

Five content ideas to help your legal brand stand out

By **Marly Broudie**

Law360 Canada (March 25, 2025, 2:06 PM EDT) -- When it comes to optimizing business opportunity, content marketing plays a crucial role. Marketing a law firm requires more than a static website and the occasional social media post. Clients are doing their homework before making a call — they're Googling, reviewing LinkedIn profiles, comparing firms and judging your credibility based on how you present yourself online.

The good news? Strategic content creation can elevate your legal brand above the noise, build trust with your audience and drive meaningful business development.

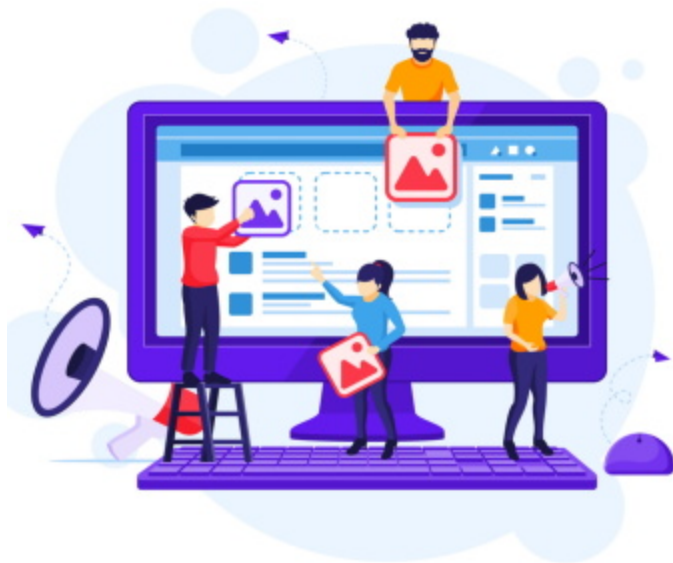
Whether you're a solo practitioner or part of a national firm, here are five content ideas to help your legal brand stand out — and connect with the clients who matter.



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1. Client-centred thought leadership (not legalese)

Thought leadership is a buzzword in professional services, but for lawyers, it's more than a marketing trend — it's a credibility builder. The catch? You need to write for your *clients*, not for other lawyers.



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That means skipping the dense legal jargon and focusing instead on plain-language insights your target audience cares about. Write about the real-world implications of changes in the law. Break down a recent court decision that affects a specific industry. Share guidance on frequently misunderstood legal issues that arise in your practice area.

Pro tip: Think about the questions clients repeatedly ask you — each one is a potential article, blog post or LinkedIn update. Consistently showing up with timely, digestible advice positions you as a go-

to expert.

2. "Behind-the-scenes" content that humanizes you

Law is built on trust, and trust is built on connection. That's why some of the most effective content isn't legal at all — it's personal. Today's clients want to work with lawyers they feel they can relate to. By sharing glimpses into who you are beyond the courtroom or boardroom, you create that human connection.

This might include:

- A post reflecting on a career milestone or challenge.
- A behind-the-scenes look at your law firm's culture and values.
- A short video of your community involvement or a firm charity initiative.
- An introduction to your team, told in a fun or unconventional way.

Lawyers often shy away from this type of content, worried it's too casual or unprofessional. But the opposite is true — clients want to know the person behind the title. Thoughtfully sharing your story can be a powerful differentiator.

3. Micro-content series (bite-sized, high-impact)

Long-form content has its place, but in today's attention economy, short-form video and quick reads are king. A smart tactic is to create a recurring "micro-content" series: a short, focused format that builds familiarity and authority over time.

Some ideas to get you started:

- **"Legal Tip Tuesday"** — A weekly 60-second video on LinkedIn or Instagram covering a quick legal tip relevant to your audience.
- **"Myth-Busting Monday"** — Debunking common misconceptions in your area of law.
- **"Case of the Week"** — A short written LinkedIn post analyzing a recent case (without legalese).

The key here is *consistency*. By creating a recognizable, recurring format, you stay top of mind and give your audience something to look forward to.

4. Client success stories and testimonials (with consent!)

One of the most persuasive forms of content is social proof. If someone is considering hiring your firm, hearing how you've helped others just like them can be the push they need to reach out. Of course, lawyers have to navigate confidentiality and professional obligations, but with client consent, storytelling is fair game.

Instead of traditional testimonials, consider building short case studies or client success narratives. Focus on the *transformation* — what was the problem, how did you approach it, and what was the result?

You can also highlight:

- Collaborative wins (e.g., working with co-counsel or multidisciplinary teams).
- Complex negotiations where your strategy made the difference.
- Pro bono success stories that showcase your values and expertise.

When done right, these stories do more than promote your firm — they show prospective clients what working with you is like.

5. Interactive and educational content

People don't just want to *read* content anymore — they want to engage with it. Interactive tools, live sessions and downloadable resources are all smart ways to offer value, capture leads and position yourself as a helpful expert.

Some engaging formats to consider:

- **Webinars or LinkedIn Lives:** Host short sessions on trending topics or legal “how-tos” that are timely and relevant.
- **Free checklists or guides:** A downloadable PDF (like “What to Do if You’re Facing a Workplace Investigation” or “Five Mistakes to Avoid When Drafting a Will”) can drive traffic and email sign-ups.
- **Polls and Q&A posts:** Great for engagement, especially on LinkedIn, these formats show you’re listening and encourage discussion.

Educational content that empowers your audience — even in a small way — earns trust. And trusted lawyers get retained.

Bonus tip: repurpose everything

You don't need to reinvent the wheel every time. One blog post can become:

- A series of LinkedIn graphics.
- A short-form video.
- A newsletter blurb.
- A podcast talking point.

Final thoughts

Content creation doesn't have to be daunting, but it does have to be *intentional*. The most successful marketing strategies are consistent, client-focused and authentic. You don't need to dance on TikTok (unless that's your thing), but you *do* need to show up online in a way that reflects your voice and adds value.

Marketing isn't about selling — it's about positioning and being intentional. When you use content strategically, you stop chasing clients and start attracting them.

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