

# Law And More

## Deconstructing What Happens in Law

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### September 23, 2010

#### **Blogging & Professional Services: Primarily Branding Tool**

Former Jones Day partner and current in-house Aon attorney Mark Herrmann used to note often that the blog he co-authored on medical device law hadn't brought in new business for him. But what he didn't discern was that it might have been one of several factors in drawing clients to Jones Day, leading his superiors to assign him the pick of the litter in cases, and landing him a nice offer from Aon. Most practitioners in professional services have difficulty connecting the dots on marketing approaches. In BigLaw, blogging is a branding tool. It is one of a number of things done to create just the right impression of the firm and the specific blogger.

Blogging and understanding of it have come a long way since Herrmann made those comments. In fact, when Abovethelaw.com's Andrian Dayton [interviewed](#) marketing people in Big Law, most were positive. Some even reported that the blogs did bring in business.

In Little Law, the situation becomes more complex. Little Law is where my client base for setting up and maintaining blogs and other social media sites is growing. Its objectives can't be simply branding. However, branding does figure in. It has to. After all, providing legal services is providing professional services and the better the brand identity, the better positioned the firm is for marketing and sales.

That said, then Little Law makes very clear to its blogging vendor this: it's a dog fight for clients and firms have to have enough of them to keep the doors open. Usually Little Law, be in an immigration/naturalization firm or personal injury, wants rankings on search engines higher than those of their competitors. That means laser-like application of search engine optimization or SEO. Here is my piece on SEO which has had more than a million downloads [Download LinktoSEOarticlebyJaneGenova](#).

In addition, they want browsers of the blog to convert into buyers. The conversion rate is important. That means the content must contain a sales pitch or a call to take action. Click on here for a complimentary consultation. Dial this number to have your situation immediately evaluated. The challenge is to frame that pitch in a way not to seem like a pitch. As we all know - I re-read THE CLUETRAIN MANIFESTO monthly - business is a conversation. How to start that conversation on a blog depends a lot on the target markets.

One more thing: few blogs are stand-alones any more. Marketers in professional services understand the power of reinforcement through twitter, podcasts, YouTube, texting, and a website that creates a connection.

And even all that isn't enough. Here is the talk I delivered through ExecSense on multi-channel marketing for legal services [Download Rainmaking](#). Yes, law, Big and Little, tries everything. It does more of what works until the point of diminishing returns. Then it begins experimenting again.

