

Content Marketing For Law Firms Part 2 – The Practicalities

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Recap

- What do we want to be noticed for?
- What do we want to achieve by being noticed?
- How much are you prepared to invest in getting noticed.
- Chinese Proverb
 - **The best time to plant a tree was 20 years ago. The second best time is now.**

Content marketing as part of the sales cycle

Sales



Content



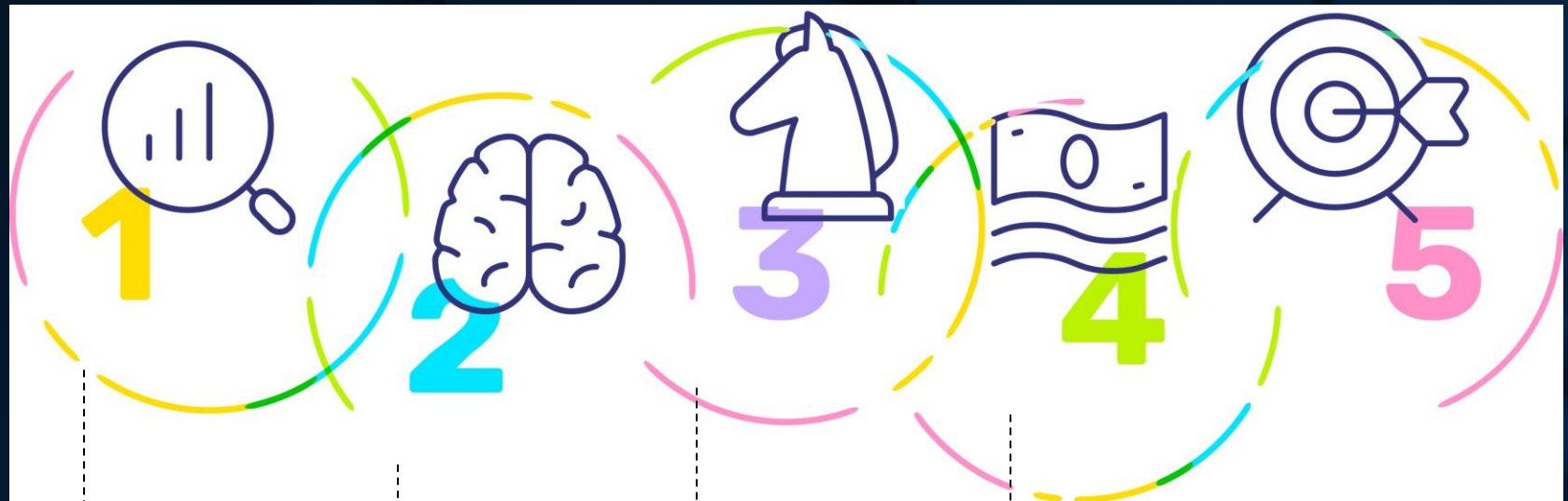
Promotion



Advertising



Content marketing as part of the sales cycle



Who is my target audience?

What do I write about?

How do I generate the content?

How much should it cost?

How do people see the content?



Content is Key

Online



Email



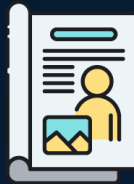
Social media



Video



White Papers



Research



Website

Offline



Magazine



Flyer



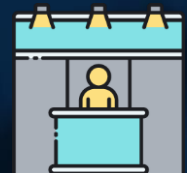
Newspaper



Radio & TV

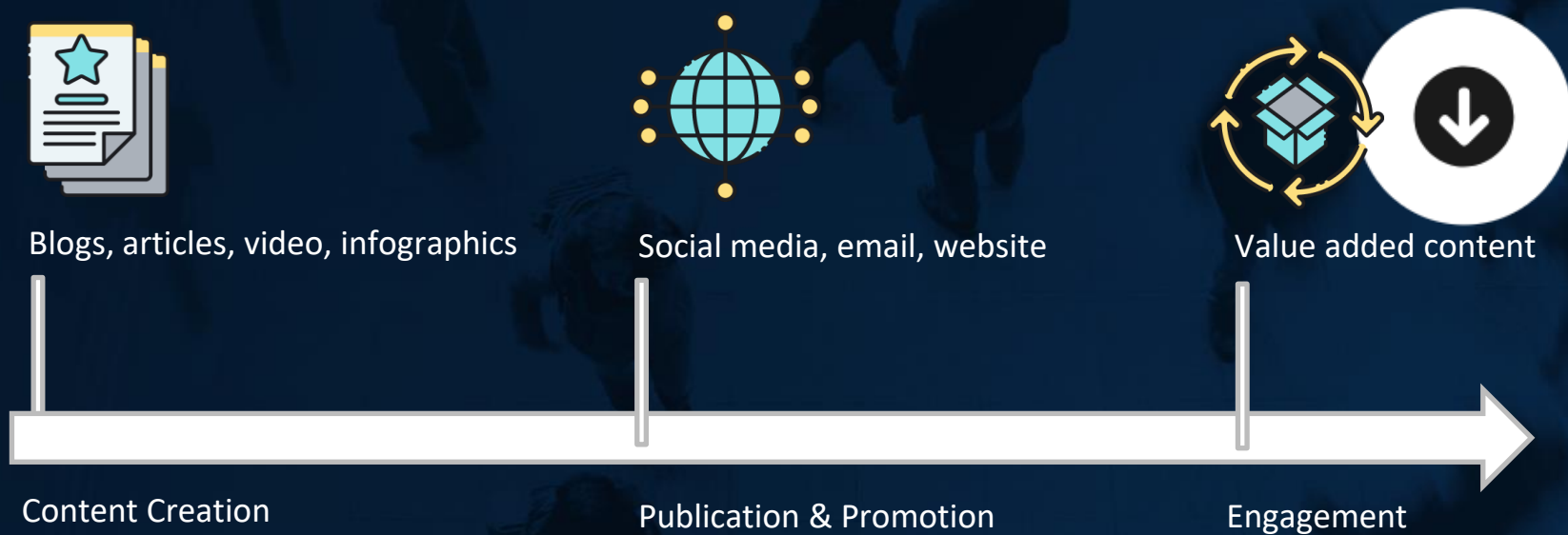


Large display



Exhibition

Getting your point across



Top 3 tips – reminder

- Be clear about what you're wanting to say and/or how you want those who engage to respond
- It's not an overnight success; remember there are 7-12 touch points that go into a buying decision
- Be consistent; Start as you mean to go on



Any questions?