

Visible Firm Online Workshop: Content Marketing the Right Way

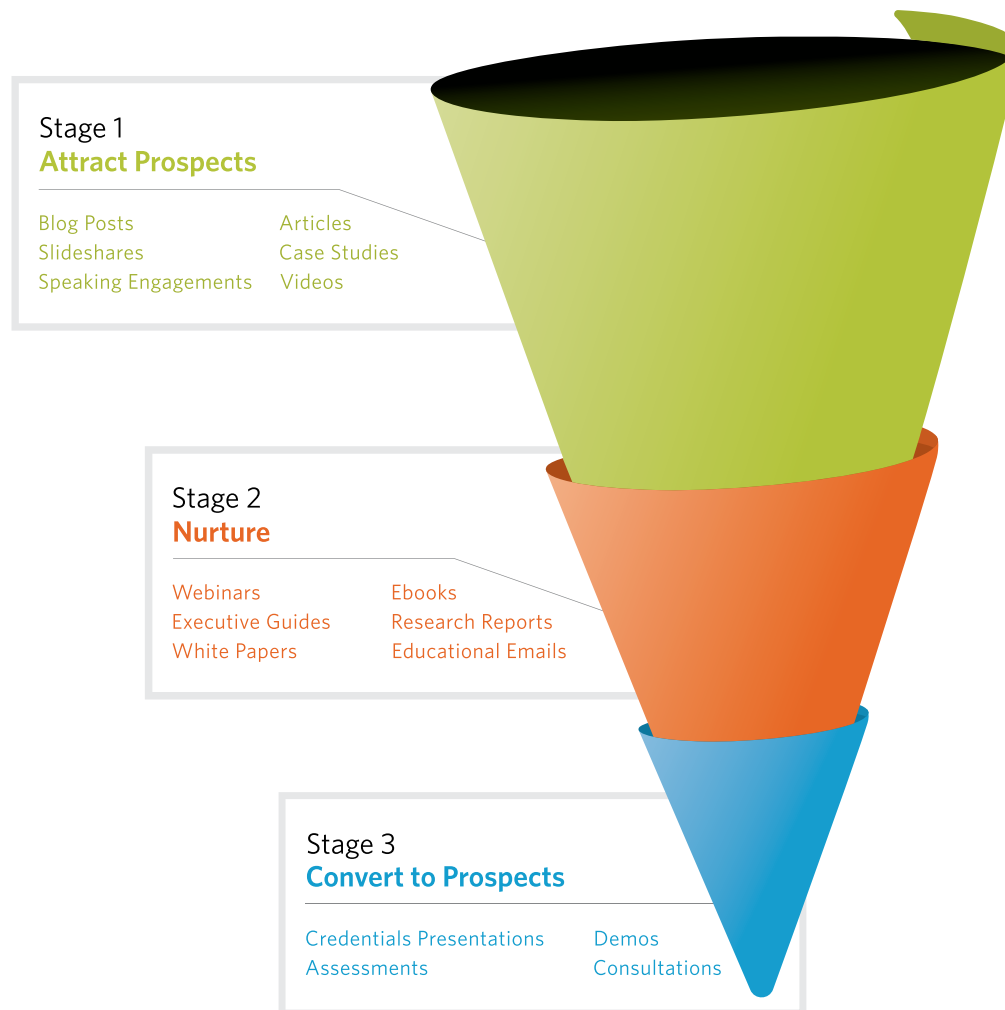
You understand the benefits of content marketing and all that it can accomplish for your firm's visibility and reputation. But with so many different content types to choose from, it may be difficult to know where to start.

Instructions

In this workshop, we will walk you through the different content types and how each is used to move prospects down the funnel. Following along with the worksheet, you can write in the content format you believe would work best for your firm at each stage and the offers you can include to deepen the engagement.

Content Funnel

Nurturing Target Audiences



Prospects

Techniques to Use

Build Engagement

Techniques to Use

Convert to Prospects

Techniques to Use

Summary

The answers you write down for the content, techniques, and offers will help you determine how best to move your audience through the funnel to become clients. Thinking about the answers can help you develop a strategy that when executed, can help your firm become more visible in the marketplace and lead to faster growth.

About the Visible FirmSM Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Firm Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth firms ever conducted, the Visible Firm Program will ground your marketing in science and leverage your firm's expertise to draw in the right audiences.