



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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Tell Your Story Via Content Marketing. This week's guest contributor is Paula Zirinsky, the Marketing Director at Morvillo Abramowitz Grand Iason & Anello PC. While well known for their white collar defense work, the firm has always actively engaged in thought leadership, writing for many legal and other related publications. Over the past two years the firm has broadened their efforts to include a [blog \(The Insider: White Collar Defense & Securities Enforcement\)](#) as well as a full menu of digital and social media efforts.

Imagine this scenario. A lawyer in your firm wins a major trial victory for a client. You quickly get the matter added to their bio and firm's practice description and pitch materials, with a news blurb added to your firm's website on the win. In the 'old days' we would let others tell our lawyer's story by reaching out to targeted press to write on the win, hopefully naming your lawyer and firm in their article. Later on, we'd encourage the lawyer to write a byline article, further showcasing their practice expertise, referencing the win. Then we'd post the article PDF on the firm's website, linking it to that lawyer's profile.

Sound familiar? It's the old style marketing, communications and thought leadership model we all used. And it worked. After all, it got us to where we are today. But will it get us to where we need to be tomorrow?

Content marketing, married to a nice dose of social media, has been a game changer in our marketing efforts. Today we still communicate our wins and tell stories although yesterday's thought leadership model has morphed into a much more engaging content marketing strategy.

Today we turn to blogs and micro sites, layering, targeting, and self-distributing our content, publishing it when and the way we want it published. To stay ahead of the crowd we focus on content – the right content – that will make the user stop, read, think, and act.

We constantly think about how to reach and actively engage with our audience. So rather than simply posting content on the website, we now push that content out via digital marketing, social media, and social networks. Analytics help us to see how we're doing: who visits, from where they came, what pages they clicked on and how long they lingered there. Today our communications campaigns are strategically intertwined with marketing and business development. We are one integrated marketing team.

Back to our scenario. Not long ago a partner at my firm had a major trial win for a client. Yes we alerted the media and posted a news blurb to our website and his bio. But we did not stop there. We wanted others to see how we got that win, how the lead lawyer thought and crafted his strategy. We wanted others to peek inside his mind and see what excites him about the legal process, how he interacts with a jury, and how it would be if they too worked with him. So we did more. We posted [a better story](#) on our website – a story we also pushed out – blasting to clients and friends, tweeting and sharing and connecting with interested audiences. This is the content our audience looks for and lingers over before they call that lawyer. This is today's strategy in play.

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