
WHAT IS THE BLOGGING POINT? EFFECTIVELY UTILIZING A LEGAL BLOG TO BUILD CREDIBILITY WITH BOTH YOUR EXISTING AND FUTURE CLIENTS

By Bryan Garcia



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No matter what type of law you practice, blogging is an invaluable way to advertise your firm and be retained by new clients at a very low cost to the firm. By now, everyone knows, or should know, that a blog is an online diary or journal that people can read and to which they can reply. Initially blogs served as popular personal journals, but as an effective communication tool between your firm and the outside world, blogs have now taken off as a cheap and potentially powerful tool for increasing business to a law firm.

The Benefit of A Blog Compared to a Website

A firm Website is great, but Websites are often quickly outdated. Blogs, on the other hand, are always changing. Blogs provide a more current, up-to-date means of letting the outside world, and potential clients, know what you are up to as they allow the blogger to make daily posts relating to recent issues that may affect your client base. Also, unlike Websites, blogs allow the reader to comment and to respond to the blogs, making the blog interactive, and therefore more interesting, to the reader.

Build Credibility With Your Client Base

Clients always want to hire the best attorney that they can. Before the advent of the Internet, potential clients most likely relied largely on attorney referrals or the phone book to pick an attorney that best suited their needs. If using the phone book, more than likely, people would pick the attorney with the best advertisement because this might

demonstrate an attorney's prominence in the specific area of law.

Now, rather than word of mouth or yellow pages, most clients will scour the Internet looking for an attorney. Potential new clients seeking to retain an attorney will look to lawyers that they perceive as excelling in their particular field of law. Blogs assist attorneys in demonstrating to your potential client base that you are experienced and have credibility in your particular area of law. By offering relevant, informative, and interesting posts, you can enhance your credibility among those seeking an attorney.

Keeping Your Existing Clients Apprised

If you have a set client base, chances are that you spend time nurturing these relationships and maintaining this business. Blogs also allow you to continually remind your existing client base and referral sources of your expertise in a particular area of law on a much more frequent basis than via articles or more traditional forms of advertising. Consequently, by updating your blog frequently, you can ensure that you will always be at the forefront of the minds of your existing clients.

Demonstrating Your Expertise to the Media

An ancillary benefit to a blog is that it may result in other indirect forms of advertising. Often news media outlets look to the Internet and blogs for individuals who are well-informed on a particular issue. By demonstrating your expertise in a particular field of law via your blog, a lawyer or law firm may

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find itself contacted by the media on specific topics as these areas of law are pertinent to specific current events. By blogging, you may find new and unexpected avenues to advertise your firm.

Low Cost

The best part of blogging is that it is a powerful and inexpensive way to conduct online marketing. The largest cost to a blog is your time. You do not need to pay for a press release or for advertising. Rather, the

most important expense in a blog is spending time coming up with ideas that are novel and current.

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