Write remarkable content.

Give your content a purpose by using it to drive actions using call-to-actions that provide your audience with downloadable content and offers such as educational eBooks, infographics, and even webinars.

<https://www.digitalmediastream.co.uk/blog/how-to-promote-a-law-firm-in-10-brilliant-ways>

Developing marketing funnel

A marketing funnel describes customer journey with you.

An inbound marketing funnel for your law firm should capture the awareness, evaluation, and conversion phases of your ideal client journey.

https://lawyerist.com/marketing/