

# Berners

This legal marketing agency are probably the closest competitor in terms of product offering.

Legal content is the second product on their homepage, they call it **'Expert legal content for marketing'**

They have valuable resources for law firms offering tips on marketing.

The main CTA and data capture incentive on the homepage is offering a 'DIY marketing audit'.

They offer Geographic exclusivity, so articles have limited use in postcode areas, ensuring that competitor firms in their area won't be using the same content.

*"Leave the copywriting to us and spend more time with clients"*

*"Monthly subscription to Berners legal content library"*

*"Ensure that you have all the content that your law firm needs"*

*"Each month we publish a mix of fresh, topical and evergreen content, delivered straight to your inbox ready to use"*

Overall, because Berners is a general marketing company that offer other services, the simple, clear benefit of ready-made content is a bit lost. There is no clear outline of exactly how the service works, and the CTA for website visitors is to request samples. There is a long form to fill out and I'm not sure how long it will take – just to get sample articles. This seems like quite a big barrier to signing up.



## Marketing solutions for ambitious law firms

### LAW FIRM DIY MARKETING AUDIT

Give your law firm marketing an annual health check with our **FREE** DIY Marketing Audit

[DOWNLOAD AN AUDIT TEMPLATE >](#)

## MARKETING SERVICES FOR LAW FIRMS

### ✓ OUTSOURCED MARKETING

... ideal for firms that do not employ a dedicated marketing manager.

### ✓ EXPERT LEGAL CONTENT FOR MARKETING

... leave the copywriting to us and spend more time with clients.

### ✓ MARKETING CONSULTANCY

... for promoting a new legal service, entering a new market, or launching a new law firm.

[MORE INFO >](#)

## WHY LAWYERS LOVE WORKING WITH US

### We speak your language

... with many years of experience within the legal profession, we know our GDPR from our AIFMD.

### We like working with the law

... and are good at spotting marketing opportunities to generate new clients and new instructions.

### We understand lawyers

... and know we have to earn your trust before you will put your reputation in our hands.



## LEGAL MARKETING RESOURCES

Take advantage of our many years of experience in legal marketing with a range of helpful guides and templates

[MORE INFO](#)

Prominent CTA - page objective.

Valuable content - data capture incentive aimed at Law firms that do their own marketing.

Smaller firms. with no marketing department.

Help with marketing for firms that do it themselves.

Ready-made content as their 2nd product offering.

They call it **'Expert legal content for marketing'**

and highlight the time saving benefit.

Because it is one product of three, and the target audience includes anyone looking for general marketing, the content offering is not as prominent or clear than if it was alone.

This is their valuable content offering. Down the page, but still given prominence as third section.



## Topical legal articles from our content library

Client guides and social media posts, written by qualified and experienced solicitors, exclusive to your post code area. Available only in England and Wales. Click on each practice area below to see examples of current topics.

Scroll down for information on [bespoke legal copywriting and ghostwriting services](#).

## FOR BUSINESS CLIENTS



COMPANY & COMMERCIAL



COMMERCIAL PROPERTY



DISPUTE RESOLUTION



EMPLOYMENT

## FOR PRIVATE CLIENTS



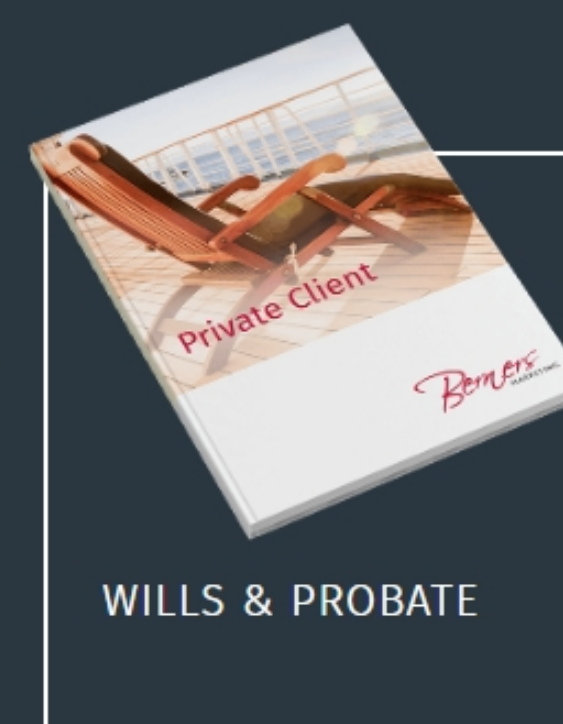
CIVIL DISPUTES



FAMILY



RESIDENTIAL CONVEYANCING



WILLS & PROBATE

## BESPOKE MARKETING CONTENT



LEGAL COPYWRITER OR GHOSTWRITER

READ MORE



LEGAL CASE STUDIES AND SUCCESS STORIES

READ MORE



ONLINE PROFILES FOR ATTORNEYS AND SOLICITORS

READ MORE

## GET IN TOUCH ...

We are always happy to have an informal chat. As a member of the Law Consultancy Network, if we cannot help you we may be able to introduce you to a specialist who can.

CONTACT

Tell us your communication preferences



Topical legal articles  
Does the word 'Topical' suggest it is all current, newsy content?

From our content library  
Where is the library?

Client guides & social media posts. [anything else?](#)

Written by qualified and experienced solicitors [highlighting credibility of writers](#).

Geographical exclusivity [to tackle duplicate content issue](#)

Examples of current topics [no samples of full articles?](#)

Scroll down for **Bespoke**, folks.

Next section they have the clear areas of law.

There are no benefits shown on the page, just features.

And just listing 'Client guides' and 'Social media posts' leaves out lots of use types. Its more than that.

Could be clearer - what problem it solves, what goals it helps user achieve.

The use types.

Bespoke content given prominence - 2nd priority after ready-made.

Berners data capture incentive to request samples

Its a long and daunting form, just to get samples. Why can't I just see them here on the site? Might put me off signing up. \*the free tier\*

'Updates and articles'

It was 'Client guides & social media posts' on the other page.

What you can do with it:

**Published on your website** ready-made content for your website  
**Re-produced in newsletters or other publications.** Engage target audience and client base with topical articles of interest  
**Shared via social media** ready-supply of relevant content to post for engagement and presence


Articles can be personalised.

Geographical exclusivity highlighted again

ABOUT US SERVICES CASE STUDIES BLOG RESOURCES CONTACT SUBSCRIBE


# Remers MARKETING

Outsourced Marketing Expert Legal Content Marketing Consultancy



## Request samples

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).



**Geographic exclusivity**  
Check if your postcode is still available by completing the form.

### REQUEST SAMPLE ARTICLES

Please indicate the practice area(s) that you would like to receive content samples for (maximum of 2 samples):

Private client:

- Conveyancing
- Family
- Personal injury
- Wills & probate

Business client:

- Company & commercial
- Commercial property
- Dispute resolution
- Employment law

First Name

Last Name

Position

Name of Firm

Head office postcode

Email address

How did you find us?

- Internet search
- Read an article
- Received an emailer
- Referred by a friend or colleague
- Saw you at an event
- Other

Please tick if you would also like to receive our quarterly update on law firm marketing.

**SUBMIT**

[Privacy policy](#)

## Family Law

The problem:  
finally

Leading on need to have up-to-date content. Out-of-date and incorrect content looks bad - lose trust and credibility. But its a really convoluted way of saying it.

And the 2nd benefit is a really really long way of saying it saves time writing it yourself. Lawyers know that they are short of time, so you don't need to take more of their time telling them they haven't got time.

Ready-made content saves you time writing your own content. Enough said.

Monthly subscription to Berners legal content library?  
where is the library?

Ensure that you have all the marketing content that your law firm needs to:

keep your website up to date

Populate client newsletters

Provide topical material for social media

Finally some benefits, deep into the sections of the sub-section

But still there is no clear explanation of what that is going to do for me - surprising for a firm that offer marketing strategy.

Request sample CTA

ABOUT US SERVICES CASE STUDIES BLOG RESOURCES CONTACT SUBSCRIBE

**Berners** MARKETING

Outsourced Marketing Expert Legal Content Marketing Consultancy


### Topical legal content articles for marketing family law

With a constant stream of case law relating to divorce and family law emanating from the courts, it is important to keep your website up to date if you are to be seen as a leader in your field. But, how easy is it to find the time to write marketing articles when you are busy representing the best interest of your clients?

A monthly subscription to the family law articles from the Berners legal content library will ensure that you have all the marketing content that your law firm needs to keep your website up to date, populate client newsletters and provide topical material for social media.

We get fantastic feedback from our clients about the quality of our legal content, so why not take a look and **request a free sample**.

- For private clients >
- Civil disputes >
- Family**
- Residential conveyancing >
- Wills & probate >



#### Previous legal topics

Examples of the family law topics issued to our subscribers over the last six months include:

<b>A smoother path to divorce from April 2022</b> <ul style="list-style-type: none"><li>what is no-fault divorce?</li><li>a look into the Owens v Owens case;</li><li>the key changes happening in April 2022; and</li><li>how a solicitor can help if you want a divorce without a long separation.</li></ul>	<b>Could my marriage be invalid?</b> <ul style="list-style-type: none"><li>what makes a marriage valid in England and Wales?</li><li>when is a marriage considered invalid?</li><li>what types of marriage have been found to be invalid? and</li><li>getting confirmation a marriage is invalid.</li></ul>	<b>What to expect at a financial dispute resolution hearing</b> <ul style="list-style-type: none"><li>what is a financial dispute resolution hearing?</li><li>making preparations for the hearing;</li><li>what happens at the hearing and your role; and</li><li>next steps if an agreement cannot be reached.</li></ul>
<b>Do adult children living at home have rights over the matrimonial house in a divorce?</b> <ul style="list-style-type: none"><li>an outline of the rights of an adult child;</li><li>how the Children Act can provide an alternative route;</li><li>what are the key considerations of the Act? and</li><li>can an adult child ever claim an interest in the family home?</li></ul>	<b>Can we finalise our divorce before the house is sold?</b> <ul style="list-style-type: none"><li>options for dealing with the matrimonial house;</li><li>a look into the case of <i>Derhaji v Derhaji</i>;</li><li>considerations when selling a matrimonial home after divorce; and</li><li>how a solicitor can help with reaching a financial agreement.</li></ul>	<b>Arrangements for children after a same sex divorce or separation</b> <ul style="list-style-type: none"><li>key considerations same sex couples should bear in mind;</li><li>resolving disputes amicably through mediation;</li><li>identifying who has parental responsibility; and</li><li>taking into consideration the welfare of your child.</li></ul>

These are not links to the full sample article.

There is no explanation of how these could be used to help your business grow.


### Topical legal content articles for marketing wills & probate law

With a rapidly aging population, there are lots of opportunities for private client lawyers to grow their practice - but there is also a lot of competition, so you need to stay one step ahead.

A monthly subscription to the wills & probate law articles from the Berners legal content library will ensure that you have all the marketing content that your law firm needs to keep your website up to date, populate client newsletters and provide topical material for social media.

We get fantastic feedback from our clients about the quality of our legal content, so why not take a look and **request a free sample**.

- For private clients >
- Civil disputes >
- Family**
- Residential conveyancing >
- Wills & probate**



#### Forthcoming legal topics

Examples of the wills and probate topics issued to our subscribers over the last six months include:

<b>Paying inheritance tax when estate funds are tied up</b> <ul style="list-style-type: none"><li>the rules for paying inheritance tax;</li><li>options for paying IHT by instalments;</li><li>what can be done if there are not enough funds to pay the first instalment of IHT? and</li><li>getting legal advice about IHT and probate.</li></ul>	<b>Making sure your property passes as you choose, with a life interest trust</b> <ul style="list-style-type: none"><li>ensuring your estate passes exactly as you wish;</li><li>an outline for using life interest trusts;</li><li>key benefits and staying aware of disadvantages; and</li><li>the importance of seeking professional legal advice.</li></ul>	<b>Intestacy lessons from the rich and famous</b> <ul style="list-style-type: none"><li>what happens when you die without a will?</li><li>what are the predetermined laws of intestacy?</li><li>lessons learned from the deaths of famous people; and</li><li>how a solicitor can help you prepare a comprehensive will.</li></ul>
<b>Protecting your business if you lose mental capacity</b> <ul style="list-style-type: none"><li>creating a lasting power of attorney for your business interests;</li><li>considering what would happen if you became seriously ill;</li><li>benefits of a lasting power of attorney for business; and</li><li>taking into consideration business partners or co-directors.</li></ul>	<b>Common probate mistakes and how to avoid them</b> <ul style="list-style-type: none"><li>risks of administering an estate yourself to save money;</li><li>types of common mistakes executors often make;</li><li>the legal implications of a breach of duty; and</li><li>benefits of instructing a solicitor to handle the administration of the estate.</li></ul>	<b>It's complicated - lifetime planning and marital status</b> <ul style="list-style-type: none"><li>the implications of your marital status on lifetime planning;</li><li>Later life, financial management and mental capacity;</li><li>Impact on next of kin and health decisions;</li><li>Dealing with assets outside the estate.</li></ul>


### Topical legal content articles for marketing residential conveyancing law

Residential conveyancing is a highly competitive area of legal work, and so it is vitally important to stay one step ahead in your marketing. But, if you are busy focused on getting clients into their new home, how do you find the time to write articles for your website and social media?

A monthly subscription to the residential conveyancing articles from the Berners legal content library will ensure that you have all the marketing content that your law firm needs to keep your website up to date, populate client newsletters and provide topical material for social media.

We get fantastic feedback from our clients about the quality of our legal content, so why not take a look and **request a free sample**.

- For private clients >
- Civil disputes >
- Family**
- Residential conveyancing**
- Wills & probate >



#### Previous legal topics

Examples of the residential property law topics issued to our subscribers over the last six months include:

<b>Key considerations when helping your children onto the property ladder</b> <ul style="list-style-type: none"><li>planning for the long term and inheritance tax;</li><li>making a contribution as a gift or loan;</li><li>registering charges at the land registry; and</li><li>other implications when helping you children buy a home.</li></ul>	<b>Bridging to buy a new home</b> <ul style="list-style-type: none"><li>implications of buying another property before selling your current home;</li><li>outlining the two types of bridging loan;</li><li>pros and cons of taking a bridging loan; and</li><li>consideration of alternatives.</li></ul>	<b>Selling a rental property</b> <ul style="list-style-type: none"><li>selling with a tenant <i>in situ</i> or vacant possession;</li><li>how to obtain vacant possession for a property;</li><li>selling subject to an existing tenancy; and</li><li>capital gains tax and stamp duty land tax considerations.</li></ul>
<b>Wood burners and open fires, what to consider when buying a new home</b> <ul style="list-style-type: none"><li>issues to look for when viewing a property;</li><li>be aware of recent Government changes to reduce air pollution;</li><li>checking planning permission and building regulation compliance; and</li><li>alleviate safety concerns with appropriate surveys.</li></ul>	<b>Parking and access issues when buying a new home</b> <ul style="list-style-type: none"><li>considerations when buying a home with no parking;</li><li>various types of parking and keeping your car secure;</li><li>other parking problems that can arise; and</li><li>how to avoid buying a home with a parking problem.</li></ul>	<b>How to keep out of the mire when buying a home with a septic tank</b> <ul style="list-style-type: none"><li>implications of septic tanks and water quality;</li><li>how to identify the waste system at a property;</li><li>How a septic tank could affect your negotiations; and</li><li>using a solicitor to navigate environmental legislation.</li></ul>

Legal Marketing resources

Aimed at law firms who have a DIY marketing operation.

2nd & 3rd items are legal content related.

Great legal content seems to be a full brochure on legal content and topics around it.

Still seems all a bit mysterious - and they have another long-winded attempt to present the time saving benefit.

And legal content library is the content offering service page.


ABOUT US SERVICES CASE STUDIES BLOG **RESOURCES** CONTACT SUBSCRIBE

**Bemmers** MARKETING Outsourced Marketing Expert Legal Content Marketing Consultancy

# LEGAL MARKETING RESOURCES

TYPES  
ALL BROCHURES HOW-TO GUIDES


Search keyword(s)



### OUTSOURCED MARKETING

Could your firm benefit? Click here for a copy of our brochure outlining how several firms have benefited from outsourcing their marketing to our team.


[REQUEST A COPY](#)



### GREAT LEGAL CONTENT

With more new clients coming to solicitors via the internet, content plays a vital role in establishing your credentials in a particular area of legal expertise.


[REQUEST A COPY](#)



### LEGAL CONTENT LIBRARY

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.

[REQUEST A COPY](#)




## Great Legal Content

With more new clients coming to solicitors via the internet, content plays a vital role in establishing your credentials in a particular area of legal expertise. Yet with limited resources for business development, is writing articles the best use of your time?

This brochure outlines our **legal content services**, and covers:

- marketing expertise;
- legal content library and resources;
- bespoke content and editing services;
- success stories;
- design and delivery of content;
- lawyer profiles;
- clients testimonials; and
- how your team will benefit.

[BACK TO RESOURCES](#)



## Legal content library

Each month we provide high quality legal articles and client guides on a postcode exclusive basis to law firms in England and Wales. Content is available from eight legal practice areas and is delivered straight to your inbox ready for you to use on your website and newsletters.

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

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### REQUEST A FREE COPY

First Name

Last Name

Email

Name of Firm

Location

Please tick if you would also like to receive our quarterly update on law firm marketing.

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