

Product
sheet

Social Media Marketing Service

Even though we have been talking to law firms about social media for years we are still amazed how much resistance we get from firms who swear their prospects and clients are not on social media. Consider the numbers on the left, do you think at least some of those people might be your clients or prospects?

How it works

When we talk to law firms often it's not a lack of appetite that stops them taking advantage of social media, but a combination of time & skill

Time + **Skill** + **Knowledge** = **Great Social media**

For this reason we have introduced our Social Media Marketing service. This service helps underpin your social media activity allowing your team to focus on the activities it makes sense for them to.

We will provide a combination of Tweets, Facebook posts, LinkedIn updates and blog posts on your behalf. These will vary between a package of scheduled, time insensitive content as well as a reactive service where we will be monitoring various aspects of the legal sector and commenting accordingly. In addition, our Bespoke package includes social listening and building your followers.

We will apply the same editorial rigour to this content as we have done to the Legal Content service we have provided for more than the last ten years. You can trust us that we will not publish anything that will damage your brand; the complete opposite. We will be sourcing and publishing content that will engage with your followers/connections and drawing them into engaging with your firm.

The number of
active users on
each of the main
social media
platforms...

Facebook = 1bn
Twitter = 500m

LinkedIn = 250m

...do you think
some of them
might be your
clients?

So why not do ALL your social media yourselves? Consider the following points:-

- **COST** - Assume the fully loaded hourly cost of a junior marketing/senior admin person is £20/hour, you get just 30 mins social media activity per day compared to our package. That's not much.
- **KNOWLEDGE** - An agency like us has more "brain power". We live and breath social media. Hiring us to underpin your social media activity is like hiring a team of people!
- **RESPONSIBILITY** - And when the employee handling your social media goes sick, we're still working on your behalf.
- **FORWARD THINKING** - We breed social media nerds. Not only are we expert at what to do in social media land today, we're constantly looking round the corner.
- **NEW TECHNOLOGY** - At each level of service we will provide high quality, engaging content that will underpin your own social media activities. For content examples and to discuss this service further, please contact your Account Manager.

Some additional information at <http://www.conscious.co.uk/socialmediaservice>

Package	Lite	Express	Bespoke
Setup from	£399	£799	£1,200
Monthly from	£349	£699	£1,500
Monthly equivalent hours	4	7	16
Service areas	2 from	3 from	4 from
Employment	✓	✓	✓
Residential Property	✓	✓	✓
Personal Injury (not including clinical negligence)	✓	✓	✓
Family	✓	✓	✓
Further service areas charged additionally - POA			
Social Networks	2 from	2 from	3 from
Twitter	✓	✓	✓
Facebook	✓	✓	✓
LinkedIn	✓	✓	✓
If all 3 networks are required - additional £95 per month	✓	✓	
Set up			
Social Network account creation and linking	✓	✓	✓
Background and banner designs (if appropriate)	✓	✓	✓
Set up of monthly report templates	✓	✓	✓
Set up call with client	✓	✓	✓
Twitter			
Minimum of 2 Tweets a day, comprised of;			
- Reactive to legal news (service specific/general)	✓	✓	✓
- Calls to action promoting your services	✓	✓	✓
- Seasonal/topical content	✓	✓	✓
- Library legal news via RSS (if subscribed)	✓	✓	✓
- Retweets	✓	✓	✓
Images included in Tweets - <i>minimum no. posts per month</i>		20	50
GIFs included in Tweets			✓
All Tweets posted are bespoke to your firm			✓
Social listening - <i>minimum of 2 additional hours (£190) per month</i>	•	•	✓
Build followers - <i>minimum of 1 additional hour (£95) per month</i>	•	•	✓
Facebook			
Minimum of 3 posts a week, comprised of;			Minimum of 4 posts a week
- Reactive to legal news (service specific/general)	✓	✓	✓
- Calls to action promoting your services	✓	✓	✓
- Seasonal/topical content	✓	✓	✓
All posts are bespoke to your firm			✓
Social listening - <i>minimum of 2 additional hours (£190) per month</i>	•	•	✓
LinkedIn			
Company updates (maximum of 2 a week), comprised of;			
- Reactive to legal news (service specific/general)	✓	✓	✓
- Calls to action promoting your services	✓	✓	✓
- Seasonal/topical content	✓	✓	✓
All updates are bespoke to your firm			✓
Individual updates (maximum of 10 profiles) mirroring Company updates			✓
Reporting			
Monthly report, comprised of;			
- Followers	✓	✓	✓
- Engagement	✓	✓	✓
- Activity	✓	✓	✓
- Social traffic and activity on your website	✓	✓	✓
Monthly review call (1 Hour)			✓

• **Optional extras**

Additional extras - Blog post (up to 500 words) prices from £190 per blog (includes 2 topic suggestions, writing, 1 review and posting to website, if on Conscious platform)

- Longer blog post (500-700 words) - prices from £285 per blog

Notes - Valid from 1 December 2017

- The fluid nature of social media means no performance guarantees are possible

- Substitute activities may be provided if deemed necessary

- Minimum term 6 months