

eLawMarketing's Podcasting Services

eLawMarketing offers a suite of services to help law firms and individual attorneys create, host and promote podcasts:

- **Scripting**

A key ingredient determining the popularity of podcasts is quality content. We'll work with you to develop engaging scripts that will capture the attention of your listeners.

- **Production**

We've partnered with **a professional sound studio** that can edit your recordings, add custom introductions, and supply voiceover talent for recording scripts or conducting attorney interviews.

- **Hosting**

Make your podcasts accessible to listeners via online play bars, RSS feeds, and email.

- **Flash**

Convert a Powerpoint to Flash and add audio to create a synchronized podcast with both audio and visual elements.

- **Promotion**

Promote your podcast on iTunes.

- **Podcast center design**

Deploy a custom podcast center on which to showcase and share your firm's podcasts in accessible formats.

- **Tracking**

Track how many people are listening to your podcasts.

- **Landing pages**

Your relationship with your viewers should not end with the conclusion of your broadcast. Instead, direct listeners to special landing pages with a "call to action" where they can fill out and submit online forms to request further information from your firm, or sign up for an email newsletter.

We build landing pages that maximize conversions!

Get Started Today

To get started with podcasts, please contact us today at 866.833.6245 or sales@elawmarketing.com.

The eLawMarketing Difference: A Professional Sound Studio

To ensure the highest quality audio presentations for our clients, we've partnered with a professional sound studio that can edit your recordings, add custom introductions, and supply voiceover talent for recording scripts or conducting attorney interviews.

"Thanks for suggesting we explore podcasts as a marketing tool. You did a stellar job designing and deploying our podcast center, and then working with us to become self-sufficient in terms of recording and hosting our attorney interviews. We've gotten great feedback from listeners who find the podcasts very informative and engaging."

– *Brian Dolan, Marketing Manager,
Pepper Hamilton LLP*

