

LEGAL CONTENT LIBRARY

SHINING A LIGHT ON YOUR LEGAL EXPERTISE



“Too busy to write for your website or newsletters?”

Is this the best use of your lawyers’ time?

Why spend your valuable time writing legal updates and feature articles for your website or newsletter when Berners Marketing can do the hard work for you?

Each month we publish a mix of fresh, topical and evergreen content across a range of legal practice areas that could be delivered straight to your inbox ready for you to use.

Practice areas available from the Legal Content Library

| For private clients | For business clients |
|----------------------|-------------------------------|
| Family law | Company & Commercial |
| Residential property | Commercial property |
| Wills & probate | Commercial dispute resolution |
| Civil disputes | Employment law |

Subscribing to the Legal Content Library will enable you to ensure a regular output of high-quality, relevant legal content targeted to your specific marketing requirements. It will help you to:

- showcase your expertise;
- raise your profile;
- ensure your website performs well in internet search results; and
- increase your visibility on social media.

What clients say

“Excellent service from Berners Marketing. Timing and quality have always exceeded our expectations.”

Rosie Guenzel,
Ware & Kay Solicitors

“Berners Marketing have been providing monthly content to us for a long time. It takes a lot of pressure off fee earners ... and means that our website is always up to date with the latest developments in the law. It has a real impact when it comes to SEO performance of our website too.

The content is always well written and of great quality. For us, working with Berners is a no-brainer.”

James Bradshaw,
Thackray Williams LLP

Our approach

Geographic exclusivity

We only allow one firm per postcode area to access the Legal Content Library for each practice area. This means members benefit from exclusivity in their geographic area.

How can client guides from the Legal Content Library be used?

Updates and articles can be published on your website, reproduced in newsletters or other publications and shared via social media. Every update and article can be personalised with the details of your fee-earner(s) and office location(s).



Request a sample

Contact us to request a free sample for your practice area.

No quibble guarantee

If, within seven days of receiving an update or article, you tell us that you are not satisfied with it we will provide you with a replacement free of charge.

Transparent pricing

You will receive high quality client guides plus text for LinkedIn and at least three tweets.

Simply choose how many practice areas you wish to subscribe to each month:

| | |
|--|---|
| <input type="checkbox"/> £70 for one | <input type="checkbox"/> £140 for two |
| <input type="checkbox"/> £280 for four | <input type="checkbox"/> £560 for eight |

All costs are subject to the addition of VAT and subscriptions are payable by standing order.

Other legal content services

Ask us for a copy of our information sheets on:

- Ghost-writing and editorial service
- Lawyer profiles
- Success stories and case studies

What clients say

"Sometimes it can be a challenge to find the time in a day to produce lots of regular, SEO-friendly, current content to use on our website, in addition to managing our caseload.

Berners are great because, for a monthly subscription, we know we are guaranteed regular content for our website that's in keeping with the areas of law that we specialise in."

**Dana Gray,
Martin Tolhurst Solicitors**