Social Media Marketing





Win one of two free places at our "It's All About Conversion" workshop in November

What's the largest number of followers I know of for a law firm?

Show of hands



Am I bovvered? Lauren is!

£27,278 £20,896 £100,000



SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A # DONUT

FACEBOOK I LIKE PONUTS

FOURSQUEE THIS IS WHERE FOR DONUTS

INSTAGRAM HERE'S A VINTAGE PHOTO OF MY PONUT

YOU TUBE HERE I AM EATING A DON'T

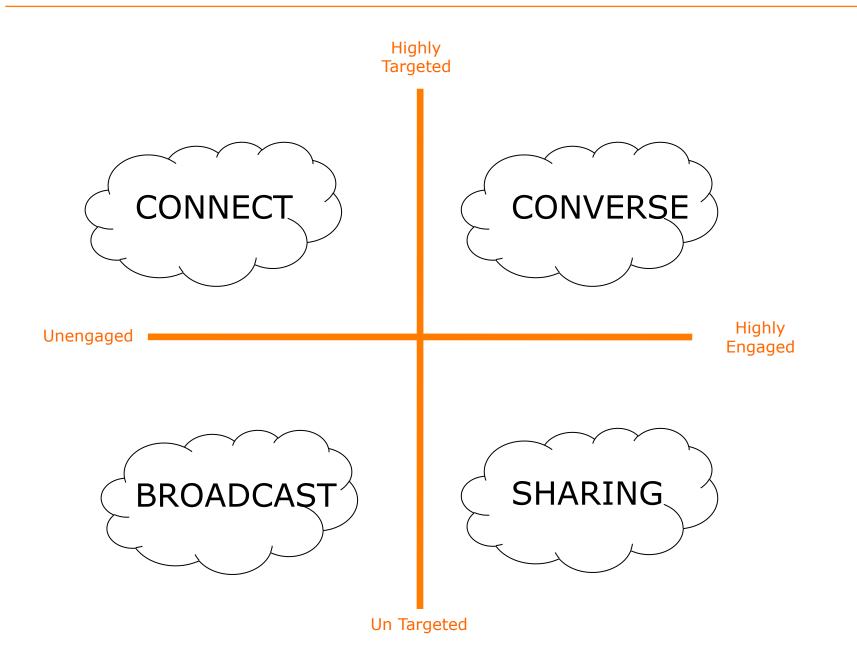
LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A PONUT RECIPE

LAST FM NOW LISTENING TO "DON UTS"

STY I'M A GOOGLE EMPLOYEE .

Social Media Engagement Model



Social Media Marketing

- It's all about raising your profile
- It takes time and commitment
- Listen -> Talk -> Engage
- It's not about technology
- Relax: it's traditional legal marketing
- Word of mouth reputation is the result





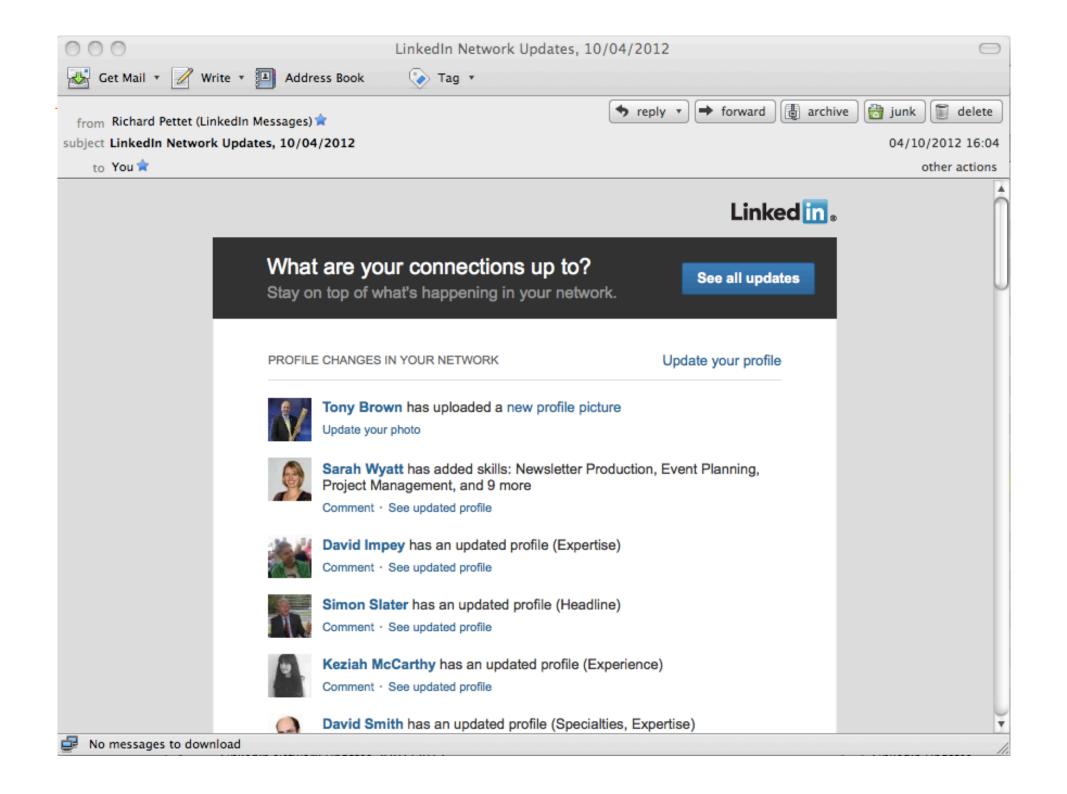


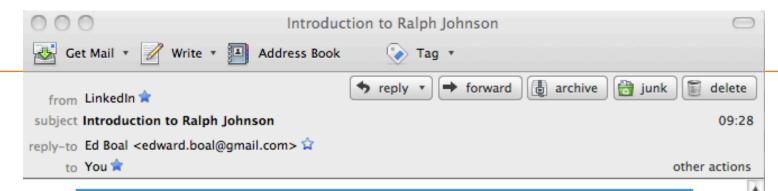


The rule of

Outlook Connector







LinkedIn

INTRODUCTION: REQUEST TO FORWARD

From: Ed Boal

To: Ralph Johnson Date: 1/20/2012

Subject: Introduction to Ralph Johnson

Hi David

As I was walking home last night, I noticed that a company called Feline Soft has moved into new offices on Baldwin Street.

As you may already know, our firm has quite a bit of experience with IT contracts from procurement to development, maintenance, hosting and licensing. I also have experience dealing with the NHS when I worked there in-house and I gaining more experience of public sector contracting.

I didn't want to "cold call" the MD, so I wondered if you would be happy to broker an introduction. We are only around the corner from Feline Soft and I think we could be a good fit!

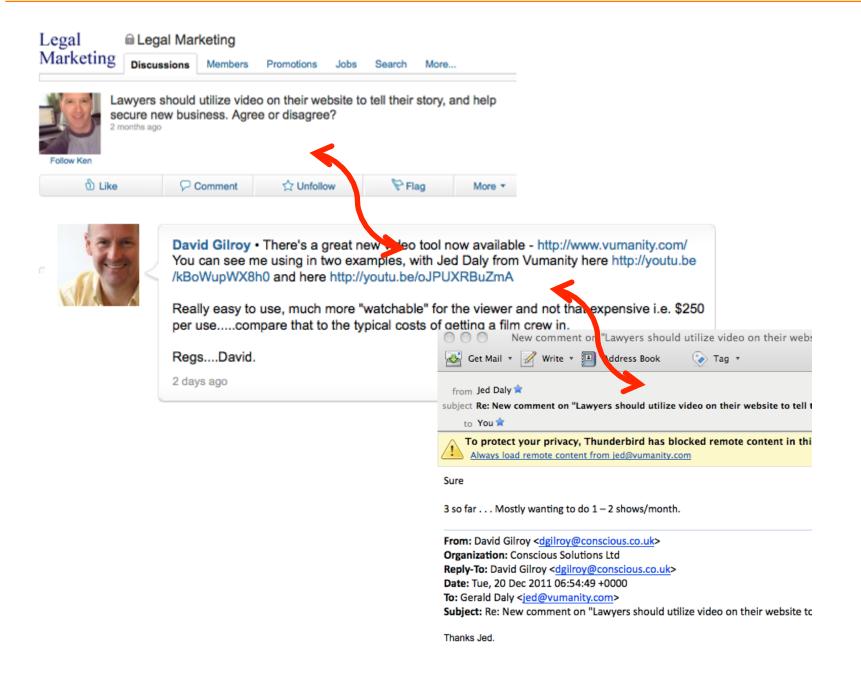
Thanks

Ed

Forward or decline this request



Build reputation via signposting



What about for recruitment help?

Hi,

Natalie Gay, my brilliant existing Marketing & Sales Executive has only gone and got herself a fabulous job in London hasn't she!!!

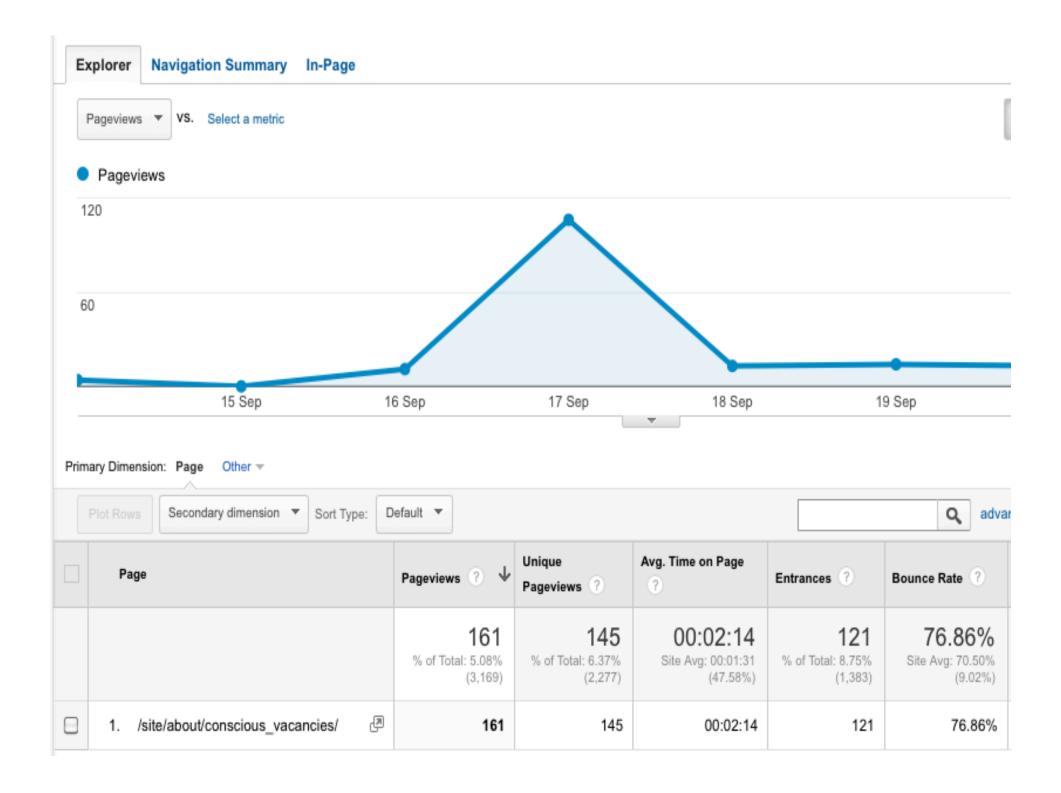
I'm very happy for her and her career development having spent 18 months with us. However, that means I need to find a replacement. So, if you think you know someone who could be as good as Natalie proved to be, then you might want to point them at our website.

Full job description at http://www.conscious.co.uk/site/about/conscious_vacancies/ Salary in the £20-22,000 range depending on their experience.

Would be ideal for a new(ish) graduate or someone looking for a step up from a Marketing Assistant role.

Regs....David.

* Finders fee paid once the person has passed their three month probation.



LinkedIn advertising

Company size, Industry, Geography

Last 30 Days - Sep 6, 2012 - Oct 6, 2012

Clicks -



Ad Variations

Ad		Status	Clicks	Impressions -	CTR	Avg. CPC	Total Spent
WEBSITE MISTAKES	38 website mistakes law firms make unwittingly make and how to avoid them. Free download! From: Conscious Solutions http://www.conscious.co.uk/guides	Active Deactivate Hide	184	488,659	0.038%	2.26 USD	415.85 USD
Total for All Ad Variations			184	488,659	0.038%	2.26 USD	415.85 USD

LinkedIn Actions

- Improve your Company profile + add image
- Build your connections
- Firm wide competition (1,766 to 2,661)
- P.S. Connect with me on <u>LinkedIn</u>
- "Nudge" people (endorse/recommend)
- A "button" on your staff profile won't do it!
- Make some "LinkedIn" time each week
- Join some Groups. Start one?
- Try LinkedIn ads (B2B)







You are receiving Endorsements emails. Unsubscribe.

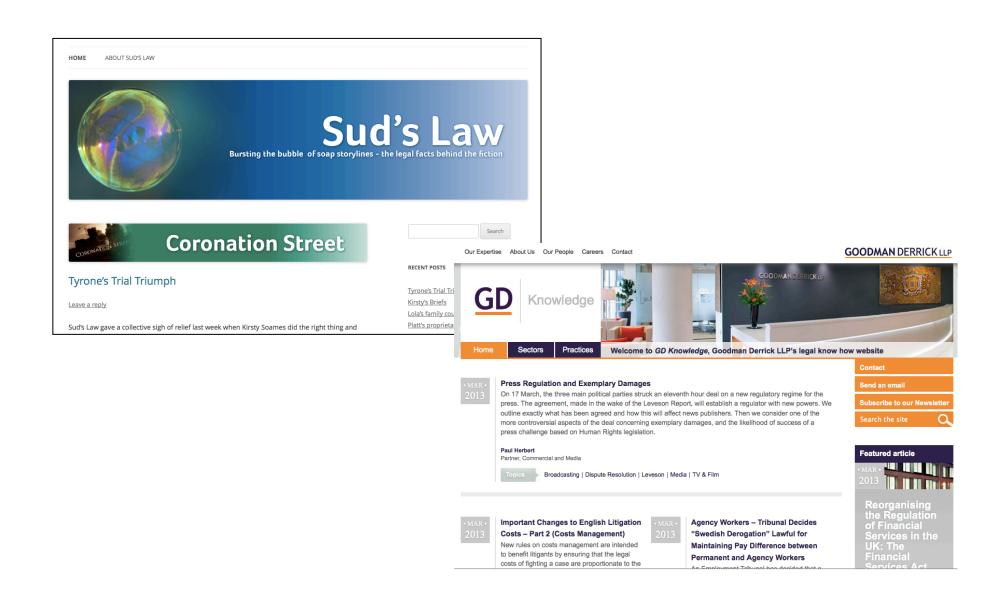
This email was intended for David Gilroy (Leading UK Digital Marketing Expert for law firms. Web Design, SEO, PPC, social media & CRM. Respected speaker & author). Learn why we included this. © 2012, LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA



Blogging

- Needs to be regular
- Pithy & opinionated, not sanitised
- Share the load
- Do it off the main website (SEO benefits)
- Ghost writers?
- Lawyers/trainees blogging in their name
- Sector specific blogs?
- Use the content for newsletters & social media linking

Examples



Twitter

- What can you say in 140 characters?
- Try and post a tweet once per day
- Don't post TOO often, you lose followers
- Design a background
- Sector specific Twitter accounts
- Re-tweet to build relationships
- Hootsuite use to schedule Tweets



Do you need to be careful? Yes.

ets eek yer

ondon funded by Westr council, found other make up the difference. preliminary hearing in xdi is expected to seek ion to launch a judicial against the council's to end her discretion-

vember 2009 Leyla nd her six children into another of properties in Westrk, west London.

r had bought the oom flat for £249,000 has so far received 5,000 in rent from

kend a man at the ho said he was ar-old son claimed seeking a bigger for them within He added that the d to stay in the he children went

f moved in the as £1,600. This 1,750 by March t 2012 the taxon was capped and Sharif was



Dipesh Gadher

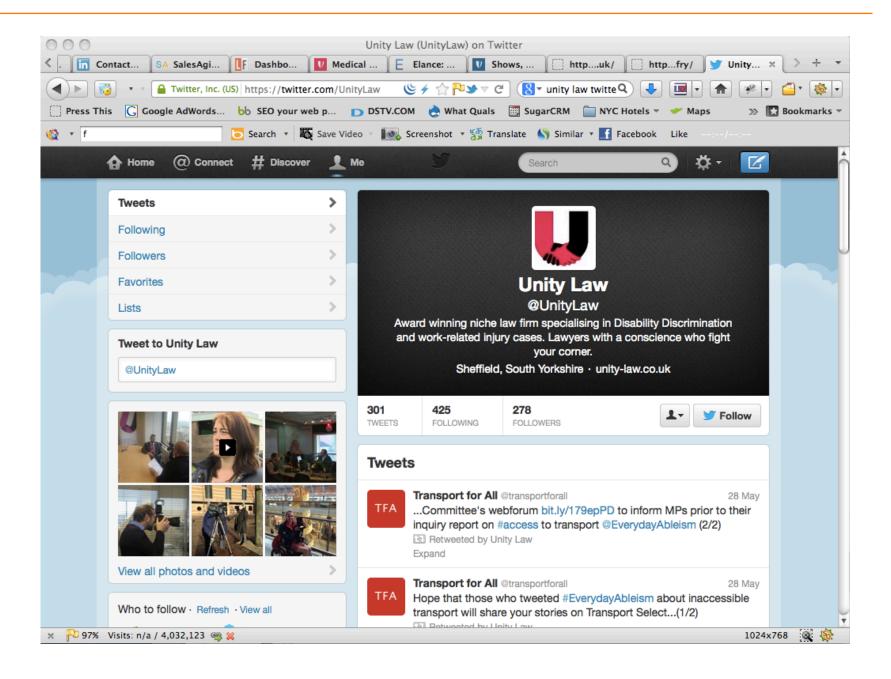
wrongly claiming that a

eight times as many

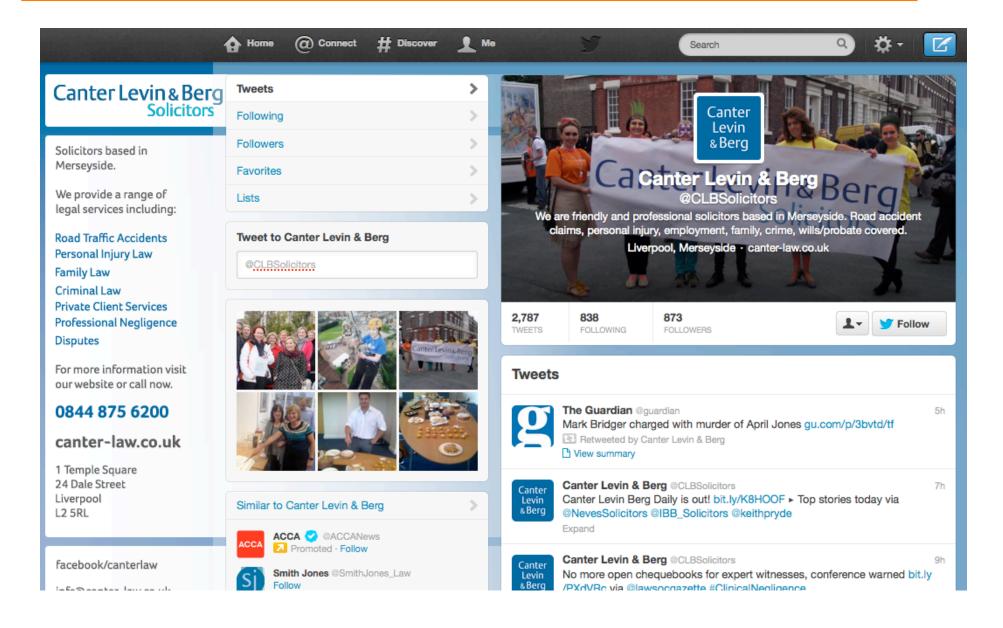
charities benefit from this,

500 followers who may have

Twitter clinics



Use your Twitter background



Retweet to build relationships



@dadzclub Thanks for the RT. Please see our bulletin highlighting the key changes to familiy friendly rights gdlaw.co.uk/news-and-artic...



3:43 PM - 22 Feb 13

Twitter -> Web -> Print

TW'S WEB ROUND-UP

travelhub

A colleague of mine had been dealing with a client for ages, and then all of a sudden they went to W&O direct to see if they could cut us out of the loop. W&O told us straight away. They were extremely polite to the client, took the booking, and then called us and told us that our commission would be paid. The honourable thing to do - thank you, W&O.

NICK MCKAY ON THE TRAVELHUB



"Cross my palm with silver - here's two apps just released that will be massive methinks: the BBC news and Google/ ITA ones..."

@rtwflights

"Warning customers of local laws and facilities often assists in the defence of claims made against agents and tour operators."

@mwb_travel - advice from Brighton-based travel solicitors

ELSEWHEREON THE WEB

"Our heroic helicopter pilot Daniel had recently taken part in the highest known helicopter rescue in Nepal so we knew we were in safe hands as he flew us seemingly within touching distance of the North Face." "Willie Walsh will, no doubt, study the turnout – just over 5,100 out of 11,000 – and see fresh evidence of erosion in the proportion wishing to continue the dispute. In a war of attrition, each turn of the screw matters."

Jane from En writing abou helicopter tri the Matterho her visit to Ze Switzerland. blog.ernalow retirement age legislation http://bit.ly/bLDhEh

10:59 AM Jul 30th via web

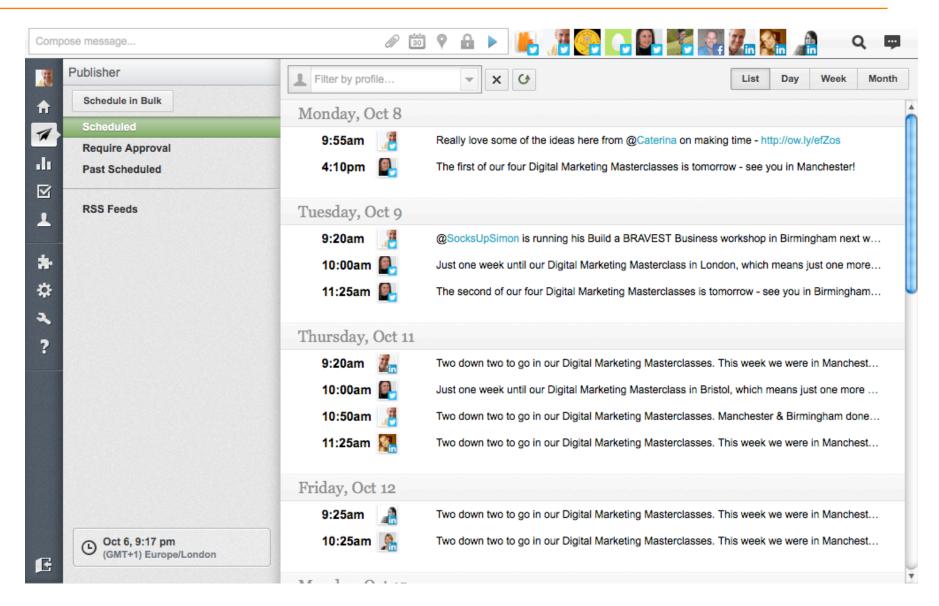
mwb_travel Thanks @travelweekly + @tw_emily for publishing one of our tweets! See it at http://bit.ly/cZt475 which is packed with industry #travelnews.

3:03 PM Jul 29th via web

Retweeted by mayowynnebaxter

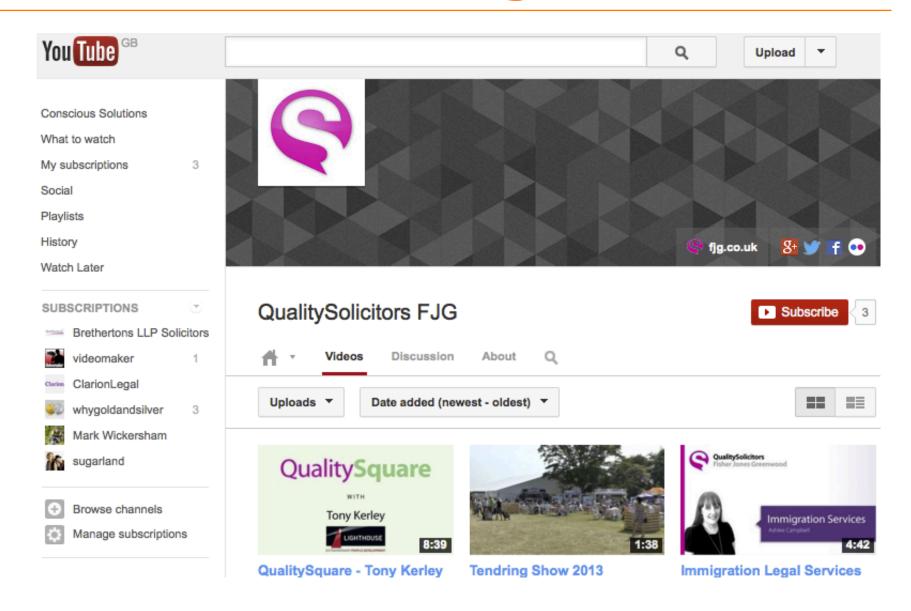
Our French #Property expert Edward Coxall on the legal issues of

Hootsuite – save time!

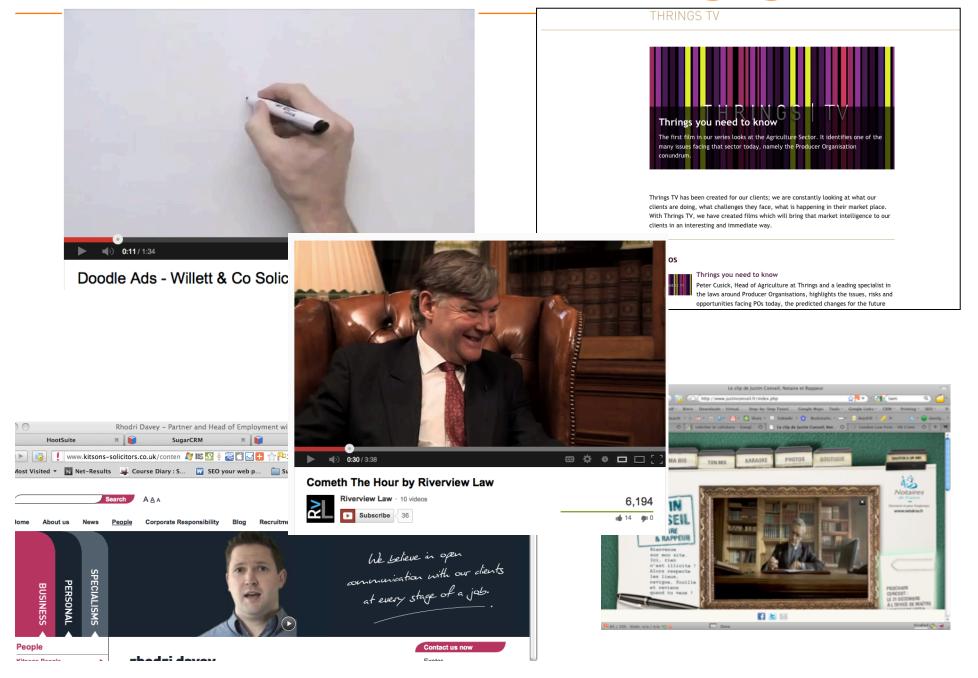


Conscious can "connect" with 3,466 people on LinkedIn

YouTube marketing



Does video drive website engagement?



You bet!

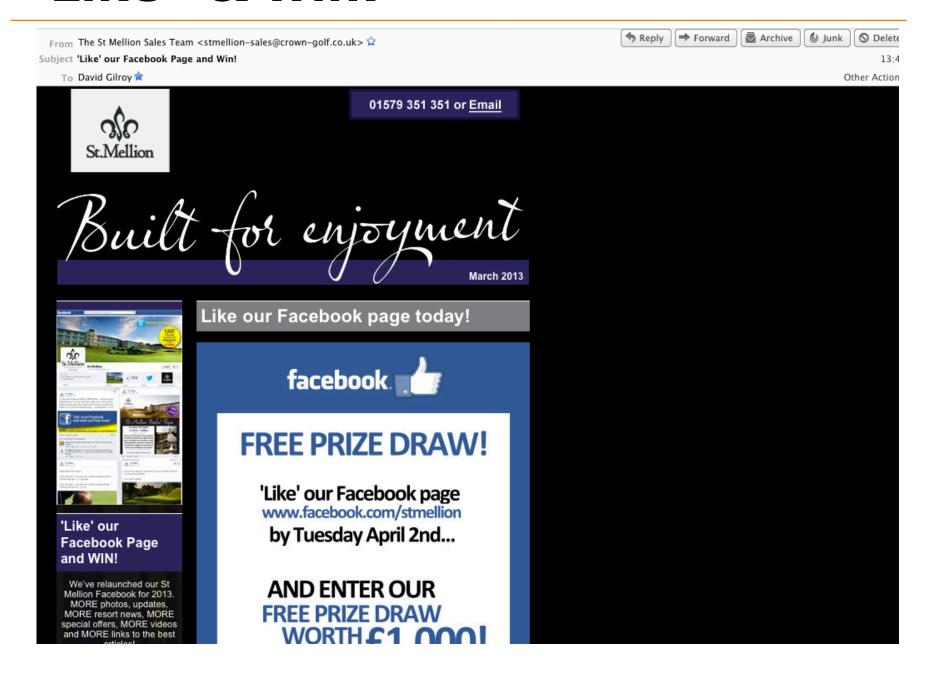


Facebook

- Not just for "the kids"
- "Listen" first, what are others saying about you?
- Who in your firm has a Facebook profile?
- Engaging with the younger generation for recruitment



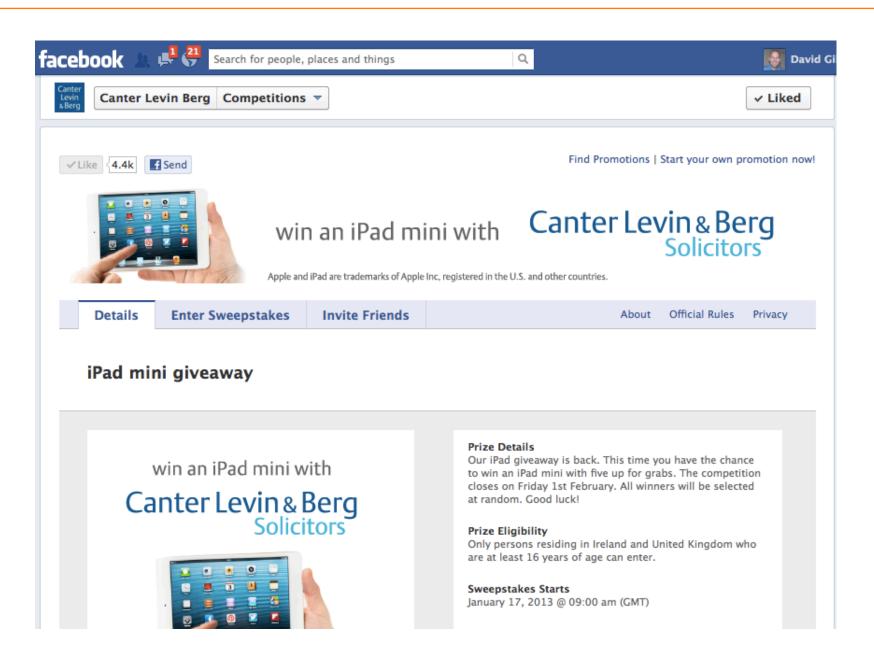
"Like" & win!



Get a decent Facebook page



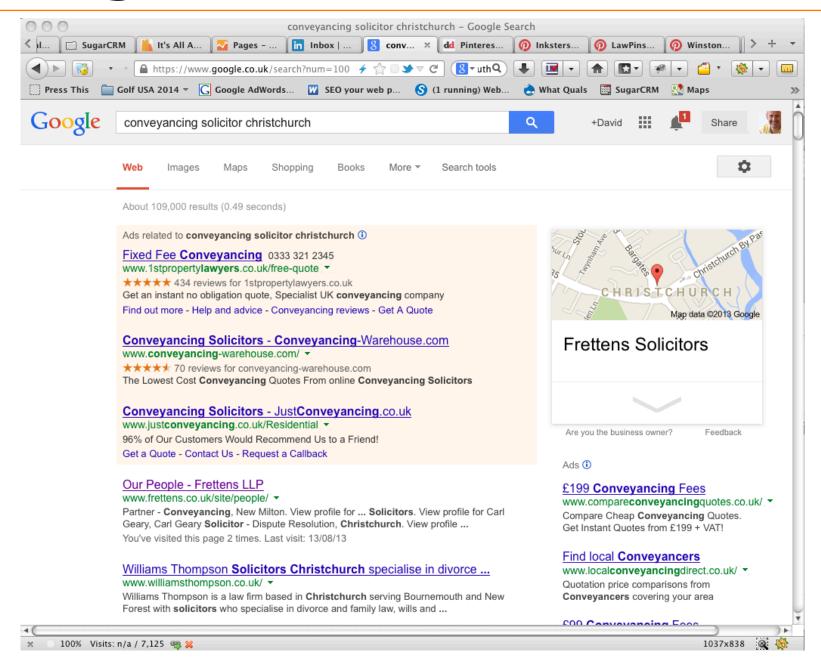
Competitions

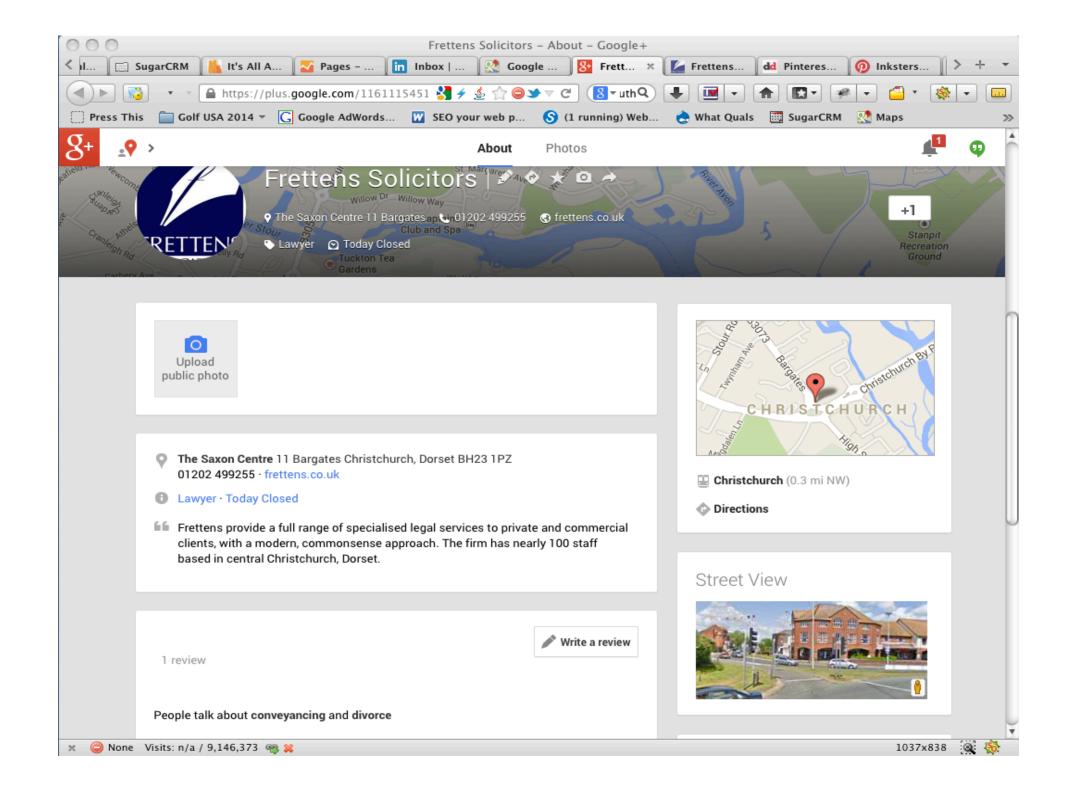


Facebook advertising

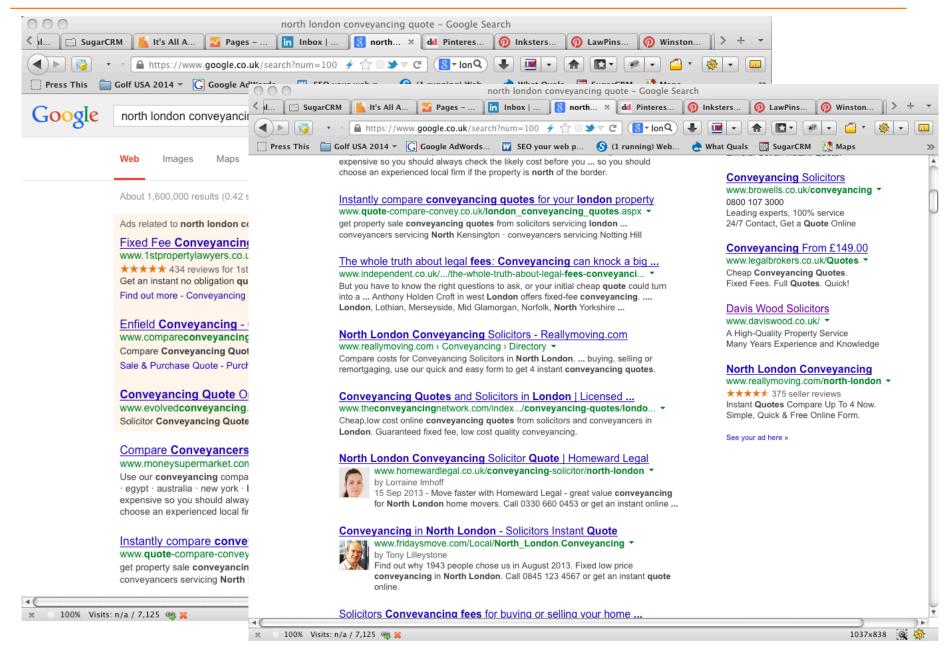
- Sex
- Age
- Status
- Geography
- Events (Birthday, Moving house)
- Education (Level, establishment)
- Employment
- Interests
- Connections (via Fans)

Google+

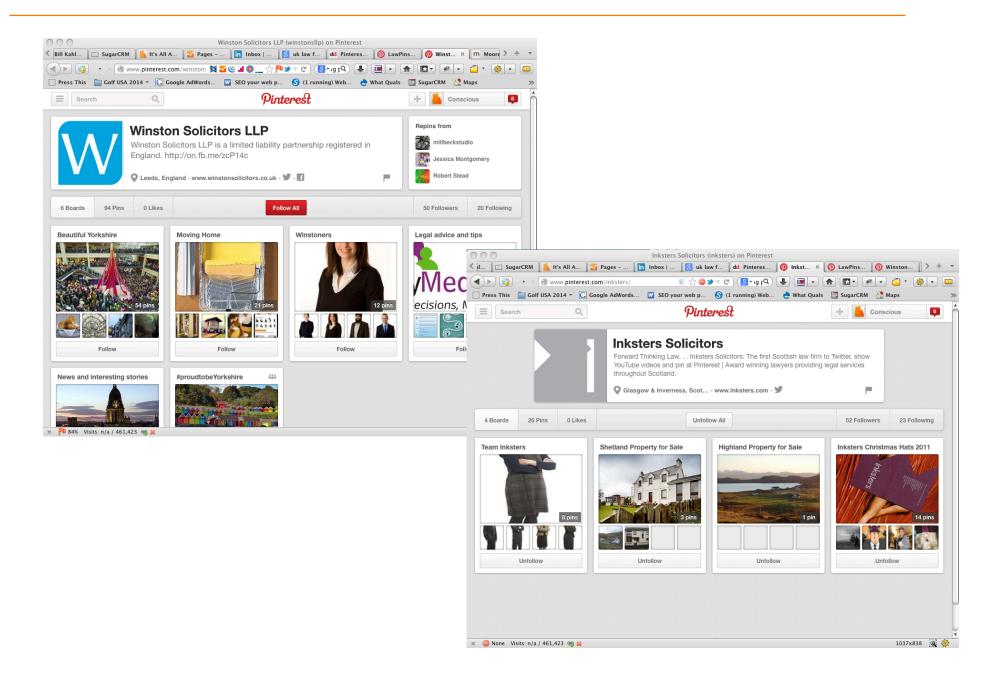




Google Authorship



Pinterest





http://www.conscious.co.uk/presentations*