Blogs

- Results
  - Credibility
  - Community
  - Conversation
  - Media calls
  - Buzz
  - Leads
  - New Work - 50%
- Examples
  - Blawg.com
  - blawgsearch.com
  - blawgreview.com
  - legalblogwatch.typepad.com
  - hollandhart.com
  - sheppardmullen.com
  - law.com
  - slaw.ca
- Promote
  - Everywhere
  - Events
  - Web
  - Speaking
  - Writing
- Leverage
  - E-mail Alerts
  - RSS Feeds
  - Feedblitz e-mail
- Why Blogs?
  - Search Engines Love Them
  - Focused and Specific
  - Real Time
  - Establishes Blogger as Expert
  - Allows clients to try before you buy
  - Substantive
  - Cool. C-level read
  - Brand on knowledge and insight
- Lessons Learned
  - Update Frequently
  - Multiple Authors OK
  - Not too long, thank you
  - Be human. Have personality
  - Link to others, get links back
  - It's a conversation. Converse!
  - Not every response is a lead. Qualify leads
  - Track incoming links and search terms to spot trends
  - Firm Brand
- Integration with Web Site
  - Easy navigation from web site
  - Aggregate content on home page
  - Feature stories on home page