



# Content Strategy Programme For Law Firms

Our Content Strategy programme for law firms offers a solution to your content marketing needs, allowing you time to focus on your clients.



**Co-founders and marketing experts, Rachel Craig and Karen Macwee have almost 4 decades of combined marketing experience, and working within the legal sector.**

**They're passionate about helping law firms achieve their goals through the development of high-quality content strategies.**

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During our time working in marketing and legal practices, we've been responsible for developing high-quality content strategies together with creating relevant and compelling content that resonates with target audiences.

Due to our combined experience, we have a unique understanding of legal consumers, and their wants and needs.

We're passionate about helping law firms reach their target audience to generate new enquiries and new clients. So, the strategies we develop focus on getting your services in front of the right people, at the right time.

We understand how hard lawyers work for their clients and want you to feel reassured that if you choose to leave the content marketing to us, we'll deliver exactly what you need, giving you the time to focus on what you do best.

At Ruche, we believe in:

- **Honesty:** We'll never try to sell you something you don't need.
- **Transparency:** We'll explain our processes in a clear way, and we'll not talk to you using marketing jargon.
- **Sharing our knowledge:** We'll share what we've learned with your teams so they can continue on the right path and get the best out of the work they do.

Our Content Strategy Programme has been developed specifically for law firms, given our vast understanding of this sector. This guide helps explain the programme we offer. If you'd like to know more, simply get in touch.



*Rachel*

**Rachel Craig, Co-Founder and Director  
of Ruche Marketing**



*Karen*

**Karen Macwee, Co-Founder and Director  
of Ruche Marketing**



## The Problem

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We've found, from working with a number of law firms, that one of the most common and significant problems faced when it comes to content marketing, is the lack of a high-quality content strategy.

When there isn't a strategy in place, your content can lack focus. This can result in you not generating the number of enquiries you need and can also prevent those enquiries converting to clients.

It can also prevent your brand from developing and your services not appearing in those all-important search results.

## The Cause

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There are a number of reasons why you may lack a high-quality content strategy, such as:

- 1 Resources**  
A common cause is a lack of marketing resources. If you don't have a marketing team and require content, you may outsource to freelancers or agencies and provide them with a brief of what you think you want, rather than having a strategy in place which shows you what you need.
- 2 Time**  
Time is another common cause. You may have put a basic strategy in place, but haven't had the time to really get to the crux of what's needed from your content as you're balancing your time between creating the strategy, producing the content and measuring the outcome.
- 3 Skills**  
The lack of senior experienced marketers is another common cause. You may have incredible marketers at your firm, but they report to the managing director or managing partner, rather than a marketing manager or head of marketing, so they might not have the level of skills needed to prepare a high-quality content strategy.



## The Solution

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Those who create content know it can take a lot of time and effort, but if it's not generating the right results it can often feel like a waste of time. That's why preparing a high-quality content strategy is so important.

The insight you can gain from a high-quality content strategy can significantly improve your content and the results you achieve. It can help:

- Reach your target audience by giving them what they need, when they need it, in the format they want, through the channels they use
- Your services rank higher on online search results
- Convert enquiries into clients
- Capture subscribers
- Prevent you from making the same mistakes with content that hasn't achieved its goals
- Capitalise on what you're good at
- Understand where you fit into the market
- Identify any potential opportunities
- Identify any potential threats
- Manage your content budget
- Set, measure and achieve your SMART goals

Where you don't have the time, resources or skills to create a high-quality content strategy, subscribing to our Content Strategy Programme can significantly help and provide value.

With the benefit of having 2 experienced industry professionals working on content strategy, you can rest assured that it will be a high-quality product that provides insight and allows you to maximise the impact of your content, delivering the best possible outcomes.

Don't worry if budget is a concern, there are 3 different subscriptions to choose from which you can align with your budget.

# The Content Strategy Programme

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Our Content Strategy Programme Silver Subscription provides the following:

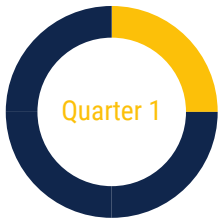
## Annual Content Strategy

We'll produce a high-quality content strategy, which will include in-depth research and production of the following elements:

- Customer analysis
- Competitor analysis
- SWOT analysis
- Keyword opportunities
- Budget and resources
- SMART goals

## Annual Content Plan

We'll produce an annual content plan which maps out the suggested content. This will be produced in line with the content strategy, in order to maximise the potential of your SMART goals' success. This will also be produced in line with your confirmed production resources.



- **Annual Content Strategy**
- **Annual Content Plan**

# The Content Strategy Programme



Our Content Strategy Programme Gold Subscription provides the following:

## Content Strategy

We'll produce a high-quality content strategy, which will include in-depth research and production of the following elements:

- Customer analysis
- Competitor analysis
- SWOT analysis
- Keyword opportunities
- Budget and resources
- SMART goals

## Quarterly Content Strategy Reviews

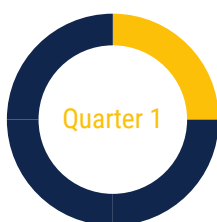
Things change all the time. Who would have thought when they developed their annual content plan in January 2020, that by the end of Quarter 1, the world would have changed so dramatically. It's therefore best practice to undertake quarterly reviews. We'll undertake thorough quarterly reviews and make any necessary changes to improve your strategy based on changes and learnings made over the previous quarter.

## Quarterly Content Plans

We'll produce quarterly content plans which map out the suggested content. These will be produced in line with the content strategy and the quarterly content strategy reviews, in order to maximise the potential of the SMART goals' success. They will also be produced in line with your confirmed production resources.

## Quarterly Presentation Meetings

We'll meet with you quarterly to present the content strategy, the updates and the plans.



Quarter 1

- Content Strategy
- Q1 Content Plan
- Q1 Presentation Meeting



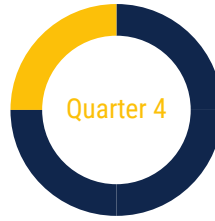
Quarter 3

- Q3 Content Strategy Review
- Q3 Content Plan
- Q3 Presentation Meeting



Quarter 2

- Q2 Content Strategy Review
- Q2 Content Plan
- Q2 Presentation Meeting



Quarter 4

- Q4 Content Strategy Review
- Q4 Content Plan
- Q4 Presentation Meeting

# The Content Strategy Programme



Our Content Strategy Programme Platinum Subscription provides the following:

## Content Strategy

We'll produce a high-quality content strategy, which will include in-depth research and production of the following elements:

- Customer analysis
- Competitor analysis
- SWOT analysis
- Keyword opportunities
- Budget and resources
- SMART goals

## Quarterly Content Strategy Reviews

Things change all the time. Who would have thought when they developed their annual content plan in January 2020, that by the end of Quarter 1, the world would have changed so dramatically. It's therefore best practice to undertake quarterly reviews. We'll undertake thorough quarterly reviews and make any necessary changes to improve your strategy based on changes and learnings made over the previous quarter.

## Quarterly Content Plans

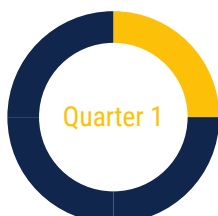
We'll produce quarterly content plans which map out the suggested content. These will be produced in line with the content strategy and the quarterly content strategy reviews, in order to maximise the potential of the SMART goals' success. They will also be produced in line with your confirmed production resources.

## Quarterly Presentation Meetings

We'll meet with you quarterly to present the content strategy, the updates and the plans.

## Content Production

In line with the quarterly content plans, we'll produce 1 blog per month, each with an associated social media video asset for each of the social media distribution channels. That's a total of 12 blogs and associated social media assets for the year.



Quarter 1

- Content Strategy
- Q1 Content Plan
- Q1 Presentation Meeting
- 3 Blogs
- 3 Social Media Video Assets



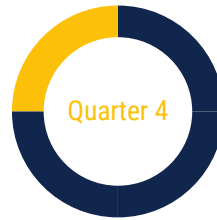
Quarter 3

- Q3 Content Strategy Review
- Q3 Content Plan
- Q3 Presentation Meeting
- 3 Blogs
- 3 Social Media Video Assets



Quarter 2

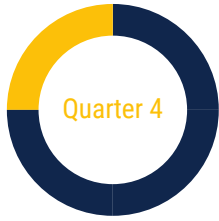
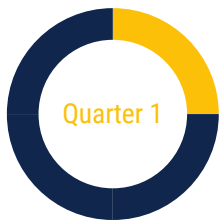
- Q2 Content Strategy Review
- Q2 Content Plan
- Q2 Presentation Meeting
- 3 Blogs
- 3 Social Media Video Assets



Quarter 4

- Q4 Content Strategy Review
- Q4 Content Plan
- Q4 Presentation Meeting
- 3 Blogs
- 3 Social Media Video Assets

# Subscription Comparison



## Silver

- Annual Content Strategy
- Annual Content Plan

## Gold

- Annual Content Strategy
- Q1 Content Plan
- Q1 Presentation meeting

## Platinum

- Annual Content Strategy
- Q1 Content Plan
- Q1 Presentation meeting
- 3 blogs
- 3 social media video assets

- Q2 Content Strategy Review
- Q2 Content Plan
- Q2 Presentation meeting

- Q2 Content Strategy Review
- Q2 Content Plan
- Q2 Presentation meeting
- 3 blogs
- 3 social media video assets

- Q3 Content Strategy Review
- Q3 Content Plan
- Q3 Presentation meeting

- Q3 Content Strategy Review
- Q3 Content Plan
- Q3 Presentation meeting
- 3 blogs
- 3 social media video assets

- Q4 Content Strategy Review
- Q4 Content Plan
- Q4 Presentation meeting

- Q4 Content Strategy Review
- Q4 Content Plan
- Q4 Presentation meeting
- 3 blogs
- 3 social media video assets



# Additional Extras

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Each programme can be tailored to suit your needs by including additional extras of your choice. All additional extras will be prepared in line with your content strategy. Additional extras may include:

## Quarterly Campaigns

Research campaigns to build brand awareness, includes:

- The research and development of topical ideas relating to your services
- Consumer research (i.e. asking 2000 people a series of questions)
- Creation of an article for a press release based on the research outcome
- Creation of a blog for your website based on the research outcome
- Social media assets to share details of the research outcome

## Quarterly Email Marketing Newsletters

Email marketing newsletters to your subscribers, through your email marketing platform, includes:

- Creation of articles for your newsletter
- Creation of automation templates for your newsletter
- Distribution of the newsletter and automation
- Preparation of reports on the success

*(Photography not included but can be sourced for an additional fee)*

## Brochures

Brochures to send to prospective clients for beauty parading or download on the website, includes:

- Written copy
- Design of brochure
- Print CMYK version with bleeds
- Digital RGB version with links

*(Photography not included but can be sourced for an additional fee)*

## Additional blogs

Additional blogs for your website, includes:

- Keyword research
- Written copy
- Social media video asset

# Testimonials

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We're knowledgeable, experienced and tenacious, and will work with you to produce the best results possible. But don't just take our word for it. Here's what some of the people we've worked with have to say.

"They're highly commercial and will stick to the initial budgets and timelines. I will be using their services as soon as I have more content requirements at AWH Solicitors. I would highly recommend if you need clear, concise copy that produces high engagement."

Alan Lawson  
Head of Marketing, AWH Solicitors

"I have worked with Rachel and Karen for over 3 years, during which time they never failed to surprise me with their depth of understanding and experience in legal marketing. Quality for us was absolutely paramount, particularly in such a competitive industry where we had to work very hard to be the #1 choice for legal services. Not only were they very responsive to the demands of the wider business' marketing needs, they also never failed to deliver against tight deadlines and often immediate turn-around times."

Tim Hutchinson  
User Experience Specialist in the Legal Sector

"She knows consumer law and how to leverage all the available channels to get the results. You could always count on her to put 100% into everything, from the smallest task to large scale projects."

Chris Stevenson  
Head of Marketing, Simpson Millar

"Ruche Marketing came to the aid of Inspire Legal Group at short notice to assist with writing content for our new website. They familiarised themselves with all directors and staff as well as understanding the business vision in order to write content... We're so grateful to Rachel and Karen for their professionalism, accuracy and for staying calm whilst delivering the job."

Isabel Bathurst  
Director, Inspire Legal Group

# Book an Appointment

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If you'd like some free advice on your content strategy, or to speak to us about one of our Content Strategy Programme Subscriptions, simply click the link below and book an appointment at a time convenient to you.

Alternatively, you can email us at [hello@ruchemarketing.com](mailto:hello@ruchemarketing.com).



# Let's Talk

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If you'd like to talk to us about our Content Strategy Programme, please contact us.

[hello@ruchemarketing.com](mailto:hello@ruchemarketing.com)



[ruchemarketing.com](http://ruchemarketing.com)