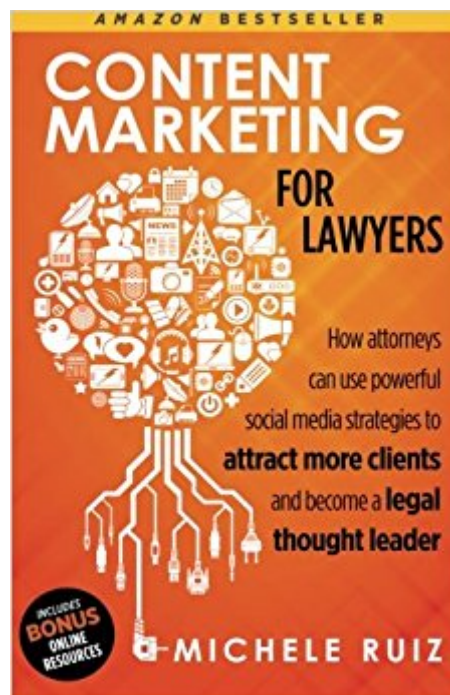




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Content Marketing For Lawyers: How Attorneys Can Use Social Media Strategies To Attract More Clients And Become Legal Thought Leaders



Synopsis

To fully leverage the power of social media for your legal marketing you need one indispensable ingredient: Content Need to attract more clients? Want to be a top-referred lawyer? Struggling with billing time and business development? Imagine growing your book of business—without leaving your office! With the ease of today's technology, social media platforms, and content marketing, it's not that hard. It's simply a mindshift and the right kind of "know-how" Here's the best part: Using the secrets of top journalist, you can easily and effectively create compelling content like a pro. YOU'LL LEARN HOW TO: Get your message to your target clients is an understandable and engaging way so you become THE trusted, preferred and referred attorney Easily create attention-grabbing content—your target clients need Stand out among the plethora of other firms—In the marketplace Use branded content like blogs, videos, eBooks, Slideshares, Case Studies, White Papers, Webinars/Webcast, Podcast, Photos, Virtual Educational Events and more to attract more clients Implement time-saving strategies that won't take away from your billable hours Engage your social media savvy clients to increase your client retention rates Avoid marketing missteps and top mistakes lawyers make when using social media

Book Information

Paperback: 184 pages

Publisher: Ruiz Strategies (January 18, 2016)

Language: English

ISBN-10: 0692604286

ISBN-13: 978-0692604281

Product Dimensions: 5.5 x 0.5 x 8.5 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 12 customer reviews

Best Sellers Rank: #202,103 in Books (See Top 100 in Books) #14 in Books > Law > Law Practice > Law Office Education

Customer Reviews

Michele Ruiz's "Content Marketing For Lawyers" was an eye-opening and motivating book. I always thought I had a strong social profile that would benefit me professionally. While reading her book, I immediately realized I was only scratching the surface of all that was available to strengthen my personal brand. Michele's book provides an in-depth and easy to understand explanation of what content marketing is and the

impact it can have on my career as an attorney. Further, she provides practical advice and guidance on how to use the arsenal of digital tools available to attract new clients and strengthen my relationship with current clients. By the time I reached Part 2 of her book, I was excited to begin implementing the strategies she so expressively articulated. Michele Ruiz's book is a must for anyone who wants to use the power of social media to excel at communication and client acquisition in today's digital age.

I'm not a lawyer but found this book very relevant for people like myself in the financial services industry. The book is informative and well structured. The first part of the book provides insightful information about social media and explains "why" service professionals need to be marketing in this space. The second half of the book provides the strategy and road map to effectively use social media to attract new clients. The book will help you to zone in what I found most important: content, creating value and personal branding.

Just so-so. Much of the general information can be gotten for free elsewhere

Very disappointed. I was hoping for some actual analysis, but, unfortunately, this book is only a short brief explanation of what social media is and why you need it. The book advocates content marketing and could use more content itself.

Thoroughly researched, this detailed "how-to" shows lawyers exactly what they need to go online to build an audience and establish themselves as thought leaders, not just service providers. Michele Ruiz's strategies will help lawyers get to the first page of Google, and be top of mind in the media and for potential clients.

Very well thought out. Clear and concise guidelines and explanations. Enjoyed the book and feel like it had a lot of great information.

This book is a must read. Tons of great information that I can apply today. Buying a couple more to give to some colleagues.

I am a lawyer and an online marketing consultant for law firms. Michele Ruiz has done a wonderful job of examining various ways that lawyers can market their practice through social media, digital

marketing, eBook publications, infographics, and much more. This is a must read for any attorney who wishes to successfully marketing themselves online and to establish themselves as a "thought leader." Great job Michele!

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