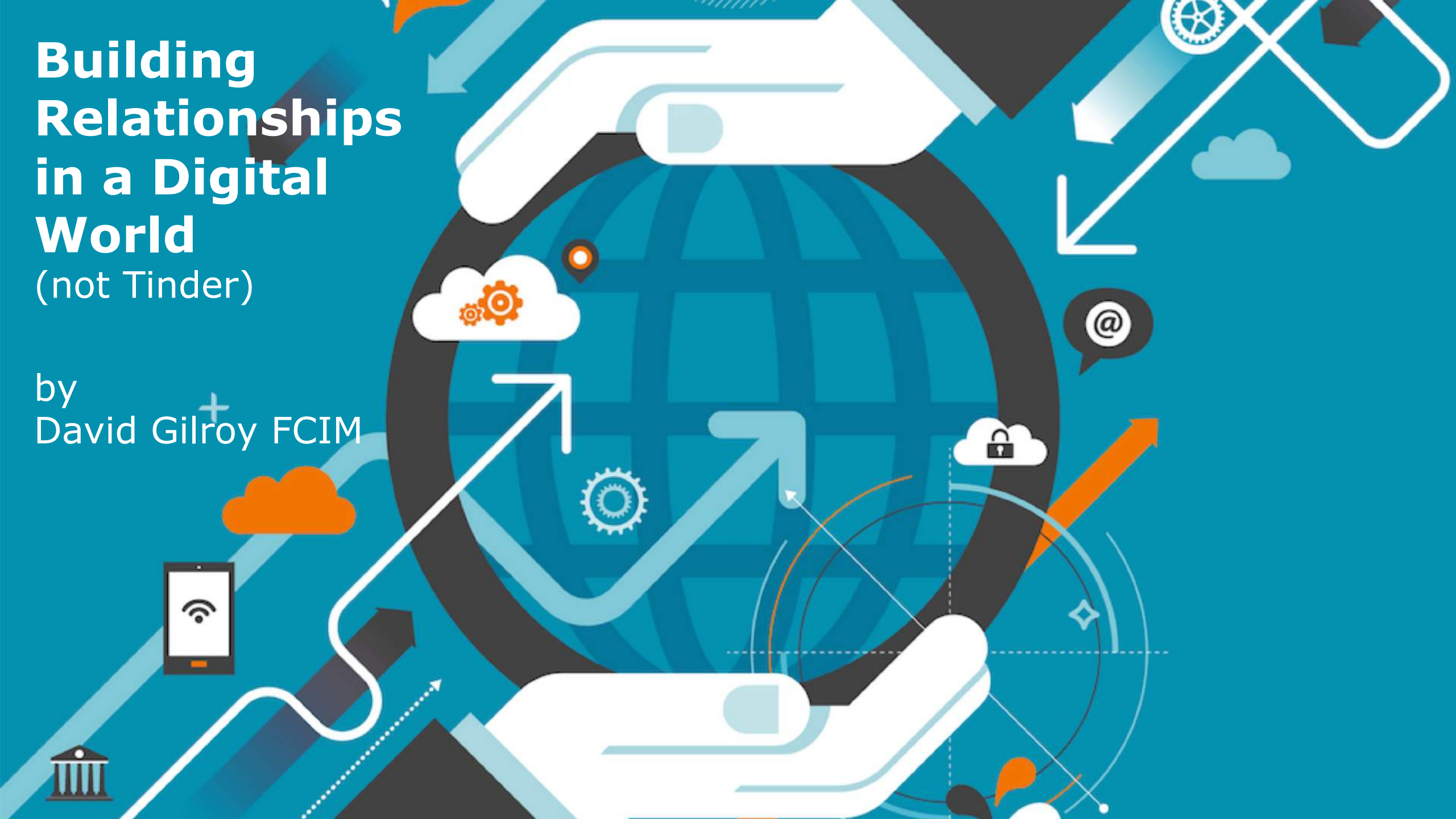


Building Relationships in a Digital World

(not Tinder)

by
David Gilroy FCIM



She **does** take phone calls!

< Search

Edit



Abby Winkworth

IBB



message



call



video



mail

mobile





J. [redacted] Cleminson

Project Manager at [redacted]

Tanya Harris

2 days ago

Ignore

Accept

Hi David,

We are working on behalf of our HR Director community - a sample being Unilever, Airbus, BP, Google, HSBC, Amex - to pre-qualify a select number of future suppliers.

I'd be keen to see how Conscious Solutions could align with their current needs; is this worth a conversation?

J. [redacted] See less

[Reply to J. \[redacted\]](#)



Something else

Biscuit preference form

You're one step away from biscuit heaven

Whether you are coming for a meeting or just calling in for a coffee tell us what your favourite biscuit is and we'll do our best to have them waiting for you.

Name *

Please enter your name

Email *

Please enter your email

Phone *

Please enter your phone number

Set your own **tone**

TONE

A close-up photograph of a vintage microphone. The microphone is black with a prominent silver-colored label on the front that has the word "TONE" embossed on it. The background is a blurred, light blue-grey color, suggesting a studio or recording environment. The lighting is soft, highlighting the texture of the microphone's grille and the metallic sheen of the label.

**YOUR BRAND IS WHAT
OTHER PEOPLE SAY
ABOUT YOU WHEN
YOU'RE NOT IN THE
ROOM.**

Jeff Bezos, Amazon

They may forget **what**
you said.

But they will never forget
how you made them feel

**They might buy from you if they
know, like,
trust, believe
& have
confidence
in you**

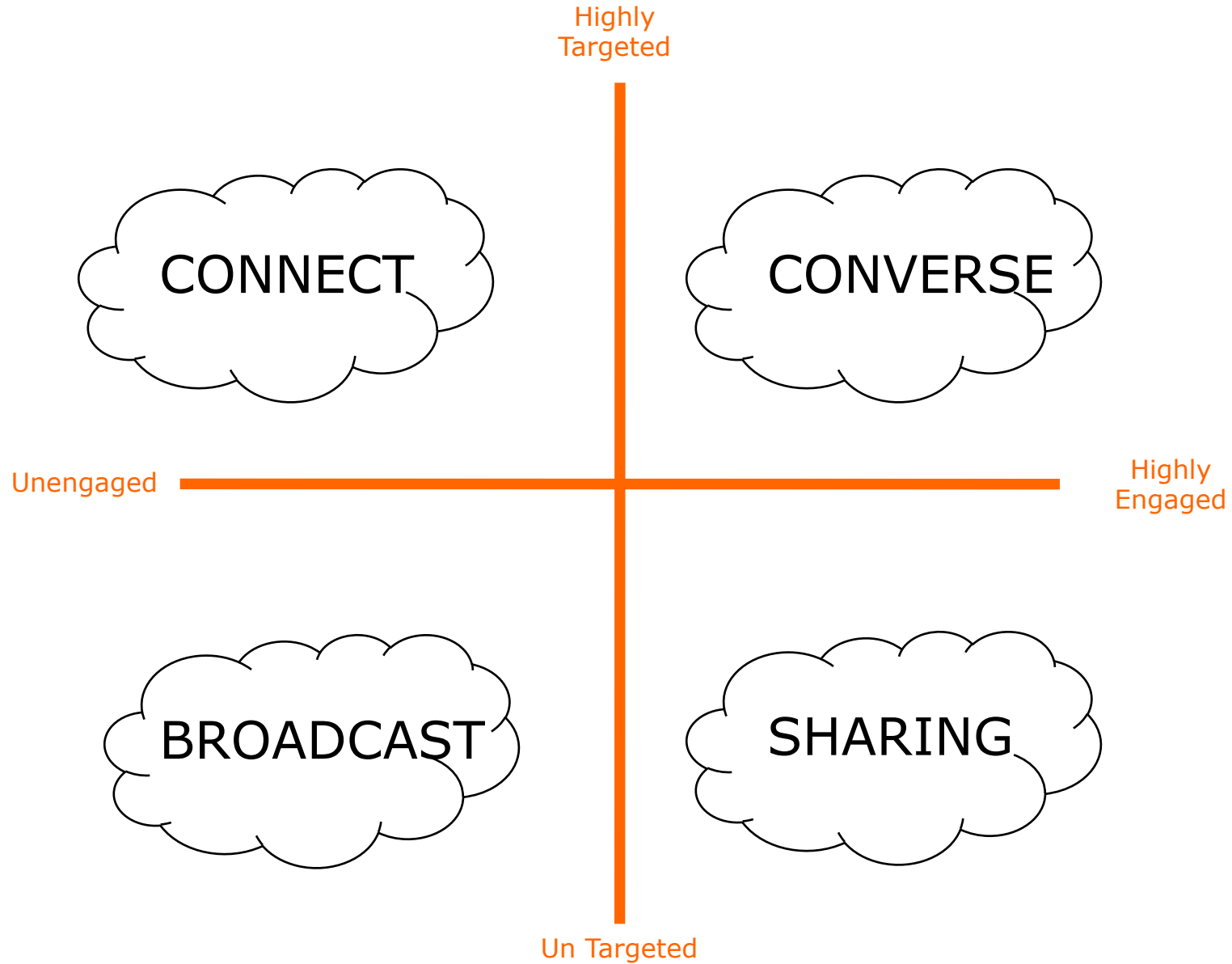


Satisfied

or

Loyal

Social Media Engagement Model





Nicola Poole @AtHedges

Jul 3

@conscioussol When one of your very favourite supplier sends you a summer gift in the post.

#condomsandcleaningswabs! #summerfunonthecards
#lawyersgotofestivalstoo





Search



Home



My Network



Jobs



Messaging

PREMIUM



David Gilroy

Leading UK digital marketing expert for law firms. Web design, SEO, PPC, social media & CRM. International speaker

[View full profile](#)

28 Likes
13 Comments
3,149 Views



David Gilroy

Leading UK digital marketing expert for law firms. Web design, SEO, PPC, s...
7m



Am on a train to Liverpool for the **Eclipse Legal Systems** Modern Law Conveyancing Awards at the Rum Warehouse. Am diligently rehearsing my speech as Chair of Judges!

Good luck to everyone who's shortlisted <https://lnkd.in/d3eDAwr>

Who else is going? **Kate McKittrick, Ellie Campbell, Julia Todd, Tracy Blencowe, Darren Gower, Hong Tran, Rob Hailstone** for sure as I know they are. What about **Adam Bullion, Ryan Cox & Yvonne Hirons** (local event for you!)? @**Shaun Jardine**, who from **Brethertons Solicitors LLP** is going? **Sarah Boustouller**, what about an **Stephensons Solicitors LLP** posse? **David Pett**, got to believe that you will be there? What about the legend (& recently retired) **Eddie Goldsmith**, another 'local'? **Lisa Summerton** will be there tearing up the dance floor I suspect. And what about an **Attwells Solicitors LLP** posse? **Lisa Nyland & Laura Catania** by any chance? **Jenny Candy**, who from the **Coffin Mew** team is coming? **Jade Campbell** are you coming to cheer on Richard Newton? Who's coming from **Naphens LLP Teresa Deeney**?



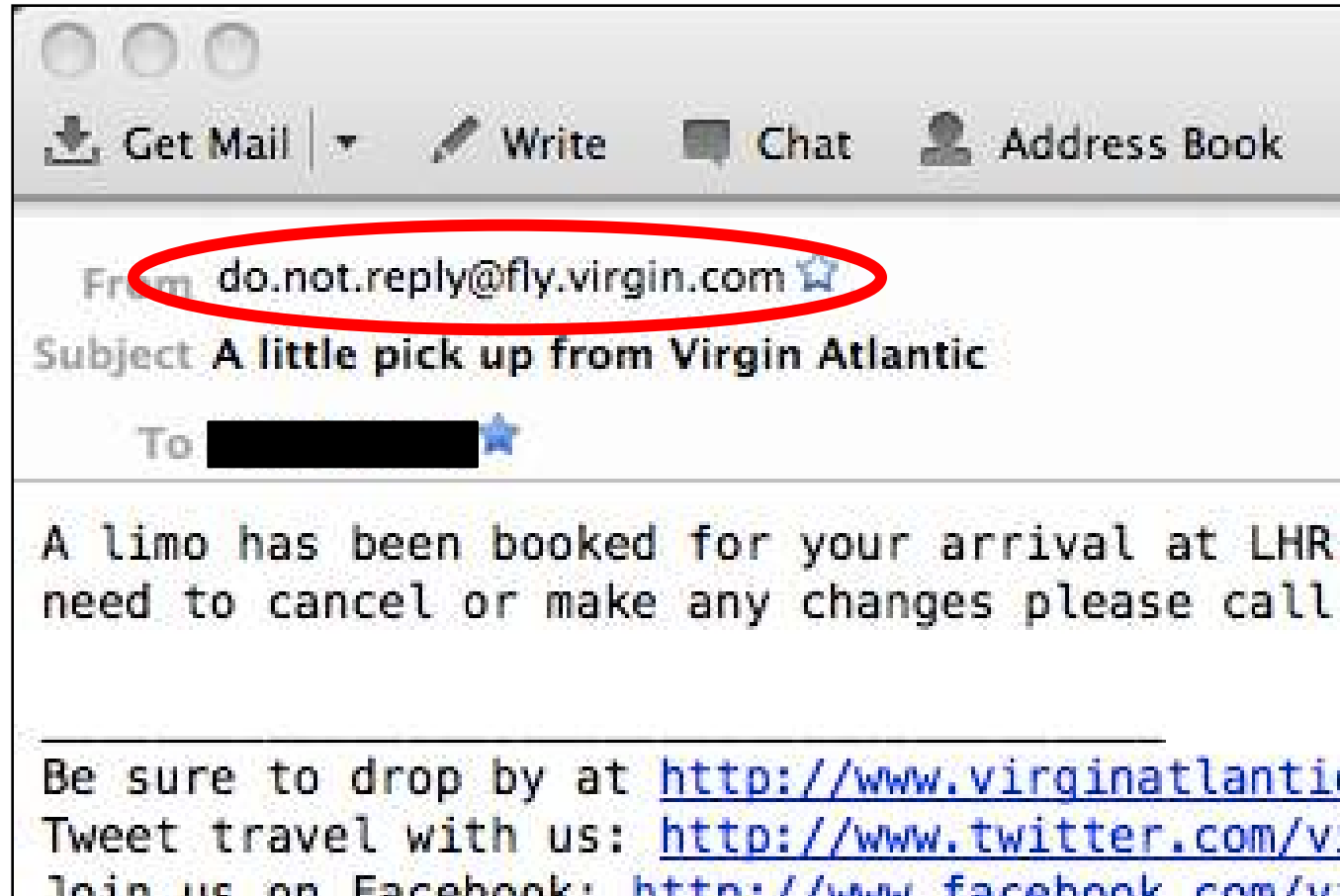
So what 'works'?

Date	Topic	Views	Comments	Likes
17-Nov	Friday Afternoon Playlist	789	3	2
17-Nov	Professional photos of our new office	9,401	14	113
17-Nov	Video of dancing at Tikit P4W dinner	433	2	13
16-Nov	Listing the three newsletters I read every week	10,763	13	56
16-Nov	Advent calendar reminder	541	1	4
15-Nov	Comments on Rebmark sale	986	0	7
14-Nov	GDPR download promotion	903	2	11
14-Nov	Jepson Holt LS18 promotion	310	0	4
13-Nov	TM Group Risky Business Roadshow promotion	949	3	5
13-Nov	Chatbot promotion	2,356	1	18
13-Nov	Adrian Samuel genius 'out of office' image	2,710	4	33
13-Nov	Toilet Twinning promotion	2,797	3	30
13-Nov	Taking the mickey out of GWR's communications	293	0	3
12-Nov	Pictorial review of LawNet Conference	3,365	7	31
11-Nov	Our content writing service promo re. Uber EAT story	883	0	7
11-Nov	ITV Hub poster	1,647	1	10
10-Nov	Photo of stag weekend @ LawNet Conference	1,414	2	13
10-Nov	GDPR cartoon	1,294	7	19
10-Nov	LawNet conference pot	769	0	7
		42,603	63	386

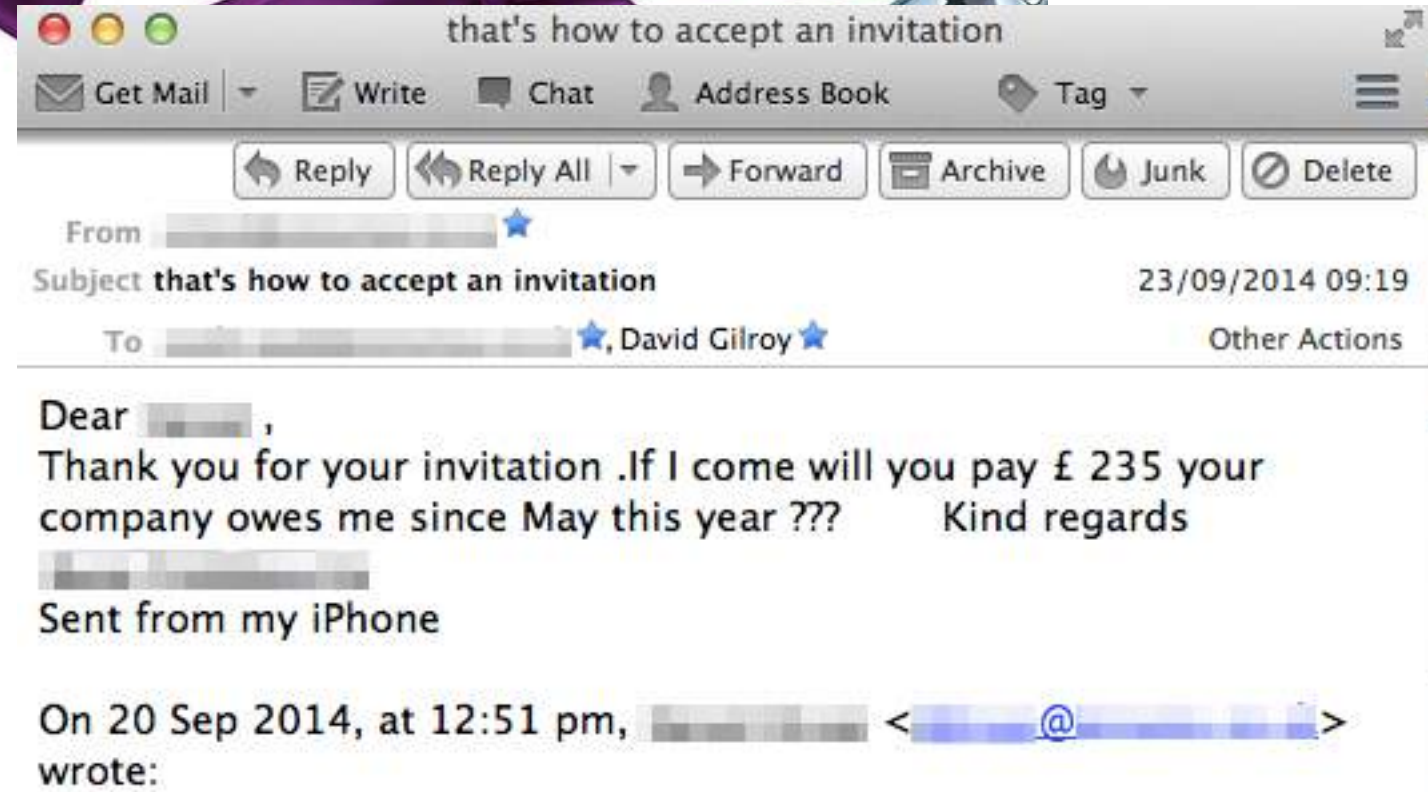
Bottom line, build a **big network**

Total Reach	Total Connections of the People who 'Liked'	Total Connections of the People who 'Commented'
Video of dancing at Tikit P4W dinner	10,550	1,697
Listing the three newsletters I read every week	53,641	18,912

Do.not.reply@ ! What, don't you want a conversation with me?



Hell of way to **accept** an invitation!



Saw this and thought of you

Get Messages

Write

Chat

Address Book

Tag



From David Gilroy ★

Reply

Forward

Archive

Junk

Delete

More

Subject Saw this and thought of you

12/04/2018, 14:32

To Vidisha Joshi ★

<https://www.lawgazette.co.uk/news/sra-opens-safe-space-for-firms-wanting-to-push-boundaries/5065649.article>

Someone on your panel it going to mention this next week.....might as well be you! Will all depend on the running order I guess.

D.

-

David Gilroy
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DDI: 0117 325 0202
Tel: 0117 325 0200
Skype: dgilroybs8
Web: <http://www.conscious.co.uk>
Blog: <http://blog.conscious.co.uk>
Twitter: [@conscioussol](https://twitter.com/conscioussol)

UK Co. Reg No. 4966976 | VAT No. 826 2638 21



78%



From Sarah Hillson <enquiries@complete-it.co.uk> ☆

Reply | Forward | Archive | Junk | Delete | More

Subject Conscious's IT Support Review

10:51

To David Gilroy ☆

Hi David,

I hope you
planning

I work at
support c

To learn

We are ba
building
get to you
important
with you

Have a great week and I look forward to talking to you soon.

Kind regards

Sarah Hillson



Complete I.T. 7 The Courtyard Wooburn Green High Wycombe Buckinghamshire HP10 0DG UK

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No, it doesn't

Your feedback matters



116 Refurb feedback

Thank you for taking the time to give us your feedback. Unfortunately we won't be able to reply to individual responses. If you have a specific question regarding your membership, please get in touch with our membership team by emailing membership@iod.com or calling +44 (0)20 7766 8866.

Are you paying **attention** to everyone you can?



David Wood has a new connection.



Douglas Convery

Account Manager at Solicitors Own Software Limited (SOS)
Bath, United Kingdom

Connect with Douglas • 13h ago

Do you use **humour** to build relationships?

Subject Line – Following up on our ???? discussions – is it a, b, c, d h ?

Hi Trudy,

As you'll know from our previous communications| our style is not one o incessantly, if there is news on your website and mobile project I'm s me know, but it's important to me to ensure you know that we would lov you on this project.

But, to make it easy for you, feel free to respond with just any one o following letters :-

- a) tough shit, we've given it to someone else
- b) the Partners are still cogitating (c'mon you know what law firms ar
- c) we have a few more questions, please call me to arrange a conferenc
- d) we're merging, it will have to wait
- e) we've run out of cash
- f) our priorities have changed call me in 6/12 months (delete as appli
- g) yes we want to proceed but haven't had a chance to call
- h) something else that's none of your damn business!

Be different, not better!

**No questions? Good!
I'm just going to leave.
Goodbye.**