



LEGAL MARKETERS ENGAGING IN CONTENT SELLING

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The progression of converting a prospect to a client (“the buying process”) is a process with five distinct steps, as depicted in the illustration below. Metaphorically, legal marketers used to pass the baton to lawyers after the “Awareness” and

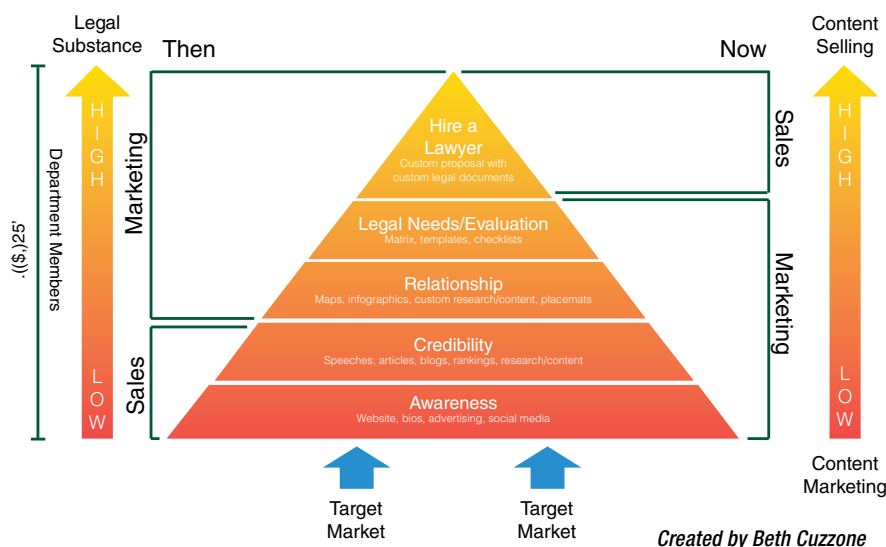
“Credibility” stages (which fall under content marketing) so that lawyers could drive the next phases of the buying cycle: “Relationship,” “Legal Needs/Evaluation” and, ultimately, “Hire a Lawyer” (all of which fall under content selling). Lawyers would use “off the shelf” marketing materials as an aid.

Today, legal marketers and lawyers spend time shoulder to shoulder in virtually

every aspect of the buying process. This is because we have seen legal marketing move from content marketing to content selling. Firms now produce content and helpful information based on market or industry trends. Content selling comes into play when materials that are produced are more than industry specific, but are client specific. Materials are now sales tools that are customized for every prospect. Based on the prospective needs and interests, substantive legal information is developed into valuable resources. For instance, if a prospect is thinking about expanding its business, legal marketers and lawyers could partner together to produce a pictorial presentation that suggests a tax structure for acquisitions that is advantageous to the client. The possibilities are endless: matrix, checklists, structures, branded form documents and so on.

The advancement of content marketing to content selling for legal marketers is here already. If you are still “selling” with boilerplate content, it’s time to move into the content selling era. Customized substantive materials that focus on your clients’ business and not the firm’s resume have become today’s standard. ■

Content Marketing to Content Selling The Evolution



The content in this feature correlates directly with the Business Development domain in the LMA Body of Knowledge (BoK). To dive deeper into this subject area, head to the Business Development domain here: <http://bit.ly/LMABoKBD>.