

Increasing Client Inquires Through Creative Internet and Social Media Marketing



By Nora Riva Bergman

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What is social media? It is not going away.

“...an umbrella term that defines the various activities that integrate technology, Social Interaction, and the construction of words and pictures.” Wikipedia

“Social media is like teen sex. Everyone wants to do it. Nobody knows how. When it’s finally done there is surprise it’s not much better.” Avinash Kaushik, Analytics Evangelist, Google

Who’s doing it?

Out of 206.2 million U.S. as reported by e-Marketer, 71.2% of them are on Facebook.

- Facebook by the Numbers, www.techcrunch.com

U.S. Companies (including those with 100+ employees) using Social media tools for marketing from 2008-2012, acc. to www.emarketer.com

2008: 42%

2009 58%

2010 73%

2011 80%

2012 88%

Lawyers and Social Media

According to the American Bar Association’s 2010 Legal Technology Survey Report:

- 56% of respondents reported that they use networks such as Facebook, LinkedIn, LawLink, or Legal OnRamp, compared with 43% in the 2009 survey and 15% in the 2008 survey.
- The highest percentage of respondents reported maintaining a presence in LinkedIn (83%), followed by Facebook (68%) and Plaxo (18%).
- 77% of respondents in the 30 to 39-year-old age group maintain a presence in an online community/social network (compared with 72% in the 2009 survey), followed by 68% of 40- to 49-year-olds (compared with 58% in the 2009 survey), and 50% of 50- to 59-year-olds (compared with 35% in the 2009 survey).
- 63% of large-firm respondents maintain a presence in an online community/social network (compared with 57% in the 2009 survey and 13% in the 2008 survey).
- 52% of solo respondents (compared with 37% in the 2009 survey and 15% in the 2008 survey) engage in some type of social media.
- The most common reasons for maintaining a presence in online communities/social networks:
 - 76% - Professional networking
 - 62% - Socializing
 - 42% Client development
 - 17% - Career development
 - 6% - Case investigation
- 10 % of respondents had a client retain them as a result of social media.

- From the 2010 ABA Technology Survey Report

What can you do?

Build your credibility.

Create new networks.

Start relationships online; follow-up offline.

Recruit staff.

Be a news aggregator for your practice area.

Promote seminars and speaking engagements.

Support charitable organizations relevant to your practice.

Cross-market your services.

Stay connected to past clients.

Advertise – less expensive than traditional advertising and more targeted.

How am I going to find the time?

Avoiding SMB (Social Media Burnout)

- Create a social media plan.
- Be selective.
- Plan on at least a few hours a week to get started.
- Budget & block your time depending upon your objectives.
- Turn off notifications.
- Leverage: young associates; virtual assistants; law school interns.
- Use onsite tutorials.
- Use utilities like www.HootSuite.com, www.NutshellMail.com, and Twinbox from www.TechHit.com.
- Post content on the weekend: Content posted on the weekend is shared more often than content posted during the week. Source: www.MarketngProfs.com Research
- Give yourself a couple of social media breaks each day.
- Use sharing tools on your sites.
- Nicole Black's: 50-30-10-10 Twitter Rule:
 - 50%: links; blogs content of interest; retweets
 - 30%: Replies
 - 10%: Self-promo; accomplishments; links to your blog
 - 10% Personal Stuff



Top 5 Social Media Websites for Lawyers

LinkedIn

Around 15 million people log into LinkedIn every day.

LinkedIn To Do's

1. Complete/update your profile. Make it conversational. Speak in the "first person."
2. Include a professional photo.
3. Post content via SlideShare
4. Use the "People You May Know" function.
5. Join groups.
6. Create your own group.

LinkedIn Groups to check out:

Happy Lawyers
Social Media Marketing
ABA LPM Section
ABA GPSSF Division
Marketing for Divorce Professionals
Legal Blogging



Facebook

Facebook launched on February 4, 2004

On February 2, 2011, facebook had 134,078,221 unique visitors.

- In October 2007, Facebook had a mere 20 million U.S. users. As of Jan 2011, it has over 500 million, 146 million of which are in the U.S.
- If FB were a country it would be the third most populated country in the world, ahead of the US.

Facebook To Do's

1. Get a personal page.
2. Create a business page. You must have a personal profile to create a business page.
3. Create a firm "friend" policy. (See below.)

Facebook Groups & Pages to check out:

ABA TechShow
Family Law Section of the Florida Bar
ABA Section of Family Law
Lawyerist
AVVO



Twitter

Number of tweeters according to Fast Company, January 2010:

2006, 9,600 users
2007: 683,000 users
2008: 4,000,000 users
2009: 71,000,000 users
2010: 195,000,000 users



To tweet or not to tweet?

Lawyers are using twitter in a number of different ways: networking, marketing, branding. Twitter can be a great way to stay on top of developments in the law. And one way to build credibility is to become a news source for your practice area.

“A great example of this is Bob White, a partner-level attorney in Florida [who] uses Twitter to share the best tech articles he finds each week. After a few months of finding and sharing great tech articles, Bob was able to bring in a couple of tech companies as new clients,” Dayton notes. “They came to recognize, by the quality of his research and the articles he shared, that he really gets it.”

“I have used [Twitter] extensively to get information out there and to show my particular expertise in a way marketing dollars could never do,” said Dr. Lisa Haile, Partner and co-chair of DLA Piper’s global life sciences sector.

And the info stream flows both ways. As you tap into fellow experts in your field, the content they share will inform your own discussions. “In addition to informing people about the firm and my expertise, I use Twitter to gather current news in my industry and generally,” said Haile.

From How Lawyers Are Using Social Media for Real Results, by Matt Silverman, for www.Mashable.com

Twitter To Do’s

1. Set up an account.
2. Create your profile.
3. Find friends.
4. Choose a way to post.
5. Start tweeting.
6. Connect to followers & those you’re following on LinkedIn.

Avvo

Avvo is an online rating site that allows consumers of legal services to rate their lawyers. According to its site, two million prospective clients visit each month. Lawyers can increase their ratings by completing their biographical information, answering questions posed by Avvo users, and getting endorsements from other lawyers.

Avvo To Do’s

1. Claim your profile.
2. Complete your profile.
3. Follow AVVO’s recommendations for increasing your rating.
4. *Don’t* solicit client testimonials.
5. Be prepared for criticism.



JDSupra

Launched in February 2008, JDSupra offers lawyers in all practice areas a web platform for posting legal content. It is designed expressly for the legal community. JDSupra's slogan is: "Give content. Get Noticed." And it provides the platform for lawyers to do just that. JDSupra is a website that allows lawyers to publish legal content on the web. You can post legal documents such as pleadings, briefs, and memos, as well as articles, newsletters, and presentations. Posting content on JDSupra is a good way to establish your expertise in a particular area of law.

JDSupra recently launched its Legal Updates application for LinkedIn allowing you to link your JDSupra content directly to your LinkedIn profile.

JDSupra To Do's

1. Join. It's free. You can instantly link to your LinkedIn account.
2. Create your profile. Link to your other social media sites.
3. Post content.



Social media policy. Have one.

- Use disclaimers on all social media sites.
- Create a firm social media policy.
- Educate your team about social media.
- Make firm expectations clear.
- Don't restrict your team's social media involvement.
- Recommend/require that your team use appropriate disclaimers on their social media sites or blogs.
- Advise clients of the firm's social media policy at the beginning of representation.
- Educate clients about the risks their use of social media may create.
- Advise clients not to use social media to share information about their case.
- Don't "friend" or "follow" clients or member of the judiciary.

Ethical Issues*

1. Be aware of your jurisdiction's advertising rules. See the disclaimer at the bottom of every JDSupra profile.
2. Be very careful not to solicit clients via social media.
3. Reciprocal endorsements may violate Model Rule 7.2
4. Beware of "Specialties" on LinkedIn.
5. GeoTagging could violate client confidentiality.

*This list is just the beginning.

25 Local Law Firm Web Marketing To-Do's

www.lawyerist.com

By [Gyi Tsakalkis](#) (Follow him on twitter.)

1. Law Firm Marketing on [Localeze](#).
2. Listing Your Law Firm With [Universal Business Listing](#).
3. Claim Your Law Firm Listing on [Yelp](#).
4. Update Your Law Firm's Information at [InfoUSA](#).
5. Get A Free Law Firm Listing at [SuperPages](#).
6. Register Your Law Firm at [CityGrid](#).
7. Claim Your Law Firm Listing at [InsiderPages](#).
8. Add Your Law Firm to [Brown Book](#).
9. Get A Free Listing from [YellowPages](#).
10. Purchase a basic listing from [LawFirms.com / ExperHub](#).
11. Register Your Law Firm at [TargetLaw](#).
12. Purchase a listing at [Judy's Book](#).
13. Purchase a premium listing at [Local BOTW](#).
14. Purchase a listing at [Elocallawyers](#).
15. Purchase a listing at [Lawyer-Directory.Net](#).
16. Purchase a premium listing at [HG.org](#).
17. Claim & Update Your listing at [HotFrog](#).
18. Claim & Update Your [Bing Local Profile](#) (requires IE, boo).
19. Claim & Update Your [Yahoo Local Listing](#).
20. Claim & Update Your [Google Places Profile](#).
21. Register Your Law Firm with [Facebook Places](#).
22. Claim & Update Your [Avvo Profile](#) (that is as long as you don't have grievances against you).
23. Register With [JD Supra](#).
24. Get Listed in the [Justia Lawyer Directory](#).
25. Register in the [WashLaw legal directory](#).

Must Resources

www.chrisbrogan.com

www.lawyerist.com

www.mashable.com

www.tommatte.com

www.lexblog.com



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As a coach and Practice Advisor with Atticus, Nora is dedicated to helping attorneys create the lives and law practices they dreamed of when they were in law school. She knows the frustrations that attorneys experience every day and is committed to helping them change their lives for the better.

Nora brings a deep understanding of the practice and business of law to her work as coach and Practice Advisor. She has practiced as an employment law attorney and certified mediator and has served as a professor at both Stetson University College of Law and the University of South Florida, teaching courses in alternative dispute resolution and negotiation. In addition, Nora has been a speaker at conferences for the American Bar Association, The National Association of Bar Executives, The Florida Bar and other national and regional legal organizations. She has also served for eight years as the Executive Director of a voluntary bar association with over 1,000 members.

Her background as an attorney, law professor and bar executive gives her a unique perspective on the challenges lawyers face and makes her a powerful coach. In addition to her broad experience with all aspects of the law firm, Nora understands the importance of, and is committed to, helping attorneys leverage technology in order to maximize their ultimate success.

Nora is a graduate of the Leadership Development Program (LDP) at Eckerd College, and is certified in the Conflict Dynamics Profile[®] developed by the LDP to help individuals and organizations learn how to deal with conflict constructively. She is also certified in the DISC Behavioral Style Assessment.

Nora received an undergraduate degree in journalism, *summa cum laude*, from the University of South Florida and her J.D., *cum laude*, from Stetson University College of Law, where she was a member of the law review and served as a mentor for incoming students.

Visit Nora online at – <http://www.atticusonline.com> and <http://reallifeppractice.com>