



Smart Social for Attorneys

How to effectively connect with potential clients

Does social media really matter?

- **“I don’t have the time”**
- **“I don’t know how to be social online”**
- **“LinkedIn isn’t just for resume building and job seeking?”**
- **“Isn’t social for teenagers and playing Farmville?”**
- **“Is it really worth it/what’s the point?”**



Social is Part of the Validation Process

- Over 57% of decision making happens online prior to first contact



- Over 39% of Attorneys say they have retained new business from social media*

*2013 American Bar Association Legal Technology Survey Report

Reduce “Noise” and Chaos...



• *Posting just to post*

• *Not knowing “why”*

• *No identified plan*

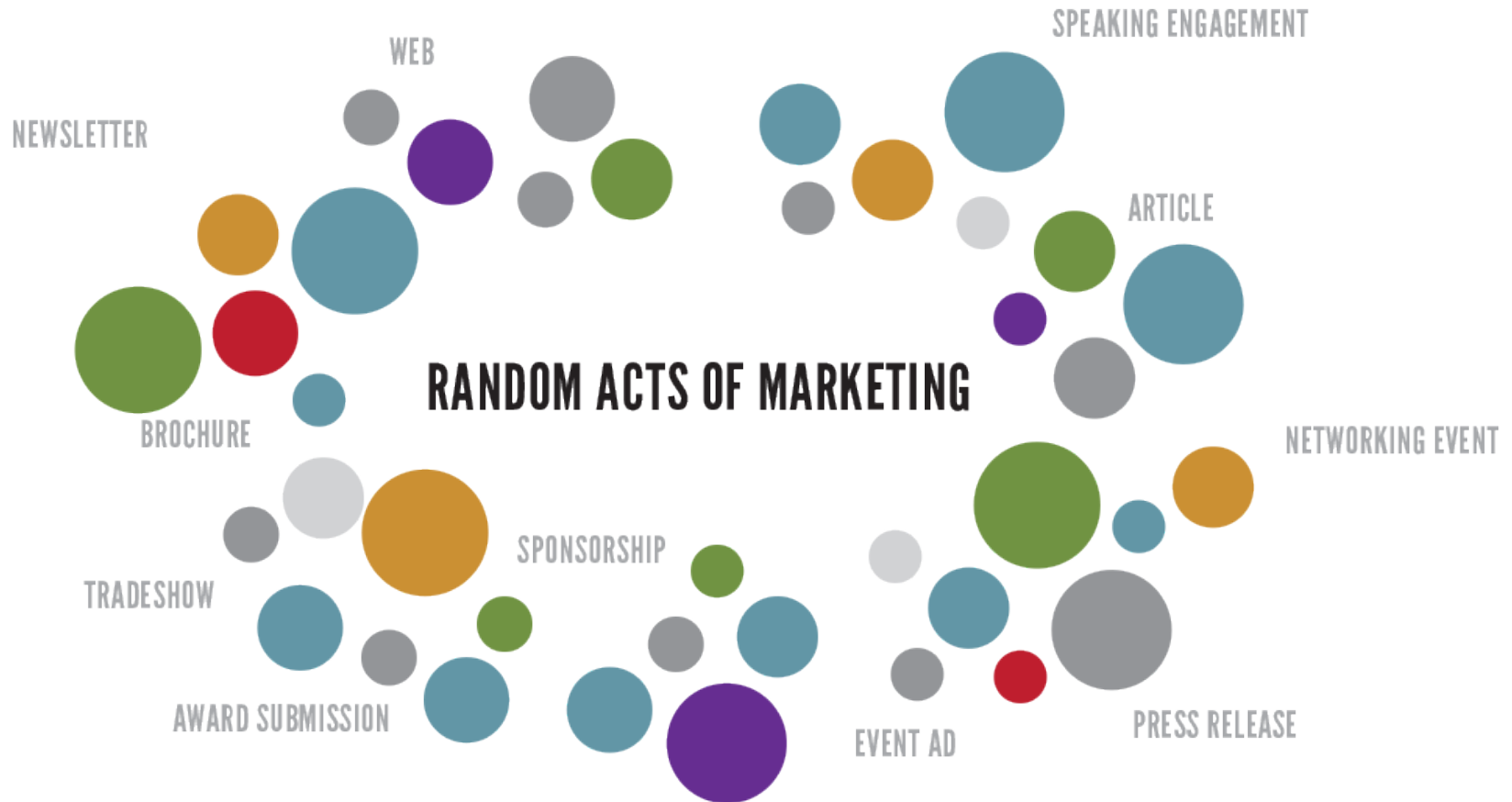
• *Don’t know what success looks like*

Create Value and Return



- *Nurture valuable relationships*
- *Gain credibility*
- *Build connections*
- *Generate client leads*

The Result?



3 Steps to Smart Social



Teach

- Teach your audience something they don't already know
- Earn a position of authority
- **How:** Post about how you won a case or share valuable insight to a new and law that was just passed relevant to your target audience



Show

- Show potential clients what they can expect from what YOU provide for them
- Exemplify the *how* not just the *what*
- **How:** Post about how you can specifically help *them*, not just what you have accomplished and where you went to school.



Give

- Social is about sharing, it is not just another platform to boast about you
- **How:** Share insight regarding events, or news or noteworthy anecdotes or updates on relevant laws

Turning Concepts into Action

- Define Success
 - Knowing what success looks keeps you focused and alleviates resource and time waste
- Claim Your Space
 - Clearly defining your target marketing and speaking directly to that audience keeps your message focused.
- Consistency
 - Communicating in a consistent and ongoing way across all platform will reinforce your brand.

The Law Leaders Lab Approach

Opportunity Mapping

- Map your core strengths to market needs

Positioning Optimization

- Build your foundation

Accountability Partnership

- Align marketing and business development efforts