



# CONTENT MARKETING

TOOLKIT

Strategies to Grow  
Your Business  
Through Engagement

From the publishers of

CANADIAN **Lawyer**

LAW TIMES

CANADIAN **Lawyer**

**INHOUSE**

**LEXPERT**

FindLaw® CANADA



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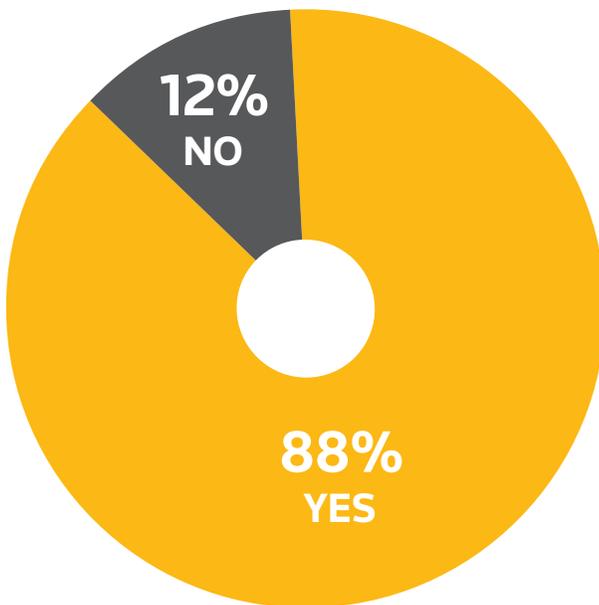
# Director's Letter



## Karen Lorimer

Director/Group Publisher  
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Canada

## Percentage Of B2B Respondents Using Content Marketing



How do we drive a desired reaction from an audience in a world where marketing options have proliferated and the average person is exposed to 10,000 brand messages over the course of their day? Obviously relevance remains key, and a targeted approach of being where your customer is will likely deliver a far better return on investment than tactics simply aimed at garnering the largest possible audience, regardless of their tastes. This is why marketers need to double-down on what their potential clients truly need, what makes them tick, and the spaces they inhabit as they go about their daily activities. This feeds directly into another pillar of success – the nature and purpose of the message.

For much of its life, advertising has focused on delivering a pithy value proposition and course to action, and this is still a technique that works enormously well. However, we also have to be cognizant that times have changed, and that by adopting new approaches, we can maximize effectiveness. Adopting a content-heavy approach that reins in traditional 'sales' language can bear fruit, especially when used in concert with existing advertising approaches. By informing and educating prospective clients, marketers can nurture them through the business development funnel. It's an approach that works from the very moment someone is considering legal options, when content marketing can enlighten them on issues and showcase a firm's expertise through knowledge – immediately positioning you as a valuable and trusted partner. It's useful even after a client has selected your firm because it continually places you as a thought leader and reaffirms their selection decision.

I invite you to discover how Media Solutions can support and extend your content marketing efforts to maximize your return.



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# What is content marketing?

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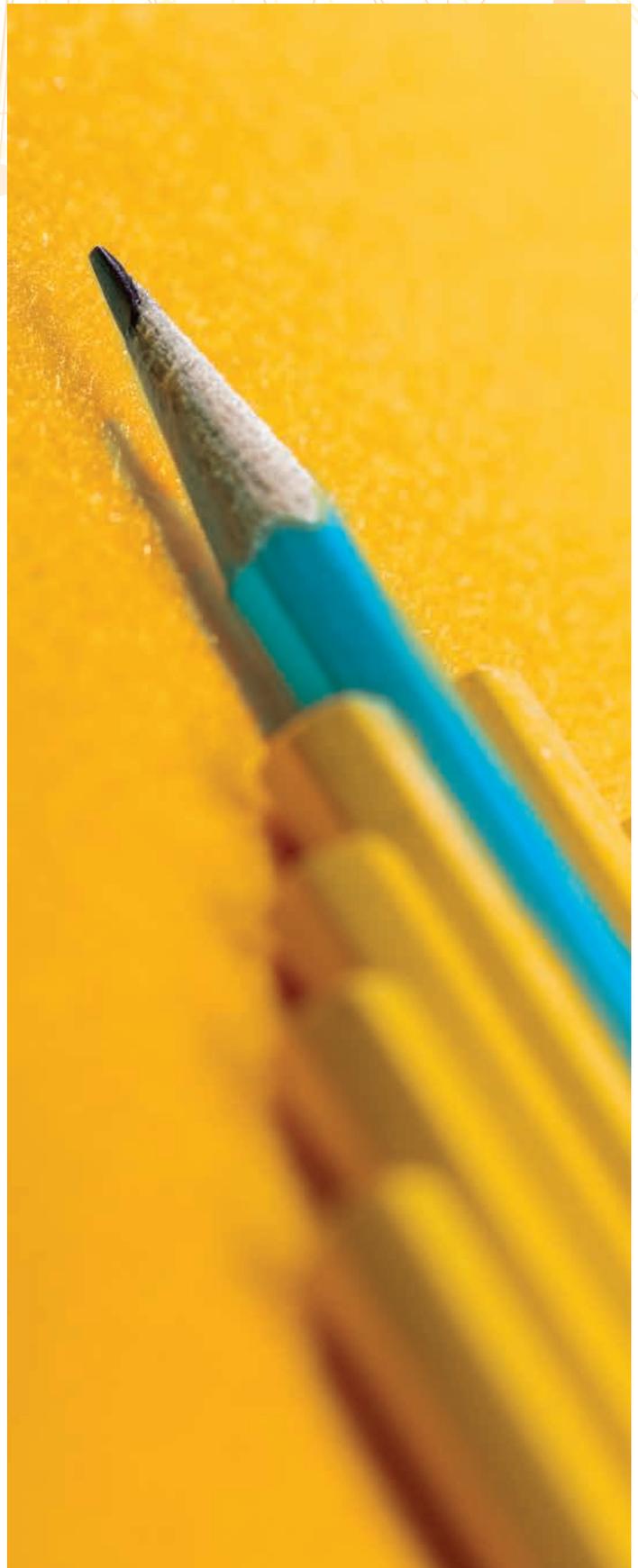
It's important to consider what content marketing is, and how it differs from other terms you may have heard, such as sponsored content and native advertising. The Content Marketing Institute defines the field as follows:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content marketing has become increasingly prominent because it has been proven to increase revenue, decrease costs and develop better, more loyal customers.

Sponsored content and native advertising are paid subsets of content marketing. Sponsored content aims to inform and position a company as an expert. The objective is to make that organization the top-of-mind answer to the need they are addressing. Native advertising aims to convince and is more promotional in nature (hence the use of the word 'advertising'). It may still blend in with surrounding content, but it will have more of a brand bias and a distinct call to action.

Whether you develop and deploy content yourself, or whether you choose to engage external resources and distribution channels.



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<sup>1</sup>[contentmarketinginstitute.com/what-is-content-marketing/](https://contentmarketinginstitute.com/what-is-content-marketing/)



1

## DEFINE YOUR GOAL

Begin with your goal in mind, and not only will you be able to develop your messaging, but you'll also be able to determine where content fits within the rest of your marketing mix. Create a measurable goal and you'll be able to determine the success of your strategy — allowing you to optimize and direct your resources with ever-increasing accuracy.

Common goals include:

- Raise awareness with your target audience
- Establish yourself as leading experts
- Drive new business
- Highlight a new offering or location

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## UNDERSTAND YOUR AUDIENCE

You most likely have a clear understanding of who your audience is, but the real estate that content marketing can provide requires a lot of depth, and this could be the perfect opportunity to re-examine your audience parameters and the information they most want to consume.

3

## CONDUCT A CONTENT AUDIT

The content you need may already be at your fingertips. Organizations create an overwhelming amount of content, and repurposing it may just be the key to a successful new content marketing strategy. Consider the example of a piece of research commissioned to support claims to expertise in a field. This may have been used in some blog posts on the company site, and as support points in emails or prospective clients. However, the same material could drive a host of potentials including:

- infographics
- social media
- videos
- white papers
- articles
- webinars

Consider ways you can repurpose existing content, or call in our team of content creation experts. If you need to create brand new content to help you achieve your objectives, determine whether you have the expertise in-house, or if you need to outsource creation.

# 4

## IDENTIFY YOUR FORMATS

The range of formats for content is broad, and you will need to understand what your audience is consuming and where they do it, as well as the resources you have available. For example, a whitepaper may be a poor fit for an audience unused to consuming content in that level of detail, but pulling out key points in an infographic in a trade publication may receive far more traction. Formats will be explored more in the following section.

# 5

## SELECT YOUR DISTRIBUTION CHANNELS

Once your format is selected, distribution channels will become a lot clearer. Videos can live on your own site, be hosted on sites like youtube or integrated into other third party sites as paid content. Written articles can form posts on your own site or appear in third-party publications and websites. Your understanding of your audience is key, because you want to be where they are. After all, content that is not consumed is a waste of your valuable resources.



# Content Marketing Formats

## ARTICLES

Now in print and online, magazine and newspaper articles remain at the forefront of content because of their reach and association with an established name. Focused publications (such as multi award-winning Canadian Lawyer or Canadian HR Reporter) provide a guaranteed audience that you can compare to your ideal prospective clientele, they also have a reputation for trust and quality that has been built up over many years.

**WHAT WE DO:** We create the leading magazines and newspapers for the Canadian legal, HR and OH&S segments, and are the brands that readers turn to for trusted and current news and opinion.



## VIDEO

2016 saw a huge surge in the use of video as a content marketing vehicle as marketers responded to shorter attention spans by embracing interactive and visual formats. In 2017 an estimated 74% of all web traffic will be accounted for by videos. Videos allow you to tell a story, showcase your abilities and provide a testimonial for your effectiveness, all in an easily-digested format.

**WHAT WE DO:** Our internal videographers are experts in creating a range of content. Our services include:

- Consultation, scripting and storyboarding
- Shooting, editing and post production
- Promotion and distribution

September 25, 2017



## Highlights from the 2017 Emerging Legal Tech Forum

Thomson Reuters hosted the 2017 Emerging Legal Tech Forum in downtown Toronto on Sept. 21. The event featured insightful panels, networking opportunities and a reception.

legal technology

<sup>2</sup> Brafton News: [www.brafton.com/news/2017-74-web-traffic-will-come-video](http://www.brafton.com/news/2017-74-web-traffic-will-come-video)

## BLOGS

Blogs often form the starting point of any content marketing portfolio because of their ease of creation. In fact 53% of marketers identified blogs as the most important inbound marketing strategy . Fresh, updated content on your website provides the benefit of improving your SEO and boosting visitors. It also allows you to continually showcase your expertise and thought leadership during the selection process, and as buyers validate their decision post-purchase.

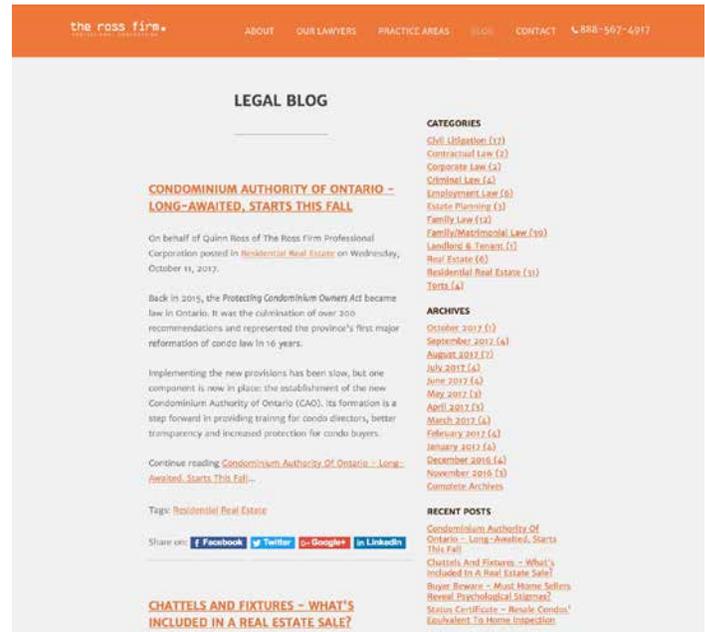
Don't forget to ensure that your posts are optimized for mobile as more people are accessing your content on mobile devices than on desktops.

**WHAT WE DO:** Our writers create web content every day, and we currently develop blog posts and other web content for 150 firms in Canada.

## WHITEPAPERS

Whitepapers form an excellent exchange. You provide information-rich, original information in exchange for a name and some contact details. In fact, 80% of visitors are open to registering for a whitepaper , so a compelling hook can reap huge benefits. This gives them a prime spot in the content marketing portfolio, because they are the most obvious generator of leads – while articles, blog posts and other tactics generate business, it's not always immediately apparent what the trigger was.

**WHAT WE DO:** As writers for one of the world's most-renowned media organizations, our staff are adept at research and high-quality content creation. We deal in original material every day and are able to mine a rich resource of contacts, data and expertise.



<sup>3</sup> Hubspot: 2017 State of Inbound

<sup>4</sup> Comscore: 2016 U.S. Cross-Platform Future in Focus

<sup>5</sup> www.nurturehq.com/blog/lead-generation-statistics

## WEBINARS

Webinars provide extended reach and allow you to present your content in a highly varied, interactive way. Their initial popularity arose because they broke down all limitations of geography, and enabled businesses to extend their message across the nation or globe, but they were also tainted by tired use of slide presentations and an endless voice from the computer. Interactive slides, video clips and animations that have left hokiness behind have transformed the medium. Webinars also live on after their broadcast, providing on-demand access – in fact 28% of all registrants sign up after the initial broadcast.

**WHAT WE DO:** Over a 12 month cycle we host and promote 35 webinars for our clients. Our customers benefit from a massive reach within their prospective audiences because of our unparalleled coverage of the legal, HR and OH&S markets. Our services include:

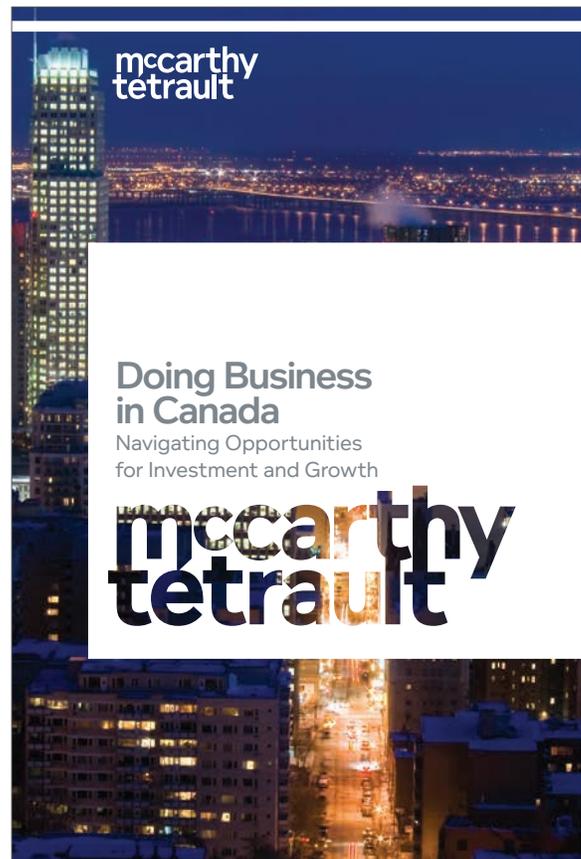
- State-of-the-art platform and turnkey solution
- Marketing, promotion, registration, technology and support
- Archiving for future viewing
- Lead capture and generation



## CUSTOM PUBLICATIONS

Sometimes you need even more space to explore your message and establish yourself as the leader in the field. Whether you are looking for a small brochure or a book, custom publishing is an option that makes you look even more authoritative. In the media world, publishers sometimes refer to the 'thump factor' the noise a substantial paper or magazine makes as it hits the desk, and the implied depth and range of content it contains. Your custom publication can reap the same benefits.

**WHAT WE DO:** We provide custom print and online content, digital editions, design, production and delivery. We have the writers, art directors and digital production specialists you need to make it happen.



<sup>6</sup> ON24: 2016 Webinar Benchmarks Report

# Distribution Through Media Solutions



## Canadian Lawyer

### PRINT

Provides coverage and analysis of trends, developments and areas of contention in the profession, substantive legal updates, profiles, commentary and results of reader surveys on areas relevant to the practice and business of law within firms, legal departments and the courts.

- 24,000 circulation
- Published 10x annually
- Readership: Lawyers in firms (70%), in-house/corporate counsel (20%), the judiciary and academic settings (10%)
- Location: ON (47%), QC (16%), AB (13%) BC (13%) Atlantic (5%) Prairies (5%)

## CANADIANLAWYERMAG.COM

Featuring exclusive online content including videos, online columns from legal experts, access to digital editions and Legal Feeds, a daily blog reporting on breaking legal news in Canada, the US and Internationally.

- 63,000 monthly visitors
- 1.4 million annual impressions
- 84% of visitors are Canadian, 9% American, 7% International

## CANADIAN LEGAL NEWSWIRE

The Canadian Legal Newswire is the weekly e-newsletter that lawyers and in-house counsel have come to depend on for essential late-breaking news.

- 41,000 distribution to Canadian lawyers and in-house counsel
- 42% average open rate
- 51 issues per year

# Canadian Lawyer InHouse

## CANADIAN LAWYER INHOUSE

Focused on the needs of in-house counsel, this publication explores compliance, risk management, labour & employment concerns, environmental issues, litigation, and managing legal spend. We also report on career development and legal department management.

- 12,000 circulation
- Published 6x annually
- Readership: Lawyers in firms (13%), in-house/corporate counsel (59%), senior executives (29%)
- Location: ON (56%), QC (14%), AB (14%) BC (9%) Atlantic (4%) Prairies (4%)
- US-Canada cross-border issued printed in December-January, distributed to 6,000 members of Association of Corporate Counsel in the US



## CANADIAN LEGAL NEWSWIRE (INHOUSE EDITION)

The news and analysis that in-house counsel need - distributed to a comprehensive list.

- 11,000 distribution to Canadian in-house counsel and senior executives
- 38% average open rate
- 22 issues per year



# Law Times

## LAW TIMES

Launched in 1980, Law Times newspaper is published 40 times a year in print and every Monday online, providing the latest news, analysis, and other developments in Ontario’s legal scene.

- 12,276 circulation
- Published 40x annually
- Readership: Lawyers in firms (77%), in-house/corporate counsel (8%), judiciary/academic and crown (15%)
- Location: ON (99.7%)

## LAWTIMESNEWS.COM

Serving the Ontario legal community with legal news, exclusive online columns and updates, substantive legal content, moves and shakes and CaseLaw, lawtimesnews.com is the preferred source for the Ontario legal profession.

- 47,000 monthly visitors
- 814,000 annual impressions
- 89% of visitors are Canadian, 7% American, 4% International



Lexpert

## LEXPERT MAGAZINE

Lexpert magazine features articles that identify and report on emerging practice areas and business development initiatives. We cover issues of broad concern to the legal profession and businesses that purchase legal services, including business challenges and the future of legal practice.

- 14,600 circulation
- Published 7x annually
- Readership: Lawyers in firms (47%), in-house/corporate counsel (41%), the judiciary and academic settings (12%)
- Location: ON (52%), QC (18%), AB (12%) BC (9%) Atlantic (7%) Prairies (4%)

## LEXPERT.CA

Custom-designed for Lexpert-ranked lawyers, law firms, and their clients, Lexpert.ca brings together all Lexpert media properties in one portal. The Lexpert.ca media platform works to highlight Lexpert- ranked lawyers and law firms and the work they do to a coveted target audience including in-house counsel, C-Suite executives, law firm partners and associates, and other legal professionals – making Lexpert.ca an unparalleled tool for business development.

- 30,000 monthly visitors
- 880,000 annual impressions
- 80% of visitors are Canadian, 11% American, 9% International

## LEXPERT DEALSWIRE

DealsWire will deliver your message to Canada's leading M&A dealmakers – the senior business executives, in-house counsel and law firm lawyers who are keeping abreast of the major deals making news right now – in Canada and around the world.

- 20,000 distribution
- 30% average open rate
- 24 issues per year
- Distribution includes 10,000 in-house counsel

## LEXPERT / REPORT ON BUSINESS SPECIAL EDITIONS

Reaching Canada's top executives and thought leaders, these Special Edition inserts appear four times a year in Canada's award-winning business magazine, Report on Business (ROB), distributed through The Globe & Mail. They feature firm and journalist-written articles, as well as information on leading Lexpert-ranked lawyers.

- Circulated in all print issues of the Report on Business
- Published 4 times per year: Corporate law, Energy, Infrastructure and Litigation Readership (ROB): 1.1 million (estimated)
- Location (ROB): ON (67%), QC (6%), AB (6%) BC (15%) Atlantic (3%) Prairies (3%)
- Through CCPPP and ReNew Canada, the Infrastructure issue has bonus print distribution of 8,100 and digital distribution of 9,700

## LEXPERT GUIDE TO THE LEADING US/CANADA CROSS-BORDER CORPORATE/LITIGATION LAWYERS IN CANADA

This publication profiles Lexpert-ranked lawyers in Corporate and Litigation, and features journalist and law-firm authored articles geared to keep attorneys and in-house counsel in the U.S. informed of relevant business litigation issues in Canada.

- 20,000 print circulation
- 15,000 senior US in-house counsel
- 5,000 senior lawyers in major US markets



## LEXPERT LEADING CANADIAN LAWYERS IN GLOBAL MINING

Mining is a global business and Canada is at its financial hub. Lexpert, working with several leading conference producers and one well-respected publication, Mining Journal, has developed a publication and a distribution plan that will get your firm's mining group in front of industry players around the world.

- 74,000 print circulation 46,000 digital circulation
- Event Distribution (based on 2016 issue): China Mining (China), Mines & Money London (UK), Mineral Exploration Roundup (Canada), Mining INDABA (South Africa), PDAC (Canada), Mines & Money Hong Kong (China), International Mining and Oil & Gas Law, Development and Investment (Ecuador), Rocky Mountain Mineral Law (USA), Mines & Money (Canada)

# FindLaw

## FINDLAW.CA

FindLaw.ca provides a wealth of legal information for consumers and access to Canada's largest on-line directory of lawyers across Canada who can help individuals and small business owners with their legal problems.

- 84,000 monthly visitors
- 1.8 million annual impressions
- 92% of visitors are Canadian, 5% American, 3% International



## FINDLAW NEWSWIRE

Delivered to consumers and end-users to provide access to legal information and a lawyer directory.

- 25,000 distribution to consumers across Canada
- 35% average open rate
- 12 issues per year

# Canadian Law List

## CANADIAN LAW LIST.COM

With contact information for more than 80,000 lawyers and judges, more than 27,500 law offices, government departments, and law related offices, canadianlawlist.com is Canada's largest online directory for the legal profession.

- 143,000 monthly visitors
- 4 million annual impressions
- 92% of visitors are Canadian, 4% American, 4% International





# NEXT STEPS

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We can help your content reach its full potential. Whether you need creation, distribution or both, our team is skilled in every step of the process.

To start your content marketing strategy or for more information, please contact us.

**[MediaSolutions.Sales@thomsonreuters.com](mailto:MediaSolutions.Sales@thomsonreuters.com)**  
**416.649.8814**