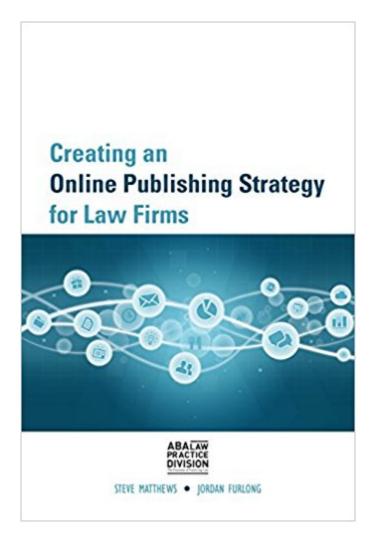


The book was found

Creating An Online Publishing Strategy For Law Firms





Synopsis

Publishing may very well be the oldest form of legal marketing, but because it's so simple to do, it's easy to get wrong. Although almost every lawyer publishes, few lawyers do so effectively. A publishing strategy is the critical link between a law firm's business development and its content marketing effort. A strategic framework is the best way to maximize the effectiveness, satisfaction, and measurable results of your firm's publishing efforts.In Creating an Online Publishing Strategy for Law Firms, you will learn how to:Design a strategy to guide your firm's publishing efforts and integrate them with your business development and branding plan.Choose the best platforms for your content, including blogs, newsletters, and more.Distribute your content through a variety of channels, from magazines and other old media to Facebook, LinkedIn, Twitter, and other new media.Create a publishing culture within your firm that motivates participation in and contributions to the publishing strategy.Measure the effectiveness of your firm's publishing efforts, including the best metrics and tools to gauge the return on your investments.

Book Information

Paperback: 106 pages

Publisher: American Bar Association (June 6, 2017)

Language: English

ISBN-10: 163425418X

ISBN-13: 978-1634254182

Product Dimensions: 6.1 x 0.2 x 9 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

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