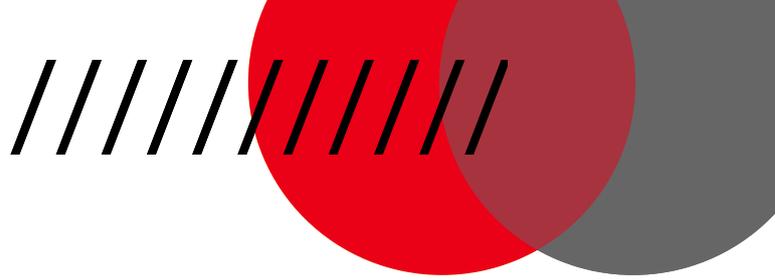




**A LAWYER'S  
GUIDE** TO  
Social Media Marketing



# LAW FIRMS AND THE AGE OF SOCIAL MEDIA



OF RESPONDENTS USE  
SOCIAL MEDIA

Social media has become an integral part of any successful law practice. 96% of lawyers surveyed by the Attorney at Work website said they use social media.



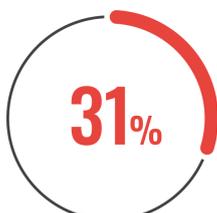
SAY THEIR USE OF SOCIAL  
MEDIA IS PART OF AN  
OVERALL MARKETING  
STRATEGY

In the beginning, lawyers were suspicious of social media. Over time their attitude changed and a lot of attorneys now use social media for business development and networking.



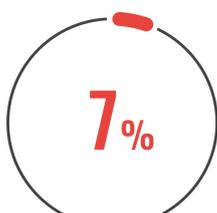
ARE ON LINKEDIN

The American Bar Association's 2017 Legal Technology Survey shows that more and more law firms have established online presence through active blogging and sites like LinkedIn, Facebook, and Twitter.



SAY FACEBOOK IS  
EFFECTIVE IN BRINGING IN  
BUSINESS

Law firms utilize online resources to capitalize on every opportunity to connect with industry influencers and personally engage with potential clients and prospects.



SAY SOCIAL MEDIA IS  
VERY RESPONSIBLE IN  
BRINGING THEM NEW  
CLIENTS

Considering that 81% of the US population is on social media it is a good place for law firms to focus on. Given its popularity and usage law firms cannot neglect this powerful resource in their web marketing strategy.

Facebook is gaining more love while the number one site for professionals is still LinkedIn. 80% of those surveyed by the Attorney at Work website said they use Facebook regularly and 84% use LinkedIn.



# HOW TO MARKET YOUR FIRM ONLINE



**Get a website** The first thing to do is to create a website for your practice if you do not already have one. Squarespace and Wordpress are excellent and affordable options for building a website. Once you have a website in place you should make sure it pops up on the first page internet search engines. Different search engine optimization (SEO) techniques can you up top.



**Build your profiles** You need to create profiles on all major social platforms and legal directories. Lawyers.com, AndLawyers.com, and Avvo are some of the directories you may consider. Doing so will boost your web presence and your potential clients can easily find you and verify information about you.



**Care about bad reviews** Negative reviews associated with your practice can have a tremendous effect on your client base. Taking care of all potential and signed up clients will go a long way. Appropriately answering to all bad reviews and opinions about your practice will help you as well.



**Go to Facebook, LinkedIn, Twitter** Interestingly enough social media platforms can boost or dwindle down your financial bottom line. Search engines are taking social media activity and reviews heavily into account when deciding which website to display and rank higher up. As a result your social media presence goes a long way.



**Have a solid Social Media strategy** First, identify your target. Second, explore and qualify your target's interests, behavior and engagement habits. Third, identify the right time and place to reach out to your target audience. *(How often are they active online and when? Where, which sites and apps, are they engaging the most?)*



**Build social media equity** Google will reward you for sharing insights and building communities. This is a good strategy for long-term growth. It's not only about pushing your content. Sharing is part of the "Google game".



**Respond to your audience's preferences** Which type of content gets the most engagement? What are their needs and preferences? Which pieces of information are the most engaging? Build a strong feedback responsive approach and produce more of what works best.



**Visit competitors' websites** Periodically tour your competitor's websites. Study their online behavior where on social media or other industry websites.



# LAW FIRM MARKETING TRENDS OF 2019

## Location-Oriented Marketing

Getting hyperlocal is a direct response to “near me” type of searches. Your websites, social profiles, every marketing activity should have a focus on location. It is a good strategy to narrow down your focus to specific locations.



## More Segmented Marketing Messaging

The present challenges of the legal market require a more targeted approach to the audience. For most law firms the target audience can be quite large. The latest trend is towards more segmentation. This means, for example, if you provide immigration law and estate planning services, you may send separate newsletters to each group of clients.

## Marketing Linked to Customer Experience

Today law firms understand that one of the best ways to market themselves is to link to the customer experience. This may increase your referral base. You will get more positive reviews and will build a reputation for your company.



## Google-driven Content

You naturally want to be on the first page of search results. Google likes informationally dense content. You are less likely to get ahead if your content is irrelevant or keyword stuffed.



## *Why be Social at all?*

- **Promote your brand awareness** By creating a social media message you have direct access to the audience, thereby increasing awareness of your brand. Social media advertising is an incredibly cost-effective way of building your audience.
- **Place content in front of a targeted audience** Social media is one of the most effective and affordable ways to reach the audience you are interested in.
- **Find valuable ideas** Social media is an important tool that can let you learn about your audience and its interests.
- **Boost your site's rankings** Show search engine crawlers that your website contains content that is worth reading. Relevant and current content will move your rankings up.
- **Clients and potential clients expect to see you on social media** We live in a world of information abundance. The easiest way a client can find information about you is to search on social media platforms.
- **Establish industry leadership** Social media is a valuable resource to showcase your expertise which will grow your business in an unexpected way.
- **Engage with your audience** Social media allows you to get in touch with your audience and potential clients on a personal level.
- **Gather valuable information** Social media is a source of information about your audience. Use social networks to find out what your clients as well competitors are doing.
- **Save on advertising** Social media platforms are the most cost-effective when it comes to advertising. Social media clicks are free while in 2018 Google AdWords cost per click varied from \$1.20 to \$55.27.
- **Target customers by categories** Social media platforms offer targeted ads by categories like age, education level, location, industry or shopping behavior.

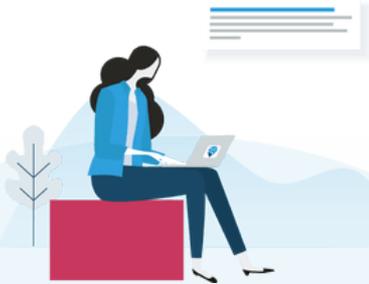




# APPEARME - REVOLUTIONIZING LITIGATION MANAGEMENT

*Where else can you find an Appearance Attorney or a Court Reporter within 60 seconds, 24 hours a day, 7 days a week?*

**AppearMe.com** is the largest and fastest growing network of attorneys where litigation support and solutions can be found within 60 seconds. Hundreds of appearances, depositions, per diem services, entire cases and court reporting offers are submitted and accepted on daily bases.



## **Request Appearance**

It takes 2 minutes to create an appearance request and 60 seconds for someone to accept your hearing coverage request.

## **Request Deposition**

Find a deposition attorney in an average of 60 seconds. Claim your unfair advantage in the market!

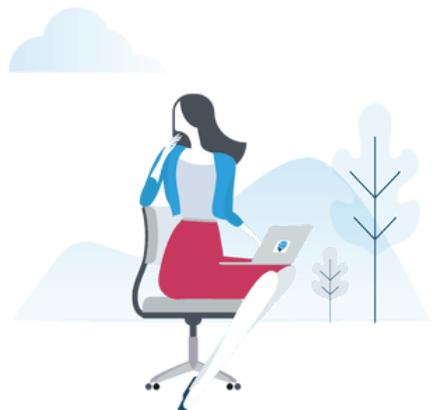


## **Refer Case**

Looking to grow your practice? Need an attorney to refer cases to? Manage all your referrals and referral fees in one place. Accept pre-screened cases from your peers.

## **Request Court Reporting**

Now you can schedule Court Reporting requests through AppearMe and registered Court Reporters will be available within minutes notice.





# GO WITH THE TRENDS

## *Google My Business Listing*

Google My Business Listing is an important marketing tool that every lawyer should use. From this listing clients can find basic information about you and your practice in one place, whether it's your website, office address, customer review or phone number.

Local searches are becoming more and more popular as Google enhances its algorithms. The phrase "near me" is implied in almost all searches. For example, when someone types "Best family law attorney" the search will show attorneys that are in a geographically close area.

Google My Business allows you answer questions, manage online reviews, send private messages and even schedule appointments. You can track information to see how people are searching for your firm or learn about customer behavior (website visits, directions, etc).

### How to claim your Google My Business Listing

1. Go to <http://gybo.com/business> and click View My Listing.
2. Enter your firm name and city.
3. You will see the following results:
  - Great work. Your business listing is complete.
  - Your business info might be incorrect on Google.
  - Your business doesn't have a free Google listing.
  - Someone else has claimed your business.
4. You need to either confirm, update or request ownership.
  - If complete, you will need to confirm that everything is correct.
  - If incomplete, you will need to update or complete your business information.
  - If your firm does not exist on Google, add it along with all relevant information.
  - If the listing exists but is already claimed, request ownership.
5. Your final step will be to verify your physical address and/or phone number by an automated phone call, text message or a postcard from Google.



# FACEBOOK, LINKEDIN, TWITTER

## *How to Make Facebook Work For You?*

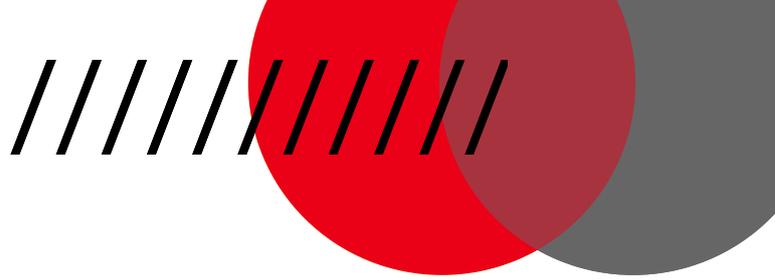
Almost  $\frac{1}{4}$  of the world population is on Facebook and the time spent promoting your practice on this social media site is worth it. So how do you get more followers and readers? Here is what works according to BuzzSumo:

- Posts that are questions, images or videos
- Videos are more likely to be shared
- Shorter posts of 50 characters or less are more engaging
- Engagement is drastically higher on Sundays
- Post engagement was higher when engagement in news feed was lower.



Videos are perhaps the most important point in the list. You cannot have an engaging Facebook page if you don't have videos. In 2019 74% of all Internet traffic will be represented by videos. Facebook users view 8 billion videos per day. 76.5% of marketers said video had a direct impact on their business.

There is one more point to be mentioned: people tend to watch live videos more than they watch traditional videos. A short webinar or a question and answer session can drive a lot of traffic.

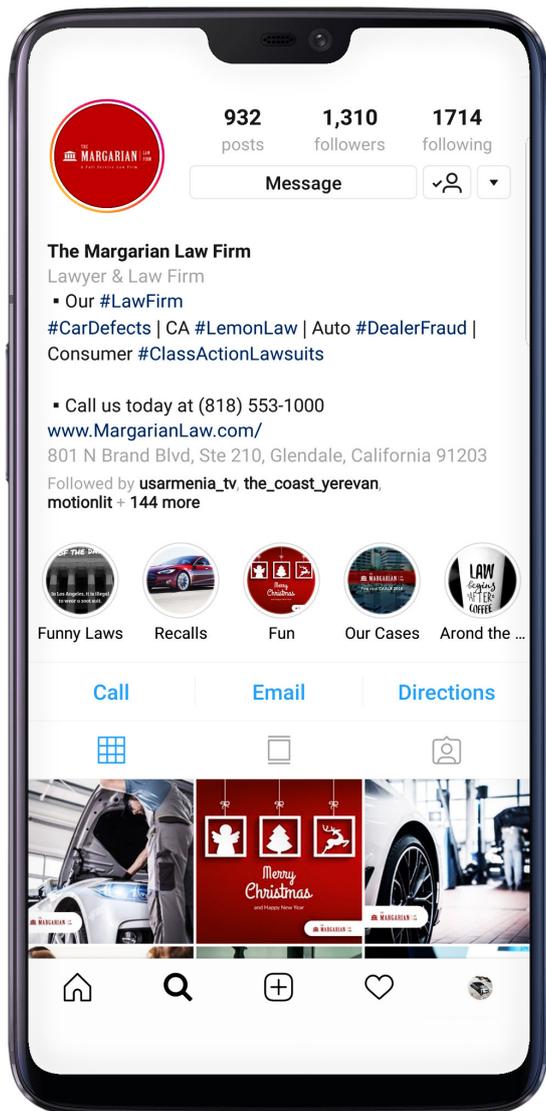


# THE BEST VERSION OF YOURSELF ON LINKEDIN

Some people think that creating a profile on LinkedIn is the end of the story. Studies show that LinkedIn is the first place people seek information about attorneys. Here are some tips to be implemented in LinkedIn:

- Add a current photo: the photo is your first interaction with your prospective client. Make it professional. Don't rely on selfies.
- Describe yourself to the greatest advantage: you can write about your interests, your passion, and even professional goals. This is the place where you show who you are and what you can do for people. It is amazing how many people leave this field blank. Try to bring life to your narrative. Make your own story.
- Ask for endorsement for specific skills: anything from analytical reasoning to legal research is worth mentioning and don't forget to get an endorsement for these skills from your friends.
- List each firm separately: if you have more than one firm, list your top engagement under each firm with a separate logo. Add narrative and any success stories of your law firm.
- Grow your network: one of the easiest ways to grow your network is to synchronize with your email address book. Doing this allows LinkedIn to suggest connections. Try to follow up with meetings and conversations with LinkedIn connection requests.
- Request for recommendations: you can ask recommendations from your clients or the firms you have worked with. You may even ask for recommendations from opposing counsel or co-counsel. Getting a positive recommendation from the opposing party will really serve you well.
- Share relevant content: share written articles, case studies or anything that relates to your legal practice. It helps people understand what your business is all about.

# YOUR LAW FIRM NEEDS AN INSTAGRAM ACCOUNT, NO EXCUSES!



According to the Pew Research Center's Social Media Update 59 out of 100 millennials (adults of the age 18 to 29) are on Instagram. This gives you no excuse not to have an Instagram account. Here are some tips on how to make the best out of Instagram:

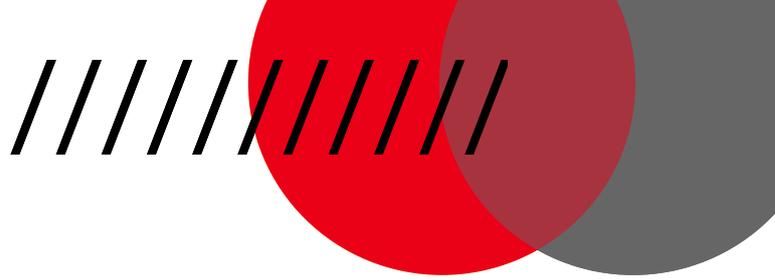
**Authentic images only** Since a lot of lawyers post stock pictures or randomly downloaded images to Instagram, posting original content will make your profile stand out and be unique.

**Share your law firm life** Showing your "human" side will help you on social media. Share your office photos, "behind the scene" moments and share your work-life on Instagram. Make the users see beyond your logo.

**Search for images that are pleasing to you** In order to express and communicate what fascinates you, share what you "like" on other pages or profiles you visit.

Oversharing is not recommended, but a healthy doze will do what's right for your instagram account.

**Tell a story** The camera should be one of the mail tools used by your law firm's marketing team. Use your phone to capture those special moments and everything that draws your attention.



# BE A BETTER LAWYER ON TWITTER

More than 328 million active users (70 million in the United States) are active users of Twitter. This number should tell you something. Your potential clients are on Twitter! With an average lifespan of your tweet being 18 minutes, how do you get the most out of it?

**Know your goal** Are you going to build your brand? Are you going to establish connections with industry leaders? Once you answer these basic questions, your strategy will follow.

**Pictures are worth more than 140 characters** There is only so much you can say in your 140 characters but when you visualize the message, it becomes much more powerful. You are expected to see much more engagement with pictures.

**Hashtags** With hashtags you can gain exposure to a larger audience. You get your post to another stream and that is why hashtags are valuable. The more people you reach, the higher are the chances that you will get new clients or that you will be referred to someone else. You can use different tools like TweetChat to find and use hashtags and keywords relevant to your practice. You can use different hashtags to find people with expertise or skills you are interested in. One of the best ways of using hashtags is during or immediately after a conference. Event specific hashtags are a great way to network with professionals who share similar interests.

**Legal Stars on Twitter** Rick Hasen (@rickhansen), Aric Press (@AricPress), Alison Frankel (@AlisonFrankel), Chrissie Scelsi (@PunkLawyer), Armen Margarian (@ArmenMargarian), Gloria Allred (@GloriaAllred), Eugene Volokh (@VolokhC), etc.

**Access to an analytics platform** You can use the Twitter analytics platform to know exactly how well your messages are driving engagement. Get to know how many retweets, replies, and favorites you get or to learn about demographic data.

**Tweet your original content** Begin tweeting your own content with blog posts, client newsletter, notice of new regulations and so on.

**Be entertaining and unique** Your voice matters on Twitter. The more engaging your content is, the more followers you will have. Be creative. Have fun with it!



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