

Law Firm Marketing Blogs: A Highly Effective Legal Marketing Tool

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<http://www.TheRainmakerInstitute.com>

There is no denying the value of blogging when it comes to law firm marketing.

When used properly, it becomes a clear, consistent voice for your practice. It entices prospects, referral sources, colleagues, clients and thought leaders to engage you in dialogue.

It keeps you top of mind. It builds visibility among your target clients. Ultimately, it **earns you more of the kind of client you most desire.**

Technorati, the top blog search engine, was indexing over 126 million blogs as of December 2009. Two years ago, there were only about 1,800 to 2,200 blogs written by lawyers. Law.com now indexes over 23,000 legal blogs.

Have you seen the huge opportunity here? Or are you still on the sidelines waiting to see if blogging is a fad?

The problem arises when you begin blogging without a clear law firm marketing strategy behind you.

Blogging should be a part of, but not your entire law firm marketing strategy. It is your forum to connect with the community at large and to make it clear that you are an expert in your field.

But to make it the highly effective medium you need it to be, your law firm marketing and promotion strategy should include:

- A topic list designed to engage your target audience
- A list of social media (such as Facebook and Twitter) to promote it
- A list and schedule for article marketing services to add visibility and to feed it to reporters and thought leaders
- An up to date blog that you write articles for at least 2 to 4 times per week
- A search engine optimization formula to increase your page rank

When you have all these things in place, you will be well on your way to creating a blog that will enhance your overall law firm marketing efforts.

Take our Twitter Poll: If you're an attorney, we want your feedback! Click [here](http://twitter.polladdy.com/done/3364850) (or go to <http://twitter.polladdy.com/done/3364850>) to let us know what business development topics you're most interested in right now.

Are you looking for specific marketing strategies you can use in your law firm?

Then [order](#) the **Rainmaker in a Box 5-DVD set!**

Some of the information and strategies you will learn include:

- The 5 Immutable Secrets to Building a 7 Figure Law Practice
- Secrets of Building a Referral-based Law Practice for Busy Practitioners
- The Top 6 Most Powerful Online Marketing Strategies for Attorneys
- Action, Accountability and Next Steps

This program also includes a data DVD which includes all 4 PowerPoint presentations.

To order this information-packed set click [here](#).

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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