

Published based on [Blogs, Websites, & Social Media: How the Web Effects Your Lawyer Marketing Strategy](#)

Blogs, Websites, & Social Media: How the Web Effects Your Lawyer Marketing Strategy

It's difficult to break old habits. The ways in which a lawyer markets his or her firm are no different. I still see lawyers participating in far too much self-promotion. In the world of internet marketing, traditional methods of self-promotion aren't as effective. Let me explain.

Websites, newsletters, blogs and other advertisements are becoming increasingly self-promoting.

Gaining a presence on the web can work both for you and against you. In other words, even though people may know who you are, it may be for the wrong reasons. When you are marketing professional services, such as legal services, not all publicity is good publicity.

Make sure you aren't producing content that is purely self-promoting.

Here are some ideas to consider.

1. Stop talking about yourself. By writing about the material you know best, by positioning yourself as an expert in your field, and by making your content creative and interesting, you will promote yourself indirectly. Think about the last article you read that you really enjoyed. I bet if you didn't know the author before, at the very least you checked out who they were afterward. This is what lawyer marketing on the web is all about.
2. You have a very brief amount of time to make your point. People on the web have ADD. Make sure you can make your point quickly and concisely. You want to be interesting and informative, but not long-winded.
3. Post new content frequently, but don't get consumed. Internet users and people that follow blogs expect new content more often than once every three months. However, it isn't necessary to post new material six times a day either. 2-3 new posts a week is a good place to be. Doing the same with social media (2-3 activities a week) will increase the effectiveness of your content.
5. Be interesting in your own way. Writing about legal issues can be intense and not always interesting. Make sure you use your own voice and add your personality to your writing. A personal touch goes a long way and can help you to stand out as more and more information is put out into cyberspace.

Website lawyer marketing requires an understanding of some basic web concepts. Learn about how [lawyer web marketing](#) can help you grow your client base.

You can also find this article published on [Blogs, Websites, & Social Media: How the Web Effects Your Lawyer Marketing Strategy](#), and on the tag pages [Advertising](#), [blog](#), [internet content](#), [law firm advertising](#), [legal](#), [legal marketing](#), [marketing](#), [self-promotion](#), [social media](#), [web 2.0](#), [website content](#), [writing](#).