be.*

*What content can you produce that will help your reader get to this endpoint?*

Exercise 4

# LIST-BUILDING TECHNIQUES

- *Opt-in boxes: feature box, pop-up box, freebie inside a blogpost*
- *Stand-alone landing page for your lead magnet*
- *Free resources page*
- *Sidebars*
- *Free webinars*
- *Events*

# LEAD MAGNETS FOR LAW FIRM WEBSITES

*Checklists*

*Templates*

*How-to guides*

*Ebooks*

*Tutorials*

*Quizzes*

*Specialised reports*

*Factsheets*



# ANATOMY OF A GREAT LEAD MAGNET

*Focuses on a pain point*

*Solves a need or answers a question*

*Can be implemented quickly and easily, and with noticeable results.*

*Bold headlines and strong calls-to-action*

# EXAMPLES

- *Why you need an XYZ attorney*
- *How to avoid using an XYZ attorney*
- *3 things you must do right now if you need XYZ*
- *What to look for hiring an XYZ attorney*
- *Documents you need to file for an XYZ matter*
- *Flowchart or overview of the XYZ process*
- *Guide to resolving XYZ as fast as possible*
- *5 negotiating tactics the opposition doesn't want you to know in XYZ*
- *How to keep your costs low in XYZ matters*

# TOOLS OF THE TRADE

My must-have tools for daily use:

- Wordpress
- Thriveleads
- Pexels
- Mailchimp
- Canva

# THANK YOU



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