

How to Use Pinterest to Promote Your Law Practice

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Getting the Most Out of Pinterest for Lawyers

Pinterest for lawyers?

Does it even make sense?

Yes, it does. Who wouldn't want to promote their brand on what *The Wall Street Journal* calls "the hottest startup... in Silicon Valley?"

[Pinterest](#) is a virtual pinboard where you can collect and share things you love and that inspire you. Businesses - and yes, lawyers - are joining Pinterest to display products, services, create brand awareness, build communities and, in some cases, grow profits by leaps and bounds.



Pinterest is a complete visual entity, so you must be creative in finding ways to use it for legal marketing. It's not hard. You just have to think outside the box. Step away from the things that interest you personally, and **find pins (or images) that interest you professionally.**

For example, you could create a board for legal topics. Pin images you use in your law blog, or from other industry articles you have written. When you create a new post, pin the images in the post to your law board on Pinterest. Be sure to take advantage of the text area and write a description for your image. Don't be afraid to pin interesting images or portraits from you law firm website as well. Literally, the sky's the limit!

Here are some other ways you can use visuals to speak to the value of a service.

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- **Find powerful images** to enhance your blog articles and post them on Pinterest, linking back to the article. And don't forget your call to action; we want to convert these new visitors!
- **If you have written a book**, e-book, white paper, or report? Your cover images are a great pin!
- **Info graphics are popular!** Use images from your PowerPoint deck, marketing materials or website to pique the interest of your audience.
- **Get your clients involved** by asking them to submit images of themselves or something that relates to your firm. A happy client is an image that everyone will connect with.
- **Pin images of your staff** at work or enjoying everyday life. Consumers love to connect to a company in this way.
- **Have pictures taken** at your speaking events. A shot of you on stage in front of a captivated audience positions you as the expert that you are.

How are you using Pinterest and what are your results? Send me your thoughts.

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