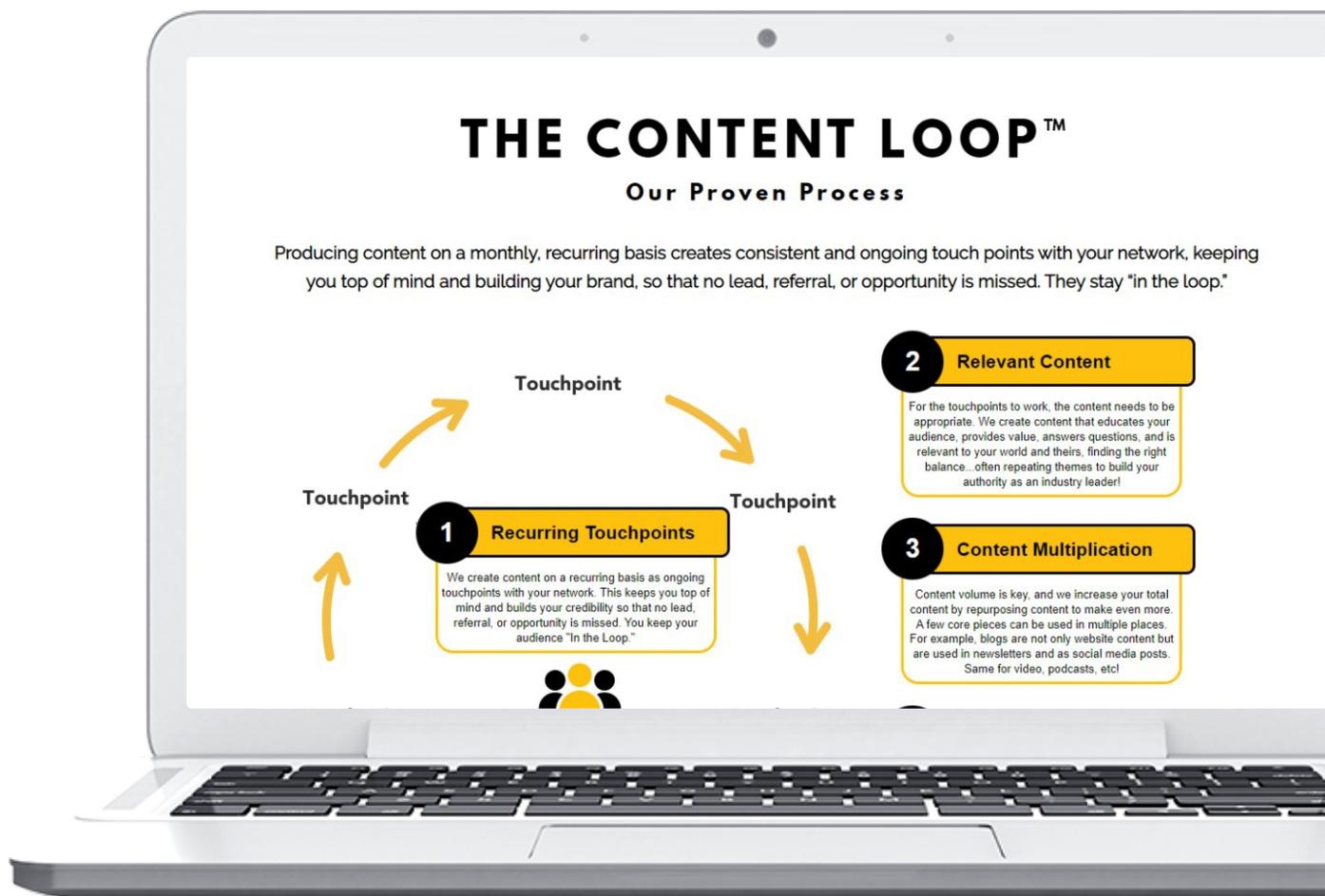


CONTENT LOOP™ MARKETING: The Game-Changing Way to Grow Your Firm



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For many years, traditional marketing theory has focused on the idea of a “marketing funnel.” And for a long time, businesses and marketers thought this was the best (and perhaps only) way to successfully market a business. At Spotlight Branding, we have cracked the code on a better way to market. And while the concept we unveil to you in this free report isn’t complicated, it’s something that most law firms and most marketing companies have completely ignored.

After reading this report, we believe you’ll have a new way of seeing the process of marketing and hope that you’ll employ this new system as a way to grow your law firm.

Traditional Marketing Funnels

Before we show you the better way, let’s review why a better way was needed in the first place. If you’ve ever launched a marketing campaign of your own or worked with a marketing company/consultant, then you’re likely familiar with the concept of a marketing funnel. Although funnels can have different milestones, most funnels follow this general path from Awareness to Purchase.

The leads you generate from a campaign, whether by direct mail, cold calling, purchased lists, paid ads, or something else, all usually start very cold at the top of the funnel. From there, whatever steps your marketing or sales team takes over the course of the campaign (a series of email drips, phone calls, additional direct mail pieces, etc.) should move that lead down the funnel, warming them up until they hopefully make a purchase by the end of the campaign.

However, there’s always been a huge flaw with marketing funnels and the campaigns that go with them – they end.

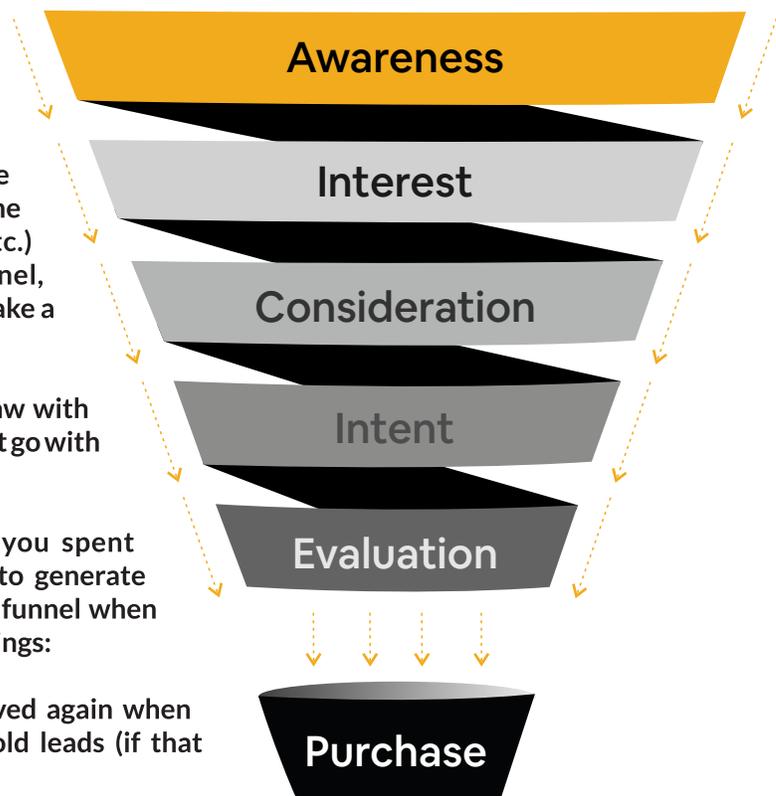
And what happens with those leads you spent hundreds (if not thousands) of dollars to generate that didn’t make it to the bottom of the funnel when the campaign ends? Usually one of two things:

1. They go dormant, only to be revived again when your sales team starts prospecting old leads (if that even happens).

NOTE: The problem here is that prospecting old leads usually happens several months, if not a couple of years, after the campaign is over. At that point, the lead has either made a purchasing decision with another company or, arguably worse, doesn’t even remember opting into your original campaign in the first place.

2. They disappear entirely.

This begs the question: How can you hold on to leads after your campaign ends? Even more, how can you continue to nurture them and ultimately lead them to the Purchase phase? We have the answer.



Content Loops

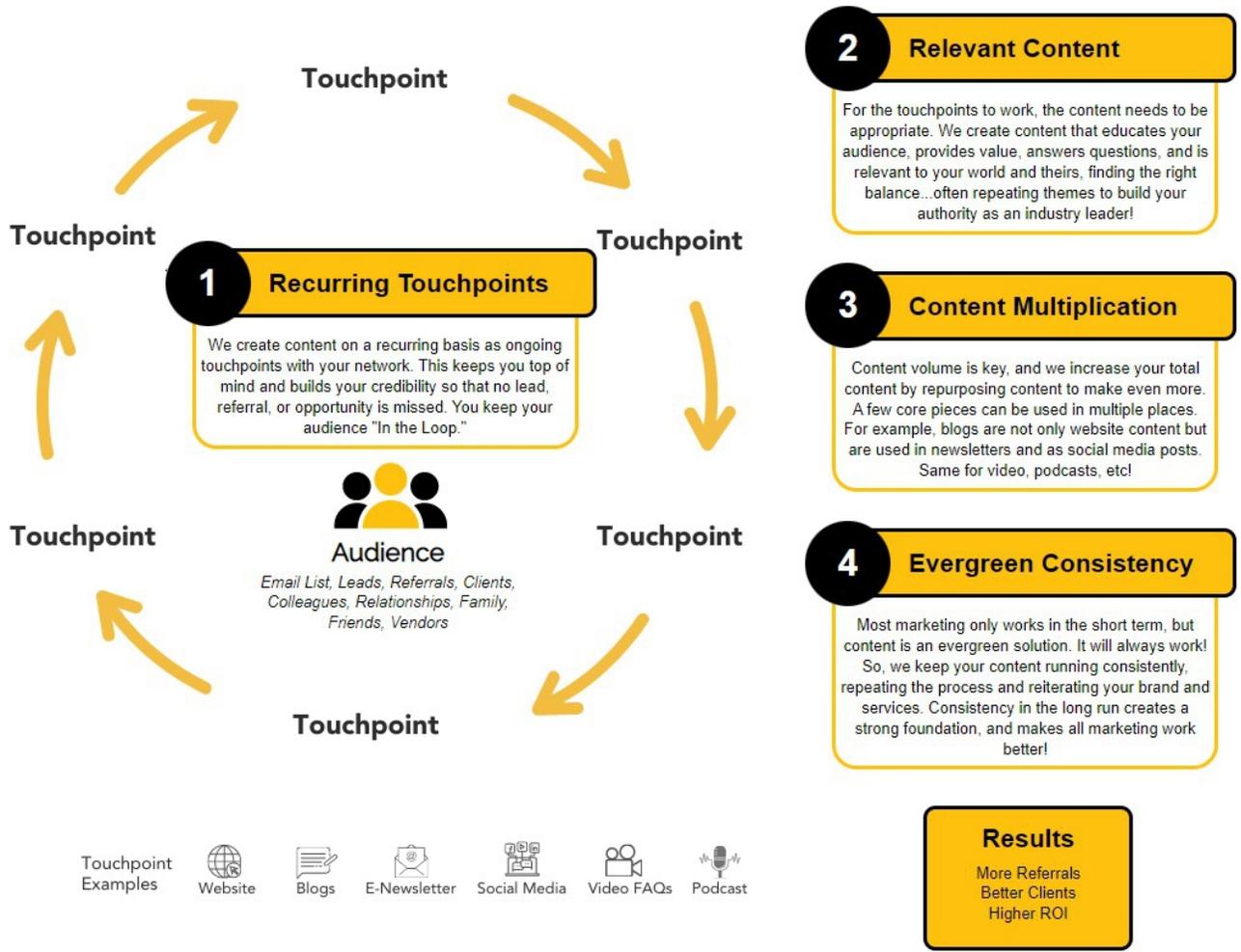
Creating a Content Loop™ allows you to stay in touch with your leads until they either make a decision to purchase or opt out entirely. That's because a loop never ends — it goes on in perpetuity!

It starts with producing content on a monthly, recurring basis. This creates consistent and ongoing touchpoints with your network, keeping you top-of-mind and building your authoritative brand so that no lead, referral, or opportunity is ever missed.

This content comes in many forms, including:

- Your website
 - Social media posts
 - Blog articles
 - Videos
 - Podcast episodes
- Email newsletters
 - Print newsletters
 - Direct mail pieces
 - Birthday or holiday cards
 - And more!

Now, keep in mind that you don't need to do all of these types of content. Choose a few formats that work for you. Once you build a consistent content system, your Content Loop™ will look a lot like this:



It's a simple concept, but it's truly powerful. If your network is consistently seeing your content, you essentially build a loop around them that never ends, which keeps you in their immediate environment, making you part of their everyday life. What that means for your law firm is that you now have a much better chance of being the first law firm they think of when a need arises.

A Real Life Example

One of our clients, a business attorney who has been using our Content Loop™ system for years, told us a story about how well the loop works. He was on a flight back home to Miami and was seated next to a stranger. The two got to talking, and our client got this stranger's contact information. When our client got back to the office, he plugged the stranger's contact info into his Content Loop™. A few years later, that stranger reached out and said, "I've been receiving your emails for a few years now. I'm about to start a business, and I want to hire you to help me do it."

Without getting that stranger's contact info and plugging it into his Content Loop™, our client would never have received that person's business. Think about all the business cards you've received that you never did anything with. How much business have you potentially lost because you failed to keep people "in the loop"?

The Content Creation Process

Now that you've seen the Content Loop™ and how it actually works, let's talk about how you can create one of your own. It all starts, obviously, with creating the actual content that will go in the loop. Using some of the items on the list we provided earlier, create content that educates your audience and addresses your clients' common questions or circumstances. This is VERY important and differs from traditional marketing copy that caters to SEO bots because it:



Speaks directly to the people who are going to hire you.



Builds your authority and credibility.



Positions you as the leader in your practice area.

We recommend at least three of those items on that list for an effective loop; the easiest and most effective three to get started, in our opinion, is a blog, email newsletter, and website.

Once you have your content, it's time to multiply and recycle. Many attorneys are hesitant to repost or reuse content they've shared in the past, but it is completely acceptable to share the same blog or social media post several times. Not everyone will see it the first time around and you're going to reach new prospects each time you put the content out there.

When it comes to multiplying your content, it's shockingly easy to turn one piece of content into over 40 pieces that you can post in a single day. Here's how:

- 1) Take out your phone and shoot a quick selfie video that addresses one of the most common legal questions you get. It doesn't need to be a long monologue; anywhere from 1-5 minutes is perfect. **1 piece**
- 2) Share that video on your firm's Facebook page, Twitter account, and both your personal and company LinkedIn pages. Make sure to include an interesting teaser to give your audience a reason to watch. **5 pieces**
- 3) Reshare that video two more times on each platform with different teasers. You don't have to do this on the same day, but you can certainly do it over the course of a week or a month. **13 pieces**
- 4) Transcribe your video and turn it into a blog post for your website. **14 pieces**
- 5) Put the video on your website, while you're at it! **15 pieces**
- 6) Share the blog on your social media platforms at least twice. **23 pieces**
- 7) Pull two quotes from that blog and turn them into graphics to share on your firm's Instagram page. **25 pieces**
- 8) Go ahead and post those images to your other four social media platforms, too. **33 pieces**
- 9) Rip the audio from your video and post the recording as a podcast episode. **34 pieces**
- 10) Post the podcast on your website as well. **35 pieces**
- 11) Share that podcast episode twice on your four social media platforms. **43 pieces**
- 12) Feature the blog or video as content in your email newsletter. **44 pieces**

See how easy that is? You don't have to post all 44 pieces in a day; you can do it on a weekly basis. The best part is that the chances of someone complaining about you posting the same thing over and over again are practically nonexistent because of how we consume content these days. We're inundated with it, and the chance of someone seeing your post the first time around is much lower than it used to be.

(By the way, if this sounds overwhelming, our team can help. Let's be honest - posting content on social media probably isn't the best use of your time. That's where we come in!)

How the Content Loop™ Affects the Rest of Your Marketing

If you believe marketing is a set-it-and-forget-it practice, you've likely been very frustrated with your past results. The Content Loop™ (and all marketing) works best when you do your part in conjunction with the strategy you put in place. The more networking or other marketing you do to generate leads and add names to your contact list, the more effective your Content Loop™ becomes.

In fact, a well-oiled Content Loop™ makes all of your other marketing work better. Your website, paid ads, SEO campaigns, and more, all convert at a higher rate.

However, this is only possible if you're creating the right content. Don't cater to Google's bots or right content with search engines in mind. Create content that speaks to the fears, questions, and concerns your audience has. This not only creates an emotional connection with your audience, but it positions you as the expert and the obvious choice when the time comes to address a legal issue. (After all, if you need a serious medical procedure done, are you going to a general practitioner or the specialist?)

The Results You Can Expect

Many marketing campaigns promise to generate leads, increase web traffic, etc. But what those campaigns generally fail to do on a consistent basis is bring in hot, qualified leads that are ready to convert. Having a Content Loop™ in place increases the chances of that happening. With a Content Loop™ in place where you're positioned as the expert and address your audience's fears and questions, you can expect:

- More referrals.
- Higher case values.
- Opportunities to charge higher rates and take preferred case types.

- More efficient consultations.
- Improved conversion rates.
- Stronger strategic relationships.

Ready to Take the Next Step?

If you're interested in getting your Content Loop™ up and running, why not trust the people who brought it to life? We provide marketing services for solo and small firm attorneys designed to get you more referrals, better clients, and a higher ROI on your other marketing efforts, and it's all done through the Content Loop™.

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