



## Content Marketing for Law Firms: More, More, More

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Blogging has [moved from top billing](#) in social media marketing to an ensemble role. A blog is still an important player in the marketing ecosystem, but it now [shares the stage](#) with other major and minor players in a much bigger, more robust production called content marketing.

BlueGlass Interactive recently published a [comprehensive infographic](#) that illustrates the variety and range of content types and distribution models. BlueGlass executive Chris Winfield notes, "Instead of just investing in their blog and blogging strategies, [companies are] investing in content people will actually want to share. Even if it's not directly related to selling something, it's still branding."

The top 20 content marketing tactics according to a recent Content Marketing Institute survey:

1. Articles
2. Social Media
3. Blogs
4. eNewsletters
5. Case Studies
6. In-Person Events
7. Videos
8. White Papers
9. Webinars/Webcasts
10. Microsites
11. Print Magazines
12. Traditional Media
13. Research Reports
14. Branded Content Tools
15. Print Newsletters
16. eBooks
17. Podcasts
18. Mobile Content
19. Digital Magazines
20. Virtual Conferences
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**WARNING:** This does not mean use ALL of these tactics. Rather, it suggests that your marketing program can benefit from thinking beyond the usual suspects: blog, LinkedIn, Twitter and Facebook. *Greater depth, breadth, variety, ubiquity and frequency of content will generate more opportunities to be discovered.*