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Why A Blog Should Be The Cornerstone Of Your Lawyer Marketing Efforts

When lawyers ask me about social media they typically want to find out how to leverage LinkedIn, Twitter, and Facebook. While these all can be extremely powerful social media tools, we mustn't overlook an important, if often overlooked one...your blog.

Advertising for lawyers with your blog: How fast can I get results?

I like the thought of a quick, easy return as much as the next person. However, this approach does not lend itself to long term success when lawyer marketing with social media. An occasional comment or status update will never offer the substance of a good blog post. Sharing your blog material through Facebook, Twitter, and other social media sites is a great way to enter the conversation.

When your efforts at lawyer marketing are nothing more than quick comments on social media sites without any substantial contributions of your own, you shouldn't expect a great return as a result.

Writing a blog and posting frequently will provide you with two advantages in social media communities:

1. You can promote your posts through social media. This gives you a voice in the community. You are actively getting involved and contributing. People will check out your blog where they can be turned into potential clients.
2. People will come to respect your expertise. Posting your thoughts and professional opinions on a blog will help you develop a reputation as a thought leader in your field. Status updates or short comments will not achieve the same level of respect.

This still requires work on your end. You need to take the time to write content that people want and enjoy. However, if you put forth the effort sharing your blog on Twitter, Facebook, and other social media outlets will drive traffic to your posts.

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