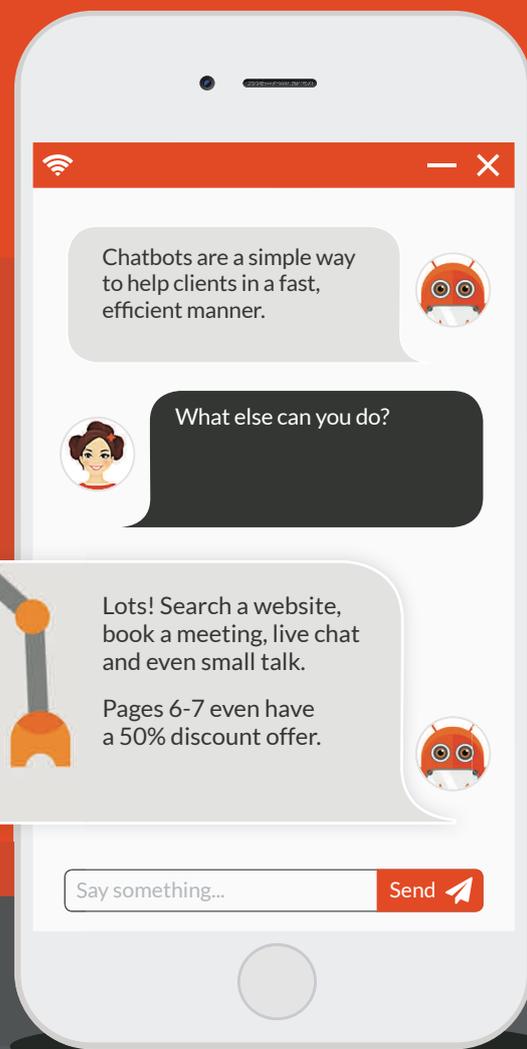


conscious

brand, design & marketing for law firms

Chatbots,
GDPR, Google?
What keeps
you awake
at night?

Open me
for more!



Client Interviews

Joanna Debiase – IBB

Kristina Oliver – Keystone Law

Craig Bloomfield – Birkett Long

Claire Rason – Boyes Turner

Conscious
Top Tips

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Your problems solved

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Law firm consultants



Welcome to the Conscious Magazine



2018 and the 2nd issue of our magazine. Still feels a bit odd that predominantly 'online' agency would do something like this in print, but the feedback from the first issue was so overwhelmingly positive, it seemed rude not to do a second one.

Please review the table of contents below and you'll find loads of great content around online marketing, chatbots, GDPR (sorry to mention it!) and even more interviews from various people in law firms.

If you like what you see (or heck, even if you don't) please do let me know via Twitter at [@conscioussol](#) or via email at magazine@conscious.co.uk

David Gilroy

David Gilroy

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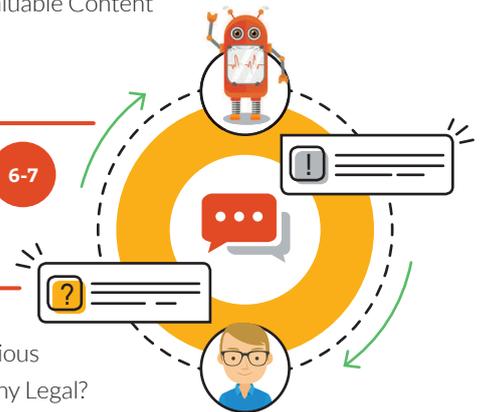
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Download the PDF version via <http://bit.ly/conscmag2>



A FREE Social Media Workshop

If you find a typo, please let us know and for the first report we get of any typo we will donate £5 to charity and put all reports into a draw for a free social media workshop!

1. Ensure your website is running as https to give users confidence that your website is secure.
2. A large phone number that is visible as soon as you land on a page (think about using bright/bold colours).
3. 'Tap to call' phone numbers on mobile devices and ensure your website has been properly 'designed' for mobile devices so the correct part of an image shows up.
4. Call tracking on phone numbers - to give you a full picture of which pages/content is converting. A tool such as Ruler Analytics will 'tag' each phone call using a unique number with the channel that generated e.g. organic search, PPC, social media, brand search (see page 21 in this magazine).
5. A 'Sticky navigation' that follows you wherever you are on page. This makes it simple for users to find the pages they want, and contact you if necessary.
6. A visible, 'open form' as soon as you land on a page. Ideally, this form would either follow you down the page, or there would be a separate enquiry form at the bottom of the page.
7. The form should have as few fields as possible, just capture as much information as you need in order to follow up the enquiry. Don't make too many fields mandatory.
8. And, on that subject, please **DO** follow up all enquiries within 24hrs where possible. You spent good 'marketing money' getting that user to your website, please don't fall down at the last hurdle.
9. Use a bright background colour to help draw eyes to the enquiry form.
10. Research has shown that an orange button (seriously!) converts better than other colours! We should know... we love orange!
11. Pop-up forms – as long as it only partially covers a page, pop-up forms can be very effective at prompting people to fill in a form.
12. Ensure that information is clearly set out – don't have too much text on your homepage, enough for Google to know what your website is about, but not too much to put off your human visitors.
13. Good quality content is a must. A selection of relevant and interesting blogs will help gain trust, demonstrate knowledge and credibility. It's good for your SEO ranking too.

14. You can never have too much content. The more pages you have, the more likely Google is to rank those pages for 'long tail, low search volume' searches and bring you more visitors to your website.
15. Test a 'pop-up' live chat screen to see if users would like to communicate with you that way.
16. If you really want to be 'up to date' test out having a 'chatbot' on your website (see page 6 in this magazine) don't lose the enquiries outside of office hours.

These are the Top 16 Things your Website Needs to Improve those Conversions!

tag

RULER

Contact us

Hello chatbot here

CALL TO ACTION BUTTON

Good quality web content

tag tag

Live Chat

tap to call

How can Alex Bot help you?

https://

The more pages you have, the more likely Google is to rank those pages!

OUR WEB DESIGN MAY LOOK LIKE A WORK OF ART ON DESKTOP, BUT ON MOBILE, IT LOOKS LIKE THIS.

© marketoanist.com

website filter

RICH DIBBINS
Head of Sales and Digital Strategy
Conscious Solutions

Stephensons

We're always here for you

Stephensons is a leading UK full service law firm. We provide all of our clients with cost effective, industry leading legal advice. The team at Stephensons brings with it its depth knowledge and a wealth of experience of dealing with a range of complex legal matters. Call us on 0333 009 3820.

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For you
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Our people
Media centre
Contact

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LOGO

“
Brand
can be simplified as
VISIBLE and
INVISIBLE
elements
”

What Does Your Brand Say About You?

It is very easy to confuse a brand with just a logo that appears on your business card. A brand is so much more. Your brand is an important asset of your business – it is how you are perceived by the outside world. How you communicate, the quality of your service, how you respond to deadlines, your trustworthiness and how you answer the phone – to name a few – and they should all be considered. A successful brand sets you apart from the competition and builds your reputation. Your brand communicates your firm's values – your promises and expectations – and influences your clients' perceptions of who you are.

“Ask yourself - What is it that makes you different?”

The legal sector is a very competitive market to be in. Getting yourself noticed can be a challenge, after all, doesn't everyone want to be seen as professional, approachable, experts in their field? When defining your brand, ask yourself - 'What is it that makes you different? What is that 10% that makes a potential client choose you rather than a competitor?' It can be the little things that will make you stand out. We often ask, when it comes to your visual brand – 'How brave are you?' We want you to be memorable – in a good way! It doesn't mean a purple pig flying across your homepage will be the way to go, but something memorable that stays in people's minds, goes part way to them registering your brand.

Is It Time For A Brand Refresh?

If you are about to start a new marketing project, ask yourself if you have a brand that is making the right impression. Does it truly reflect your firm's personality and values? What do your clients think of you? Is your brand consistent across every aspect of your business? It's all too easy for a brand to get diluted if a clear vision of who you are hasn't been established. Once your brand values are in place they need to be reinforced consistently through every aspect of business that you do – online, print, customer services and social media. A good brand will build an emotional connection with those who share the same values, and promote loyalty and long term relationships with both your clients and your staff.

A new brand is always an exciting venture to undertake, but may not always be necessary. There may be a lot of value in your existing brand, and positive elements should be kept. A refresh may be the best option. There may be different reasons why you have come to this decision. Your existing brand may look old or outdated, it doesn't reflect the firm you have now become, you may have merged with another firm so a change of name is needed or there is nothing about your brand that makes you stand out from your competitors.

Whatever the reason, remember to keep a clear vision of your firm's values. So the next time you hand over your new business card or send someone to your website, make sure it is a true representation of who you are.



TRACEY STOCK
Design Director
Conscious Solutions



Are Chatbots Going to Take over the world?



ANDREW GRAY
Operations Director
Conscious Solutions

Have you every knowingly used/spoken to a chatbot? Perhaps while banking online, or asking your internet provider a question?

Whether you realise it or not, chatbots are everywhere. They're a simple way for clients to ask questions and have their enquiries answered in a quick and efficient way, rapidly improving client service within law firms.

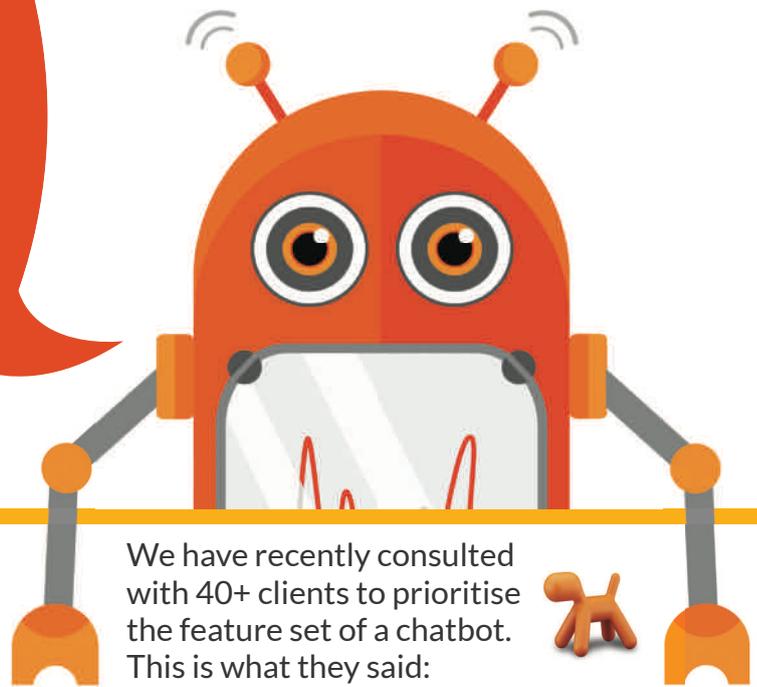
Chatbots are making a big noise in the media; Facebook's talking chatbots have made up their own language, and statistics are showing that more people are using messaging apps than social media. As a chatbot interface appears like a messaging app, it's presenting a familiar way for users to communicate.

Chatbots may seem relatively simple today but they will become more sophisticated over the coming years. Obviously you can't really "chat" to a chatbot - that's probably their least developed feature - but you can interact with a chatbot to achieve some very useful things.

Over time more and more functionality can be added to the backend of a chatbot yet maintain the simple, unthreatening interface of the chat window. It is this feature more than any other - the ability to hide great complexity behind a simple user interface - that we think, means that chatbots are here to stay.

As technology develops, chatbots are becoming increasingly more sophisticated, dealing with a variety of admin tasks. Basic queries and enquiries can be dealt with by a chatbot, freeing up staff members' time. It also means that clients are able to ask simple questions whenever they arise, whether or not the office is open. Chatbots are even given fun "personalities" to inject some entertainment into the interaction.

Chatbots are used by many different types of companies to help increase their customer interaction, and make their websites easier to navigate. One of the key functions of chatbots is to improve client service, and as they work all day, every day, there is not a moment one of your clients would be unable to get some assistance.



We have recently consulted with 40+ clients to prioritise the feature set of a chatbot. This is what they said:

- Enquiry Forms
- Let us call us back forms
- Out of Hours Enquiries
- Searching for content on the website
- Person Finder
- Small Talk
- Emotion Analysis
- Online Payments
- Calculators
- Book Meetings
- Interface to Case Trader
- Live Chat (i.e. passing the chat over to a real person)

How should your chatbot 'appear' to people? Robot or human?

Experience shows that it's important to present your chatbot to the user as an obvious 'chatbot' rather than pretend it is a human. Why? ...well for these reasons:



Transparency - Most people will quickly realise they are not dealing with a human. Build trust by being upfront about this rather than give them the impression you are trying to "trick" them.



Avoid Frustration - By presenting as a chatbot you can also show the limitations of it. Users then know what it can and can't help with upfront.



Better Interaction - Most users will automatically adjust the language they use with a chatbot rather than a human, reducing the number of interactions the chatbot is unable to process.



PR - There is no doubt that AI and chatbots are making a big noise in the media at the moment. There are plenty of people using chat interfaces that present as a human, make yours stand out by embracing the chatbot era.



Client Honesty - More complaints is never a good thing right? But what if you are getting that feedback rather than an unhappy customer staying silent? Social media has become a major area for complaints as it gives users the anonymity to provide more honest feedback. Chatbots also do this by allowing users to give feedback without talking directly to a human. They maintain the feeling that it will be dealt with quickly while taking it off public platforms.

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Chatbots for Law Firms

CHATBOT PRODUCT OR CUSTOM DEVELOPMENT.
THE CHOICE IS YOURS

Stand out from your local competitors and show some technology leadership in the way you are prepared to deliver legal services! Having a chatbot on your website will allow you to do that.

Pricing

From £600 setup + £125/month (+VAT)
Custom development costs - POA

Current functionality includes:-

- Website search
- Book a meeting
- Enquiry capture
- Live chat
- Small talk
- Jokes

Special

OFFER **50% OFF**

the setup cost

Quote
MAG000218



Rich Dibbins



0117 325 0521



sales@conscious.co.uk

Life, Death and Paid Advertising



SARAH WYATT
Head of Marketing Services
Conscious Solutions

In today's environment where every pound spent on advertising matters more than ever, business owners are testing various channels to discover what works and what doesn't; Social Media, Search Engine Optimisation, Content Marketing, Direct Marketing and of course Paid Advertising.

For many, Paid Advertising is the preferred choice as it can be measured more accurately than pretty much every other marketing channel. Meaning you know exactly what's working, what's not performing and what your money is being spent on.

Expanded text ads, CTR's, Enhanced CPC's, mobile bid adjustments, CRO are just some of the aspects that need to be understood and managed as part of a successful Pay-Per-Click campaign on Google's popular advertising platform; AdWords.

However, for many law firms, this area of marketing is approached with trepidation (or not done at all) due to stories of poorly run campaigns and poor ROI. If executed correctly Paid Search campaigns can yield some seriously high returns.

Businesses make on average £3 in revenue for every £1.60 they spend on AdWords

Paid Advertising campaigns don't just drive direct enquiries to law firms they also complement the other marketing channels and increase overall brand awareness as well. Here we take a look at an example of how a Pay-Per-Click campaign plays a vital role in the customer journey to making contact with a firm, shooting and scoring. Go blues!

There will also be times when people will see your Paid Ad, not click on it but later on go back and visit the website. Or also they click on your Ad, and later revisit your website but on a different device. These assisted conversions are often discounted but carry a lot of value to law firms.



5 SIMPLE TIPS TO INCREASE PAID MARKETING ROI

If you are spending money on any Paid Marketing campaign, here are 5 top tips to help you improve your ROI today.

1. Implement effective tracking
2. Review your landing pages
3. Test your mobile experience
4. Develop your content Queen
5. Increase the ways people can connect with you

2018 is the year of the customer journey and businesses are fast recognising this.

Test, find out what works and what doesn't and continually improve by focusing on the user journey and how your business can connect with them.

So, when considering how busy you want your business to be in 2018 be sure to include at least one Paid Advertising campaign because if you don't, you can be sure your competitors will.

Want to keep up to date with the latest legal paid marketing trends? Subscribe to our blog...



“The impact of a ‘people first’ management style helps greatly. I think ‘bolder, brighter, better’ appeals clients.”



The Interview

Joanna DeBiase
Managing Partner, IBB Solicitors

Q You became a full time Managing Partner in 2017; what’s your management style and how does impact the firm’s culture?

I strongly believe in, and advocate, valuing people – motivating individuals within our firm, not just directing them. My style is to engage our people and take them on the journey with us. We aim to grow the firm and get into the top 100 but our vision and mission statement puts clients at the centre. In order to achieve our ambitions, we need to remember why we became lawyers in the first place!

Our Vision

We exist to make the law work by understanding what our clients want and delivering bolder brighter better solutions.

These are emotive statements and emotion is a powerful driver so it’s important to engage our people – and our clients - on an emotional level. We talk about ‘bolder, brighter, better’ in all our management meetings and apply it to everything we do, rather than leave the vision on a paper document and put in a drawer somewhere.

The impact of a ‘people first’ management style helps greatly. I think ‘bolder, brighter, better’ appeals to clients. We position ourselves as humans first and lawyers second, listening to clients and understanding what they want to achieve. We want to show that we’re in the business of solving problems and protecting our clients on personal level. The law helps us to do that.

This commitment to our culture and a consistent management style also helps to attract talent. People respond well to a client-centric vision and mission in a ‘wow, yes, that’s what I want from my employer’ way. As a firm, you need to align with the values of your people as well as your clients.

Our Mission

Our mission is to enjoy building a purposeful distinctive law firm of which we are very proud.

Q Your firm recently merged with another. What did you learn from the process?

We saw an opportunity to bring two firms together to create an outstanding private client team based in West London and South Buckinghamshire.

I have not got any direct merger experience so it was a learning curve. In hindsight, communication was key. I met every Friday morning for an hour, throughout the whole process. We only missed a couple of meetings. It really helped build trust and an understanding throughout the process.

We were very honest early on about any “skeletons” we might have lurking in the cupboard (thankfully only tiny and unproblematic ones!) and what the deal breakers might be. We asked ‘would we be better together?’ and created non-binding heads of terms so, if satisfied with all the DD, ‘we knew what the deal would look like.

We learned to talk the whole way through and this built up a strong level of trust and honesty without a great financial commitment or reliance on external consultants.

What made the process work? Culture. This is key to a successful merger. We discovered we had almost the same strategy and vision so my experience of a merger is a very positive one. However, we did underestimate all the documentation involved!

Q Your Business Development Director also looks after pricing. How did that come about?

Pricing is an integral part of the client experience and a key part of managing client expectations – all part of brand and client satisfaction. My marketing and Business Development Director spotted the opportunity at a conference and became the pricing project sponsor inside IBB in 2014.

As she has a great overview of the firm, it was an obvious move to let her flex the pricing strategy over the different client areas and types. She also delivers the induction training on pricing.

Q Get big, get niche or get out! Is that true for most law firms?

All of these are legitimate strategies depending on where you are in the country and the practice areas you are established in.

However, it’s quite hard to compete as a smaller firm so there is an element of critical mass required; clients have come to expect and law firms need to offer specialists rather than generalists these days. It is hard for smaller firms to service all their client needs and to attract the right people.

The compliance burden has also increased and continues to increase (GDPR etc.) I don’t know how the smaller firms manage this and all the other regulatory requirements.

Yet getting ‘big’ also has drawbacks. I want our firm to *better* rather than bigger but I do agree you need to be a certain size to be comfortable.

Anonymize form data after 90 days

Form submissions almost always include “personal data” which websites usually store and then send to via email. To be GDPR compliant without losing the benefit of being able to trend form-submission data from year to year make sure that form data is anonymized after 90 days. We will preserve data associated with radio buttons, checkboxes and drop-downs but delete all text fields as these often contain personal data.

Make sure newsletters are not opt-in by default

Make sure that your forms do not default newsletter options “yes” – this has been best practice for a while and therefore something that is already implemented on most sites but GDPR makes it illegal so worth checking.

Make opt-out as easy as opt-in

GDPR is very clear that the process for opt-out has to be as easy as the opt-in process. So make sure that “unsubscribe” is included in all communications.

Use double opt-in for newsletters

There is no specific requirement to implement “double opt-in” (online registration followed by confirmation via an email link) but there is a requirement to be able to prove that the user agreed and to maintain an audit trail of their actions. A double opt-in process is well understood by users so is probably the best way to achieve this.

Anonymize online payments

The website may be collecting personal data such as name, address and invoice details before passing this information to the payment gateway. If that is the case you will need to modify the process to anonymize the data after 90 days (i.e. removal of email address and any other identifying information).

Anonymize inactive accounts

Record the date of “last login” and flag as “inactive” accounts which have not been used for 12 months and remove any personal data associated with them.

Check that any tracking software is legal

There is risk with using tracking software – if the software does something that is illegal then under GDPR it is the responsibility of the Data Controller (you) not the Data Processor (them). For this reason it is important to understand what these products are really doing and to study your contract with those organisations very carefully.

GDPR



Actions for Website Compliance

Relax – Google Analytics is OK

Almost all websites are configured to use Google Analytics for the analysis of usage data. The system has always been anonymous which means that there are no GDPR issues to worry about.

Audit the use of Google Tag Manager

Tag Manager gives people the ability to add code to your site that might do things that are illegal from a GDPR perspective (e.g. some third-party tracking products) – so you need to audit who has access to Tag Manager and what has been added.

Provide instructions for “Right to Access” and “Right to be Forgotten”

In some situations GDPR gives users the right to access the personal data that is held about them, and the right for this information to be corrected or deleted. Make sure that you have clear instructions on how users contact you to exercise these rights.

Update your Privacy Notice

GDPR adds new requirements:

- the legal basis for processing the data (lawfulness of processing is set out in Article 6).
- the period for which personal data will be stored.
- meaningful information about the logic involved, as well as the significance and consequences of such processing.

This information must be provided in a concise, transparent, intelligible and easily accessible manner using clear and plain language. The ICO has published separate [guidance on privacy notices under the GDPR](#).

Update your Terms and Conditions

Modify the statement to use the language of GDPR “data subjects”, “data controller” and “data processor”. The most important element as far as GDPR is concerned is to explain what personal data is collected and why. The legislation says that this information should be presented clearly and not buried amongst other legal terms so it’s best to have a heading in your Terms & Conditions but then link through to a separate page for details (this page can also be linked to, from forms and other parts of the site that collect personal information).

Check the contract with your Web Agency

Review the existing agreement to make sure that it uses GDPR terminology when specifying roles and responsibility (“Data Controller” vs. “Data Processor” etc.). Add a GDPR Addendum (you can download an example from our GDPR page). If you are one of our clients, don’t worry, we will be sending you the Addendum shortly.

Compliance for Marketing & BD Professionals



Understand all the possible Lawful Grounds for processing

Article 6.1 of the GDPR defines the lawful grounds for data processing:

- **Consent:** You have obtained consent from the data subject.
- **Contract:** Processing is necessary for the performance of a contract with the data subject or to take steps to enter into a contract.
- **Legal Obligation:** Processing is necessary for compliance with a legal obligation.
- **Vital Interests:** Processing is necessary to protect the vital interests of a data subject or another person (for example: anti-fraud measures).
- **Public Interest:** Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

- **Legitimate Interest:** Necessary for the purposes of legitimate interests pursued by the controller or a third party, except where such interests are overridden by the interests, rights or freedoms of the data subject. (Note that this condition is not available to processing carried out by public authorities in the performance of their tasks).

Law Firms obviously have a legal obligation to hold client data for 7 years, but in most other cases you will need to show either "consent" or "legitimate interest".

Whenever you are processing personal data you need to have at least one lawful reason. The table below emphasises that the lawful reason will depend on whose personal data you are processing and why you are processing it.

Our GDPR Services



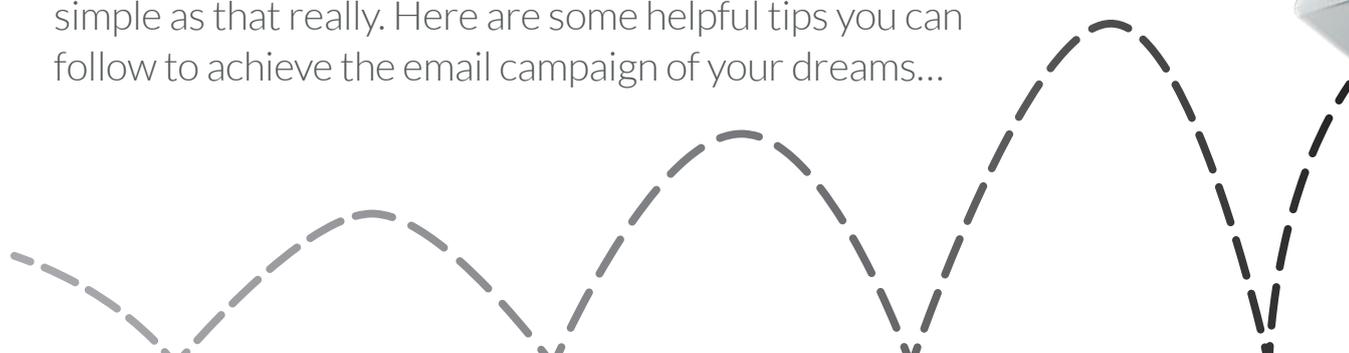
ANDREW GRAY
Operations Director
Conscious Solutions

The Lawful Reasons Matrix

Type of Action	Information Only	Networking	Events	Topic Alerts	Newsletters
Type of Contact					
Clients (Active)	Contract & Legal Obligation & Legitimate Interest	Legitimate Interest	Legitimate Interest	Legitimate Interest	Consent
Clients (Old or Inactive)	Legal Obligation & Legitimate Interest	Legitimate Interest	Legitimate Interest	Consent	Consent
Ex-Clients	Legal Obligation & Legitimate Interest	N/A Unlikely	N/A Unlikely	N/A Unlikely	N/A Unlikely
Prospects	Legitimate Interest	Legitimate Interest	Legitimate Interest	Consent	Consent
Suppliers	Legitimate Interest	N/A Unlikely	N/A Unlikely	N/A Unlikely	N/A Unlikely
Influencers	Legitimate Interest	Legitimate Interest	Legitimate Interest	N/A Unlikely	Consent
Competitors	Legitimate Interest	N/A Unlikely	N/A Unlikely	N/A Unlikely	N/A Unlikely
Minors	Consent	Consent	Consent	Consent	Consent

TOP MailChimp Tips

When it comes to nailing email campaigns, MailChimp knows where it's at. Create slick, pithy emails for a select group of recipients for the best results with ease. It's as simple as that really. Here are some helpful tips you can follow to achieve the email campaign of your dreams...



MailChimp Template Designs

Want to get creative and design your own email template, or use one of MailChimp's pre-made ones? It's completely up to you. You can use a drag and drop template by starting off with a basic layout, then using an email designer, gradually build it up yourself. You have the freedom to do whatever you want, drag and drop modules, replicate and reorder images and content blocks. You can even construct a Hero section by slotting in bold background images to help promote your brand and increase visual interest. Perhaps you're being extra adventurous and plan to code your own email from scratch? Go you! If so, MailChimp offer a user email template reference to help you along the way. However, if you would prefer to send one of MailChimp's pre-designed templates, then there's an array to choose from; all you have to do is change the font and colour scheme to match your brand and you're good to go!



KATIE BLAKE
Marketing Executive
Conscious Solutions



Segment Your List

MailChimp allows you to create segmented lists so you can send more tailored campaigns to your subscribers. When people sign up for your newsletter for example, they are put into groups; you can then segment these groups and send them individual campaigns. Further, you can add hidden groups and segment by internal data.

You can also work with pre-built segments. This is when MailChimp automatically groups people together if they share a particular trait or behaviour such as sign-up date, engagement levels, demographics, etc. Not only this, but you can create an auto-updating segment based on certain criteria, save it, and it will automatically update every time you send an email.

See?
MailChimp makes it super easy to send email campaigns to a targeted audience.



Marketing Automation

It just got a whole lot easier to stay connected with your email-marketing list with marketing automation; it's like having a second brain to your campaigns. It's free software for all MailChimp users that will help find your audience, engage your customers and build your brand. For example, it will send a welcome email when people join your list, follow up after an enquiry and even say happy birthday.



Mobile Friendly

If you don't know by now, mobile is king. This is why it's more important than ever to ensure you have a mobile-friendly email. The responsive email templates are completely adaptable and text size is increased automatically on a small phone screen. Or if you are pushed for time, create your email campaign on your phone via the mobile app and send out your email marketing during your daily commute. Don't worry – you can preview your email on your phone as well as on your desktop in preview mode and check that your email is the right size and properly aligned.





The Interview

Kristina Oliver

Marketing & Business Development Director, Keystone Law

Q What was it like working for a law firm at the time it became AIM listed?

Planning for the flotation started several months before the actual day, during which time there was only six of us in the firm who knew to reduce the risk of the news leaking. It was only in the days prior to floating that could we tell anyone (including my team who knew nothing about the plan until then) so on the run up to the big day itself there was plenty keeping me busy. This included developing road show presentations, the investor relations website, the admission document and communications strategies for both internal and external audiences (which, amongst the usual releases, also featured a number of videos about why we chose to go down this route that were secretly filmed after everyone had left the office).

The day we could break the news internally was a special day, gone was the need for secretive meetings as the deal was done but there was still a few days to go until we could tell the outside world.

When it comes to doing things differently I keep an eye on what brands outside of law are doing as they are far more creative than our sector and a great source of inspiration.

When we announced details externally we were all keen to see the reaction it got (very positive) and this was confirmed on the day when we officially listed and got to open the London Stock Exchange. This really was a unique experience; the six directors and a handful of advisers (plus James – Keystone’s founder & the Managing Director’s Mum and sister) arrived at the Exchange for the formal opening ceremony whereby we would open trading for the day. As we stood on the bridge eagerly waiting for 8am to arrive to launch the day we also knew this was the moment where we see if the shares went up or down and would be a good indication of how things would go from hereon in. We all breathed a huge sigh of relief and delight as the shares rose up 20% that morning and have continued to perform well since.

Q Keystone is known in marketing circles for some wacky marketing stunts (including jail cells at Liverpool Street Station, GREAT Valentines Day tweets & 'Tinder jokes'). Where do the ideas come from?

When it comes to doing things differently I keep an eye on what brands outside of law are doing as they are far more creative than our sector and a great source of inspiration. More often than not, the quirky ideas come at the strangest of times whether that be whilst out with friends or chilling in front of the TV and I end up emailing myself a note for when I’m back in the office. I then get the team together and we brainstorm how we can turn the idea into a reality easily and quickly (without spending a fortune too).

Q How does marketing a 'dispersed' law firm compare to other more 'traditional' firms you have worked for?

I think the biggest difference is that a dispersed model like Keystone has a far greater need for internal communications to make everyone feel part of the firm despite the fact they are all working in different locations. We invest heavily in this, utilising our own internal social media and intranet platform in addition to events, publications and a lot of interaction with the lawyers from the central support team.

Q How do you manage your marketing budget and track ROI?

Like most firms, my budget is set a few months ahead of the new financial year and is developed around a strategic plan encompassing all areas of the marketing and business development for the firm, the lawyers, practice/sector areas (etc.) but also recruitment which my team plays a very large part in.

Everything is tightly coded and monitored against what was budgeted. In terms of ROI, this varies in each area. In recruitment we track levels of engagement and applications to join the firm. With other more general marketing, such as events and newsletters, again engagement is a good sign but we also try to link activity back to instructions and enquiries. For internal marketing, we do an annual survey of everyone in the firm to understand levels of happiness and identify and areas where we can improve.



JOBS-IN-LAW

BY SYMPHONY LEGAL

THE BRAND NEW JOB VACANCY WEBSITE

BY SYMPHONY LEGAL

We all know how expensive it is to recruit staff so this specialist legal sector jobs website helps to alleviate that problem. Even better, for members of the Symphony Legal network and for clients of Conscious Solutions, it is free to add your vacancies.

Advertise your vacancies on our new jobs website. These can be jobs for practising lawyers or support staff, the choice is up to you. Single job or packages of five jobs can be purchased.

PRICING

- Symphony Legal members – free of charge
- Conscious Solutions clients – free of charge
- All other law firms – from £199 + VAT per vacancy

**Special
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Your first job can be posted
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Kayleigh Maggs



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enquiries@symphonylegal.com



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SOLICITORS

Meet the team



Horace Old School

Worried about a declining client base and chargeable time



Jonathan Waste

Wasting opportunities by not handling enquiries well



Jennifer Squander

Losing clients because she doesn't treat them as customers



Sandra Loss

Losing out to the competition because they are courting clients better



"Instructing Shopper Anonymous to monitor the performance of our teams has become an essential part of how we operate as a firm, as they have injected positivity and enthusiasm into our service delivery which has been welcomed by staff and clients alike."

Chris Randall

Managing Partner, Mayo Wynne Baxter's team of Sussex solicitors



Lesley Profit

Knows that dealing with customers in the right way means better retention, leading to growth



Everyone has customer service concerns

The secret is knowing what to do about them

Shopper Anonymous is here to help you. We work with numerous professional companies across the UK to:

- Ensure all the team deliver a consistent customer service experience
- Ensure your firm is always ahead of the competition
- Deal with all enquiries in a world class fashion
- Motivate and reward the team members that do it well
- Ensure real actions are taken using our action plan system
- Benchmark your services across your sector
- Ensure the team follows up to be certain you secure the business.

Our programmes are totally tailored and very affordable.

Our team of Regional Directors have experience of your sector and are keen to help you every step of the way.

If you want to experience our tailored pilot for your business please call

01424 858230

or go to: www.shopperanonymous.co.uk/legal

We can have constructive feedback to you within days.

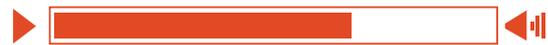
SHOPPER
Anonymous
Driving great service

www.shopperanonymous.co.uk

Video for Law Firms:



The Real Deal



DAVID GILROY
Director of Stuff and Things
Conscious Solutions

Video is fast becoming the most popular medium to share information online; it's fast, interactive and engaging. Viewers are spending an increasing amount of time watching digital videos; almost 5 billion videos are watched on YouTube every single day, and 3.25 billion hours of video are watched in a month. Overall, 6 out of 10 people prefer online video programmes to live TV. This is a clear indicator, if any, that video is the king of content. This is why it's now more important than ever for your firm to embrace video as a way to communicate with clients and prospects.

Where Do I Start?

So you're going to shoot a video for your law firm – great! Now you just need the right gear; this can be overwhelming with so much choice on the market, but my good friend Steve Trister had discovered the only five pieces of kit you really need to get started. I own all of these and couldn't recommend them enough. For starters, your smartphone video quality should be good enough, so all you need are these accessories:



RODE Smartlav+ Lavalier Microphone for Smartphone

A really useful mic you can link up with your smartphone for a crisp, clear sound.
amzn.eu/aNlvdqf



Hama Star 61 Tripod

A tripod for filming is a must for your kit.
amzn.eu/9mC1ur

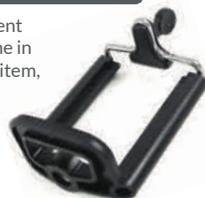


RODE SC1 Cable

A 6M extension cable.
amzn.eu/8y9BWCZ

Phot-R Retractable Phone Mount for Tripods

You'll need an attachment to hold your smartphone in place. This is an add on item, so you will have to buy another product with it.
amzn.eu/aC7B3pp



RODE SC6 iPhone Accessory

This is an optional attachment if you wish to use two mics and headphones whilst recording.
amzn.eu/7Sslzsi



All the gear but no idea? Nervous in front of a camera?

Getting the gear is one thing, speaking confidently and coherently in front of a camera is quite another. Steve is a public speaking coach, comedy actor and spiritual nut all rolled into one! Out of anyone I know, he is the cat's pyjamas at public speaking. I recommend checking out his website: <https://thespeakingrevolution.com>

Another option is recommended by a friend of mine, Jeremy Nicholas, who is a fellow member of the Professional Speakers Association. He is a friend of Penny Haslam, a former BBC business journalist. She runs a training course titled the "Smartphone Video for Business: The Masterclass". This is a practical one-day course on filming and how to create quick, easy, engaging and compelling video content for your brand or business. <http://pennyhaslam.co.uk/index.php/smartphone-video-for-business-masterclass/>

YouTube Director

To make your life even easier, YouTube offer a professional service where they provide a video director for you if you choose to spend £350 on YouTube advertising. We did just that with a client testimonial video with our client, Sarah Boustouller from Stephenson Solicitors. The whole process was very quick, straightforward and simple. We began the day script writing, and then got down to shooting and editing. Once the video was complete, an ad specialist got on board to target our video to the right audience. Follow this link to check it out: <https://www.youtube.com/watch?v=Nf8S-laRKT8w>

The Hierarchy of Belief

The reason we recommend video so highly is that when you have videos of clients talking about you in a positive way, these are more believable than a semi-anonymous sentence from someone who cannot be fully identified.



Examples Of Law Firm Videos We Like

It's worth having a look at what other firms have done, and done well.

Coyle White Devine:
DisputeResolution,
Litigation & Debt
Recovery

<https://youtu.be/N5aUtH0UBYy>

"A punchy video introducing the team with music, no speech."

Stephensons Solicitors LLP:
Starting a Business
What You Need to Know.

<https://youtu.be/6YckTiuM2Gc>

"A short animated video that gets its points across in a clear, straightforward way."

Barcan & Kirby:
<https://youtu.be/1uf4igBT31E>

"Introducing the team with some really insightful comments and creative video editing."

WOW

Video Productions

There are two magic ingredients for solicitor marketing videos which are essential if you want to use video to directly help win more clients.

And whilst precious few know what they are or use them, this is why you could gain significant competitive advantage.

The standard approach for law firms when it comes to video is to adopt a very corporate stance and centre around talking in their own words about why the firm believes they are good at what they do.

The problem with that is that it doesn't truly connect with a viewer; it's the equivalent of talking at someone instead of with them.

A key principle in marketing is that a person or potential client is fundamentally interested in what's in it for them, so as a law firm, your efforts should be focused on positioning yourself as the best choice to ultimately deliver the outcome they desire.

As such, the two magic ingredients for effective solicitor marketing videos are:

- To educate and position yourself as a trusted expert
- To offer concise proof for the quality of your service

It's easy to think that 'traditional' solicitor marketing videos already do that.

The reason why they don't however, is because the focus is not on talking to the viewer from the perspective of their needs and what they are seeking.

Education Example:

We have previously produced a series of client education videos for Pryers Solicitors.

- The concept behind them was to provide valuable insight and information for potential clients across a range of fields.
- Subjects ranged from professional medical negligence during surgery, delayed diagnosis claims and dental claims.
- Each video covered a very specific content topic, but as you can appreciate - a short video giving a solid overview and eligibility criteria for someone who has experienced negligence during surgery would be incredibly useful to them.

The strategy behind each of the videos was to feature them at the top of a dedicated website page on the company's website. There after, the video could be used as part of a paid social media video advertising campaign. With the videos being positioned as education pieces each one had a soft yet concise call-to-action at the end in case the viewer would like further help.

Proof Example:

Client testimonials are incredibly powerful and are the ultimate 'proof' element for any claim or service feature, as mentioned on the previous page in the Hierarchy of Belief.



To help you on the road to winning more clients using video which is the single most effective medium available, we have the following special offer:

5x Customer Testimonial Videos

Regular Price: ~~£2,500~~

Special Offer:
£2,250^{+VAT}

However, there is one technique which needs to be implemented if you are to get the most out of them. And that is to reverse engineer answer topics into questions where you get your client to cover a specific benefit point to your service or outcome in their own words.

Having a client give a concise answer about a specific area of your expertise or practice is many, many times more effective than general broad-speaking endorsement for your firm.

As a team of professional marketers and sales professionals, we are experts in not just video production, but in the production of marketing videos which deliver results.

In addition to the five individual testimonial videos we will also include a ninety second all-in-one compilation of the most powerful testimonials for you to use on your website's home page and other marketing activities such as trade shows and business meetings.

Our service is nationwide so this price applies no matter where in the country you are.



To view our latest work, find us here:

<https://wowvideoproduction.co.uk/examples>

VC:

Let's be clear about what we are talking about here. 'Content' is the words on the page you are reading. It's the copy on your website, the Tweet you posted last night, the videos and images you share. When we're talking about content, we just mean words, knowledge, and information. Blogs, podcasts, videos, guides, newsletters, social media updates, books, talks - 'content' comes in many formats.

WHAT MAKES CONTENT VALUABLE?

WHAT IS VALUABLE CONTENT?

VALUABLE TO OUR BUSINESS


SWEET SPOT

VALUABLE TO OUR CUSTOMERS

Valuable content is supercharged content. It is content with a bigger purpose; useful information created for a particular audience; content that hits the mark. By valuable content we mean the words, knowledge and information you choose to shape and share for your clients and customers: content that educates, helps or inspires them. Content they appreciate.

What makes it valuable is its potential to strengthen your business by raising your profile, boosting your reputation, and pulling more of the clients you want towards you.

Valuable content is content that repays your investment in it over and over again. A blog that takes you an hour to write can live forever on your website, working on your behalf. Answering potential clients' questions, demonstrating your expertise, showing empathy, signposting help, acting as an ice-breaker - valuable content is powerful, flexible and very hardworking.

“The ultimate aim of valuable content is for a potential client to say *I've done my research and it's you I want to work with.*”

HOW DO YOU CREATE VALUABLE CONTENT?

SO HOW DO YOU CREATE THE TYPE OF CONTENT THAT'S GOING TO WORK ITS MAGIC FOR YOUR CLIENTS, AND FOR YOU?

FIND YOUR CONTENT SWEET SPOT, THAT'S HOW.

Good content is rooted in a content strategy. When considering what content to create and share on your website start with your business goals. What do you want your investment in content to do for the firm? Be specific. What services are you keen to promote? Which clients are the most profitable? What kind of work is the most fulfilling?

You can tailor what you create to support whatever goal you choose, but make sure you have a definite aim in sight. Creating vague content without a clear purpose is a wasted opportunity. 'Something from the family department' isn't going to be useful if what the firm is really seeking is to win more long term corporate clients with European HQs. And vice versa.

The content has to be valuable to your business (in line with the business goals) but it also has to be valuable to your clients (helps them solve their challenges). That's your content sweet spot. Self-orientated content won't do anything for you.

“
The reality is, nobody cares about your product. That may sound harsh, but your customers and prospects only care about themselves.
”

David Meerman Scott, *The New Rules of Marketing and PR*

Valuable content answers the questions your clients are asking. Do your research. Use the words and phrases your client would use, and write content that helps them. So, not just a generic 'family law update' but 'what is unreasonable behaviour in a divorce?' Keep a note of the questions that come up from clients. They're your best source of content ideas.

— ×

Check out Clutton Cox's What's the name of that Legal Thing? An A-Z Guide Through the Jargon of Conveyancing to see how far a piece of well-written, customer-friendly content can go. 43,000 views and counting. The valuable content Paul Hajek and his team create and share online wins them a steady stream of conveyancing clients.

Here's a quick checklist to use when planning your content to help you decide whether your content ideas are likely to prove valuable. This ensures you focus on the stuff that's really worth investing in, and stops your website and your client's inboxes getting overloaded.

A QUICK CHECKLIST OF WHAT VALUABLE CONTENT IS...

- Relevant to your niche audience
- Written with a real person/people in mind
- Answers a genuine question – it's what people are looking for
- In line with your business goals
- Well designed
- Findable
- Shareable
- Unputdownable – this is fantastic!
- Created in a spirit of generosity – people first, and profit will follow

AND WHAT VALUABLE CONTENT ISN'T...

- Vague – no sense of who this is aimed at
- Written without a grasp of the person who will be reading it
- Inward looking – doesn't answer a real question – the 'so what' factor?
- Not aligned with your business aims
- Looks shabby, hard to read/watch/listen to
- No one can find it
- Hard to share
- Unpickable – I can't be bothered to look at this!
- Created with a cynical mindset – profit before people

Valuable content could be as heavy-weight as a book, or as light as a Tweet. If it connects and engages the right people and draws them into relationship with you and your firm, it's done its job.



Sharon Tanton is the Creative Director of Valuable Content and co-author of *Valuable Content Marketing: How to Make Quality Content the Key to Your Business Success*.

Valuable Content offers strategic consultancy and small group marketing training programmes for owners of expert businesses.
www.valuablecontent.co.uk

CRM for Unlimited Users One Flat Annual Fee!!

As the **winner of the BOSSIE Awards in 2015 & 2016** for the world's best open source CRM software application, it's not hard to see why SuiteCRM is the best choice for law firms. It's a flexible and cost-effective alternative to proprietary applications.

✔ Already in use in 10 UK firms

✔ Existing integrations with some practice management systems

WHAT HAVE CLIENTS TOLD US SINCE THEY IMPLEMENTED SUITECRM IN THEIR FIRM?

"You can go at your own pace": rollout CRM at your own pace without the need to see immediate ROI on a massive investment in annual license fees.

"Better Key Account Management": get a full-picture of all interactions with major clients for a smoother account management process.

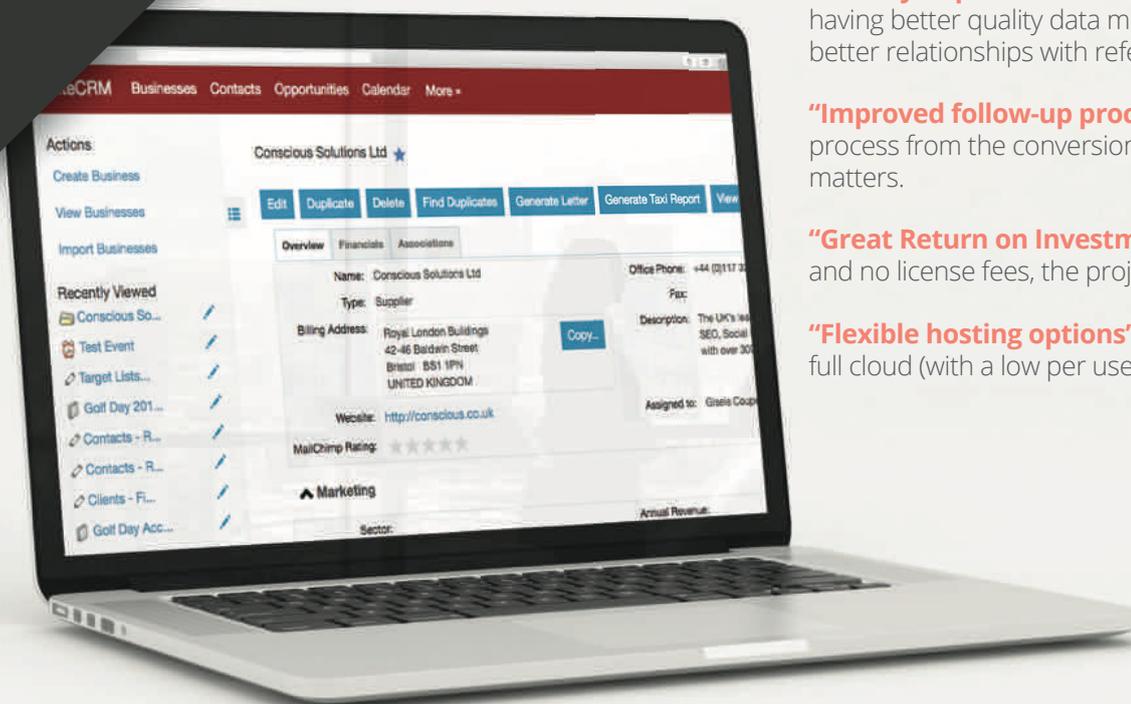
"Better focus for BD": Business Development activities can be easily focused on the companies and referrers that represent the biggest opportunity.

"Greatly improves relationship management": having better quality data means you can develop better relationships with referrers.

"Improved follow-up processes": a smoother process from the conversion of opportunities into matters.

"Great Return on Investment": with low set-up costs and no license fees, the projects have excellent ROI.

"Flexible hosting options": both on premise or full cloud (with a low per user monthly fee).



SuiteCRM – Client Relationship Management

The word '**relationship**' resonates with all of us who work with clients on a daily basis. However, the grey matter between our ears prevents us from remembering all aspects of our clients' lives, both professional and personal. This is where a CRM system comes into play and helps to maintain those relationships. Within seconds, you can find out what was said in a previous meeting and what their favourite biscuits are!

One of the historic barriers to law firms adopting firm-wide CRM implementations has been the cost the CRM software itself. Most partnerships also recognise that they have an enormous amount of work to do changing the **habits, processes and culture** (in that order) of the firm before reaping the benefits of "full" CRM.

A typical law firm which requires a CRM has the following problems:

- Working from multiple spreadsheets, with no ownership over who controls the most recent documents;
- All client information is hidden within fee earners' or partners' email system;
- Unable to export client data from Case/Practice Management system;
- No real idea of their prospect base or where their business comes from.

The question is: How do you gain access to this information or know which spreadsheet to look at? After all, email is where information goes to die, you need a more reliable system to store your information.

SuiteCRM is helping law firms to rethink how technology can help companies manage customer relationships. SuiteCRM is the market leading open source CRM application; it delivers a feature-rich set of business processes that enhance marketing effectiveness, drive sales performance, improve customer satisfaction and provide executive insight into business performance. It is also supported by deep collaboration and administration capabilities that adapt to how your company operates.



We spoke to Marketing Director, Jenni Montgomery from Barton Willmore who explains how they approached CRM:

"We're a professional services firm so we don't have a separate sales force - we are all the 'sales force'. We knew we needed to do something to make the business work more smoothly, and we started looking at the CRM systems available on the market. It was clear that many of the paid CRM systems were purely sales driven, and that's not what we wanted. What we needed was a system that felt like ours, that people would use. Something that felt straightforward and useful."

Thus, it was clear that SuiteCRM was exactly what they needed. They gradually integrated it into their business and the feedback speaks for itself:

"We liked SuiteCRM because it can be customised, with sections turned on and off which meant we can focus only on the parts that we really need. Branding it up so that it looks and feels like a Barton Willmore system also made it more easily adopted by users."

BARTON WILLMORE



RICH DIBBINS
Head of Sales and Digital Strategy
Conscious Solutions

Using a CRM system like SuiteCRM can help you stay compliant with the GDPR regulations.



design, websites and marketing for law firms



Claire Rason

Head of Marketing & Business Development, Boyes Turner LLP

Q What's the biggest challenge for you when marketing both the B2B and B2C arms of the business?

As we operate under a single brand [Boyes Turner LLP] that serves the whole business, the biggest challenge is making sure that our branding works for two very different audiences: B2B and our B2C claims clients.

As a firm we have a strong vision and values that work for both sides of the business and our clients. Our B2B clients and our claims / B2C clients come to us for very different reasons. However, a lot of what both audiences want are the same; delivered through our core values: excellent client service, to feel valued and listened to, to have someone acting for them that is an expert in their field.

In marketing our firm it's important that we think about the client first and understand how we meet their needs. This approach doesn't change for B2B or B2C audiences.

An example of one of the ways we meet the challenge of having different audiences is in our use of colour. We have recently undergone a brand refresh and one of the changes that we introduced was a new colour scheme. Colours are emotive, and our new colour scheme uses different colours depending on the audience; these better reflect who we are and how we want our clients to feel when they deal with us.



Q What have been your greatest marketing successes in the last 12 months?

Prior to my current position I was Head of Client Development and took over my new role last year. I had a very clear idea of where to take the firm with its marketing and business development – as well as an understanding of our clients.

As well as building on the skills existing in my team, I have turned to agencies to fill the gaps. As well as using a PR agency and engaging our fee earners into this process, we have worked with Conscious to consolidate our claims websites from seven to three.

On the B2B side we have changed the way we use our marketing literature. I am most proud of this particular change. I want to engage our clients as individuals so we now produce bespoke documents for our clients, rather than offer them a generic brochure. These are being launched now so I'm starting to see the fruits of that come through; how we're engaging clients in a meaningful way.

Q The firm is pretty active with its external PR via an agency. How do you measure the ROI of that spend?

We have been working with an external PR agency for a year. They have a clearly defined brief and on a monthly basis are able to show us how they have achieved against that brief. There are numerous metrics that PR agencies can be measured on: share of voice; readership; backlinks, etc. However, can ROI be accurately measured?

As with all marketing spend, ROI is a minefield and PR is one of many tools that we use to increase brand awareness and to create dialogue with our key stakeholders and audiences. Can we identify clients that have come through as a result? In some cases, yes. Can we say that an existing client is more likely to stay with us because they see our commentary and are therefore validated in using us as experts in their sector? Possibly, but this is almost impossible to measure. What we do know is that we have consistent exposure and engagement from our fee earners as they see the positive brand impact our PR has in our target markets.

A brand is a reason for a client to choose... Firms without a strong brand may find it harder or impossible to instil in clients the confidence that they are best placed to offset risk.

Q What are the most important constituents of a law firm's 'brand'?

A brand is a reason for a client to choose. Clients use law firms to offset their risk. Firms without a strong brand may find it harder or impossible to instil in clients the confidence that they are best placed to offset risk.

With so many good firms out there to choose from, having a strong brand is the key to a law firm's success. The key constituent for me is knowing who you are and what sets you apart. If you have that and make sure that all physical representations of your brand are in line with your positioning, you are on the right track!

Q What do you find the most rewarding about your role?

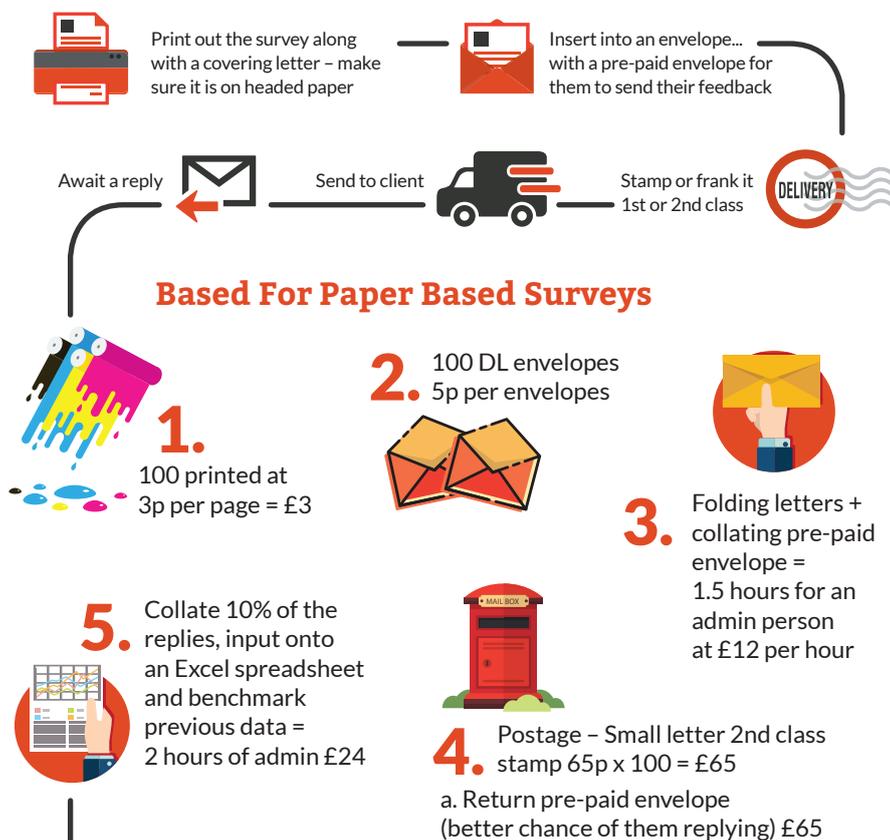
The ability to see take a helicopter view and see the micro-level marketing activity - to ensure our message and brand promises are shared and delivered at both ends of the sales funnel - from our top level marketing projects (such as PPC campaigns) to our conversations with clients through our client development work.

Law League – Understanding Your Firm’s Potential



Understanding and monitoring how your firm is viewed by clients and staff gives you a business advantage. Clients are in the best position to judge how well you’re doing and, as a services provider; your staff are your greatest single asset. The question is, how do you go about measuring this?

When it comes down to surveys, law firms tend to go for paper based ones. These can be effective, but they cost more than just the postage. Here is a break down of what goes into a typical printed newsletter:



So, the total cost for a hard copy survey is £180 per 100 surveys, based on an average cost. Furthermore, the typical return of hard copy surveys is under 10%.

The above is only taking into account how your firm performs. What if you wanted to know more?

This is where it can be more cost effective and efficient to choose Law League as your digital platform to receive feedback from clients and staff. The questions have been developed in conjunction with law firms, so you know the right areas are being covered to receive honest, objective feedback. By making the move to focus on client feedback to develop their firm, Law League users have noticed a significant improvement in their firm’s performance.

What Does Law League Offer?

- 14 question Client survey with logo & personalised message
- 22 question Staff survey with logo & personalised message
- Unlimited use of surveys for 12 months
- A chance to benchmark your results
- Monthly, quarterly & yearly trend analysis
- Downloadable PDF files of your results
- Compliance support with procedural client care requirements in Lexcel, CQS & WIQS
- Evidenced outcomes for SRA’s Outcome Focused Regulation
- Real time reporting – access your results 24/7
- Free help desk support
- Ease. It’s ready to use in two hours, so won’t eat into your busy schedule

5 REASONS LAW LEAGUE WILL HELP YOUR FIRM:

- 1** Retain current clients and see where and how to attract new ones
- 2** Identify new revenue streams including cross selling opportunities
- 3** Assess staff loyalty and satisfaction
- 4** Identify how to increase productivity
- 5** Evaluate results through peer group comparison

“We found it very straight-forward to set up and use. Overall the layout is clear, it summarises everything really well and gives us all the information we need.”

Fiona Curnow, Marketing Director at Gardner Leader Solicitors

“Law League has allowed us to collate feedback quickly and easily in order to help future clients and better our business.”

Laura Jones, Marketing Manager at FBC Manby Bowdler Solicitors

Law League measures your performance whilst ensuring that you can demonstrate compliance with the SRA’s Outcome Focused Regulation the Law Society’s Conveyancing Quality Scheme and Lexcel.

Law League

performance & compliance, measured



RICH DIBBINS
Head of Sales and Digital Strategy
Conscious Solutions

Confess to conscious

Are you
struggling
to get visitors
to your
website?

Perhaps your
blogs aren't
punchy
enough?

Or maybe *your*
social media
campaign
needs some
refreshing?

No fear,
the Conscious agony
Aunts & Uncles
are here!

“ I know social media is important for other industries, but is it relevant in the law sector? ”

Trapped Tweeter.



Auntie Lara Social Media Executive, Conscious Solutions

"Social media is a powerful force in digital marketing, and is only getting more prevalent as time goes on. As many brands adopt social media, companies in the law sector can be left wondering if they need to catch up, or whether they can continue to get away with ignoring it.

Social media is here for the long haul, and most certainly cannot be ignored! Sometimes however, it can be a difficult medium to monitor. It's not always about generating sales, but it's vital for your online presence and building brand awareness. Did you know that 1.59 billion users are on Facebook, 330 million on Twitter and 467 million on LinkedIn? Thinking your clients aren't on these platforms would be a naive assumption! Social media is a vital tool in your digital marketing mix and compliments a well designed website, SEO, PPC and content marketing.

There are different ways to use social media, depending on the platform you are on. The big three platforms for corporate law firm's are Facebook, Twitter and LinkedIn. These all have different etiquette for interacting with users. Here's a breakdown of all three...



Facebook is currently the most common platform used for marketing by businesses. It is a chatty and personal form of social media, used in sustaining relationships. When using it for marketing it can be best to make your content personal. This can be done by sharing images from events, introducing new team members and sharing content to build up a relationship with your followers.

Twitter is also popular for businesses. It is generally less interactive than Facebook, as it's about sharing news fast, rather than building relationships. Again, personal and fun content is good because it's eye-catching and will stand out amongst other news updates.

Finally, LinkedIn has a more business-focused approach. It is generally best for promoting new job roles, promoting company blog posts and posting about company related news. Generally, this is a more formal approach than Facebook and Twitter.

The best way to utilise social media is to use all three of these platforms, to reach different users in your target market. You should also make sure your branding is consistent across all three platforms, and make sure your content is regularly updated. The truth is that social media is the future for all industries, and there's no time like the present to get started!"

www.conscious.co.uk



“
How do I make the content on my website better?
 Wailing Website Owner.”

Uncle Ed
 Copywriter,
 Conscious Solutions

“This is the thing everyone wants to know. To find the answer, you first need a clear idea of what you mean by “better content”.

For law firms, your website generally needs to do 3 things to earn you more business:

1. **Inform people of your services**
2. **Show the value you offer**
3. **Convince potential customers to contact you**

However, there’s a fourth thing your website content needs to do to be effective:

4. **Get search engines to show people your pages when they search for the services you offer**

While some of the visitors to your site may be there because they heard of your law firm elsewhere and want to find out more, a high percentage of most law firms’ website visitors now come from Google searches for generic terms, such as ‘Wills solicitor in Bristol’. Websites that appear on the first page of search results (usually the top 10 results) get far more visitors than those on the second, third or fourth pages.

So, how do you write content that achieves all four of these objectives?

The trick is to understand:

- a) What customers need to see to decide you are the law firm they want to use
- b) What Google and other search engines need to see to decide your content matches what users are looking for when they type a term such as ‘Wills solicitors in Bristol’.

To do this, you need to know who your target market is, what they need from you and what combination of words (known as ‘keywords’)

they typically type into a search engine when looking for the services you offer. You then need to have well-structured content that tells customers in an engaging way that you offer what they need, while incorporating the right keywords so that Google will know to match your web pages with relevant user searches.

That may make it sound relatively simple, but both aspects of this equation can be complicated to get right. Many businesses make the mistake of telling potential customers what they want them to know, rather than thinking about what those customers need to know to decide to get in touch. It’s also easy to misjudge the tone you use, for example being too formal and using too many legal terms that the average person won’t understand.

At the same time, search engines are increasingly sophisticated, meaning your content needs to be just as sophisticated. Whereas once you could simply repeat a phrase like ‘Wills solicitors in London’

Auntie Sahra
 Account Manager, Conscious Solutions

“Congratulations! It’s hard work starting a new firm. You’ve got this far, you’re registered with the Law Society, your website is done and on day one you hope the enquiries will flood in, right? It can be pretty humbling to look at the data and see barely any visits in the first week, especially after you’ve just spent a huge amount of time getting your site just right. Luckily, we’re here to show you the way! Whether you want the quick fix or the long game (and I’d recommend it’s a combination of both!) there is a path to that lead-generating site and soon enough you’ll have more new clients than you know what to do with. Won’t that be a nice problem to have?”

First off, ultimately, you can’t cheat your way to online success. You’ll hear it again and again; the key is good content. A visit to your site must be rewarding for the user. Make them so convinced of your expertise that their natural next step is to call you. If they’re not in the market for your services, your blog about pre nups is going to be so interesting that they’re sending it to their best friend and posting it on Twitter.

Your site won’t rank overnight, but if you can drive social media traffic, that will definitely help. Set up firm accounts, too - I’d recommend starting with a profile on LinkedIn, Facebook and Twitter. Keep them up to date and relevant and always link back to your site. Good PR? Post it on the social channels. A new starter, a vacancy and a blog? Use those interspersed with posts about relevant events, news items and local interest stories and you’re set.

Organic traffic to the site will be a slower burn but it’s worth the hard work. As a hard and fast rule, the higher up the search engine rankings you are, the more traffic you’ll get. SEO (Search Engine Optimisation) can be complicated and you might hear marketing teams talking about optimising meta titles

numerous times throughout a page and expect to appear high in search results for that term, now that same approach will actually get you penalised by search engines, who can see through such transparent tactics.

So what does all this mean for writing better website content? That answer is that to make your content really effective, you need to make sure you see things from the customer’s point of view, the problems they face and what benefits they are looking for from your service. You also need to know how to shape your writing to engage those customers and make them feel comfortable that you are the right law firm for them. And finally, you need to understand the ever-changing requirements of the top search engines, like Google and Bing, and how to write content that fits those requirements.

If that sounds like a lot of work, that’s because it is - which is why we recommend hiring the experts to do the hard work for you!”



“
Help! My brand new firm has a brand new website but no one is visiting it... what can I do?
 Miffed Marketer.”

or cleaning up citations. Some of these fixes are easier than others to implement and, if in doubt, you can always ask us for help. When writing your service pages, remember - for your site to be found in the search engines, your content should answer the questions they’re searching. You already know what they are - it’s what your clients ask you at your first meeting: “how long will it take me to get divorced?”, “what is the cost of moving house?” The more engaging the content, the more likely that other sites will link to it. Backlinks will increase your authority - another step to climbing up the rankings.

Don’t forget other (quicker!) ways of directing traffic to the site whilst the SEO is cultivating. If you have some budget, paid search advertising can instantly send visits to the site. Consider those of your services for which the public are likely to search, e.g. divorce, conveyancing or personal injury. With a ‘pay per click’ (PPC) campaign, you will only be charged when a user clicks on your advert, so it is often much more cost-effective than you expect. And while it’s not organically earned, you’re suddenly at the very top of Google!

Finally, it’s worth remembering that you should promote your site at every opportunity - it should be in your email signature, on your business card and atop your letterhead. Make sure your online promotions are happening offline too! Good luck!



Viv Williams
Consulting Director
Symphony Legal

What is Symphony Legal and why should your firm join?

Here at Symphony Legal we aim to support and assist your law firm around your business objectives. This can be anything from training and compliance to finance, people management and future planning.

We have a fantastic membership with a tiered approach; this is backed up with our legal centric consultants, all of whom have a wealth of knowledge and credibility within the legal industry.

But why join a membership group? All our members benefit from our various workshops to network, discuss issues and support each other. Your law firm isn't alone in the problems or challenges that wait ahead. We want to help you overcome these challenges, and get you doing what you do best, servicing your clients.

As well as the membership, each year we have the Symphony Awards Conference. This is a day of engaging presentations and great speakers all finished off with an awards ceremony for an array of categories. This is an event not to be missed in the legal social calendar.

Here are just some of the key benefits all our members receive each year:

- One free place to our annual conference in November.
- Free access to the following helplines – HR, Compliance and General Business.
- Dedicated legal focused job board – new for 2018.
- Discounts from 20+ vendors including Professional Indemnity Insurance.
- Initial annual or strategy review.
- In your 2nd year, two days' consultancy on a number of areas.

Pricing starts from
£199+VAT
per month
for a minimum term of 6 months.

We make law firms
better businesses...

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Symphony Legal are here to support your law firm and your staff in achieving their goals.

Symphony Legal Services

Below you can find a summary of how we can assist your law firm.

BUSINESS SUPPORT

- **Strategy** – having an agreed strategic plan in place is the start of any business's journey to success.
- **Marketing** – having a clear plan for acquiring new and returning clients is essential for any firm's success.
- **People Management** – your people are the lifeblood of your law firm. Having the right person in the right job with the right motivation and attitude is one of the biggest determining factors to your success.
- **Succession & Exit Planning** – all firms need to have in place an effective plan to deal with succession, retirement pay-out and client retention after this happens.
- **Financial Management** – it is essential that the owners of law firms, like any other businesses, understand their financial position. This will not only ensure business success but also financial compliance.
- **Mergers & Acquisitions** – if your law firm is considering achieving profitable growth through mergers and acquisitions then we can help both acquirers and sellers.
- **Change Management** – taking the whole firm on a journey to implement your strategy is where the real hard work starts.
- **In-house Training** – we can deliver in-house training programs around almost all of the business support areas that we cover.

COMPLIANCE SUPPORT

- **COLP Support Service** – our aim is to alleviate some of the pressures of undertaking the role of COLP.
- **COFA Support Service** – our aim is to alleviate some of the pressures of undertaking the role of COFA.
- **File Review Service** – reviewing files properly takes time but is essential to ensure that everyone within your firm is adhering to regulations.
- **SRA Relationship Support** – the SRA requires firms to interact with them more regularly than ever before and we are here to help with all aspects of that interaction.
- **Obtaining and Maintaining accreditations (LEXCEL, CQS, WIQS, STEPS)** – can help give clients and insurers confidence in what you do.
- **Compliance Training** – we deliver CPD accredited training and interactive workshops which enable your team to have heightened awareness of the trips, traps and trends in regulation.
- **Anti-money Laundering** – having the right procedure, policies and training in place around anti-money laundering, anti-fraud and anti-bribery guidelines.
- **ABS and new financial applications** – we can help you to decide whether your firm should consider adopting the Alternative Business Structure model and can then help with the application.

Symphony Legal Membership Offer

Membership benefits include:

- Annual conference – one free place
- Free access to the following helplines – HR, Compliance and General Business
- Dedicated legal focused job board – new for 2018
- Discounts from 20+ vendors including Professional Indemnity Insurance
- Initial strategy review + one day's consultancy
- Two days' consultancy on a number of areas in year two

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Symphony Legal Autumn Conference

Thursday 8 & Friday 9 November 2018

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10 January

Intrusive Interstitial Penalty

On this day many SEOs detected massive changes in Google's results. Google, however, remained opaque about the nature of this update and even a year later no-one knows what this update was about! Google would only confirm that it happened.

1 7 February

Unnamed Updates

Between the 1st & 7th of February, there appeared to be a lot of flux in the search results, it is currently unknown if this was due to a long roll out of one update, or multiple updates in the same period.

8 March

Fred

Fred was one of the larger updates in 2017, which had a large effect on the rankings of lots of sites. While Google has not admitted what the update was actually about, it appears that it was targeting sites that were too heavily focused on revenue generation rather than providing value, such as affiliate sites and content farms.

17 May

Unnamed Update

This was an update lasting several days that caused lots of changes in the search results. It is not known what this update was targeting.

27 September

Unnamed Update

This was another update that was spotted by the large number of changes to the search results, and was not announced by Google. It is not known what this update was targeting.

What Did

14 20 December

Multiple Updates

Over this time period, Google released multiple updates. After some analysis of sites affected by the updates, it appears that they were mainly targeting two things. Firstly, landing pages based on keyword permutations (e.g. pages targeting local searches where the same content is used, with only the location changing in the content). Secondly, these updates targeted doorway pages, which are essentially landing pages that do not provide useful information, that are designed to funnel users to other areas of your site.

17 October

Google Chrome HTTPS Warning

This was a major update that, while not affecting search results, had a large impact on many sites. With this update, Google started warning users of the Google Chrome browser that any sites that handled user data (such as sites with enquiry forms) were not safe if they were not set up to use HTTPS (secure browsing). This message can potentially dissuade a user from filling in an enquiry form.



Do in 2017?

Has your site been affected by a Google update? Google makes hundreds of changes to their algorithm every year, and these are the largest updates of 2017.

30 November

Snippet Length Increase

Google had previously been testing increasing the length of snippets (meta descriptions) shown in the search results for a while before this update, this update simply resulted in lengthened snippets being shown in more results. However, this change does not apply to every search query, so it is still recommended to keep meta descriptions fairly short and concise.

14 15 November

Unnamed Update

On this date, many algorithm trackers saw a lot of flux in the search results. Despite this, Google did not confirm an official update.

27 October

Changes to Featured Snippets & Knowledge Panels

On this date, Google started reducing the number of featured snippets (snippets of information shown at the top of the search results) and increased the number of knowledge panels shown (these are the panels on the right hand side of search results, usually about a person or business). This update saw the number of results containing knowledge panels for more broad keywords (e.g "travel") increase.



JAMIE STEVENS
Search Marketing
Consultant
Conscious Solutions

Local SEO Trends



Undoubtedly, one of the biggest changes in Local Search 2017 was caused by Google's Possum Update on 1 September 2016. This update decreased the value of the "proximity to the city centre" factor in their algorithm while simultaneously increasing the value of the "proximity to user" factor. Essentially this was a positive update that allowed businesses located on the outskirts of town to rank in the local pack results when a nearby user searched for their service. An additional, potentially negative, consequence of the update was that businesses with virtual offices or who shared office space or similar address details with similar type businesses often found their results filtered out or rotated in and out of results by the day.

Things that remain the same

Proper Business Name, Address and Phone Number (NAP) on your Google My Business Page, Contact Page and/or footer as well as Citations Directories remain important ranking factors.

A healthy and varied backlink profile that includes both locally-based link signals (geographical, industry & niche directories/sites) as well as backlinks from authoritative industry sources for service keyword anchors remain important ranking factors.

Locally optimised meta data including meta titles, URLs and on-page H1 and H2 headings will always remain important to both organic and local rankings. A good description of what you're "selling" will always help to sell it. The trick here, as always, is pleasing both humans and machine crawlers with non-offensive calls to action, bookending accurate and optimised keywords placed strategically where they will do the most good. It's both an "art" and a "science".

Structured data in the form of local business schema remains important, while at the same time Google is encouraging "mark-up" for reviews and other elements, some of which don't really have much relevance to the legal industry as a whole.

Local SEO remains the process by which search marketers encourage their local brick and mortar businesses to rank well in the local search engine results. Due to core search algorithm tweaks and updates, best practice in this area is an ever-evolving process.

Factors that have increased in relevance



REVIEWS – the number of "natural" reviews over time, and their aggregate rankings have become more important, both to customers and to Google. This is all the more reason to encourage positive reviews from happy clients and to respond to all negative reviews constructively and in a timely manner.

USER EXPERIENCE – **Click Through Rate, Time on Site, Bounce Rate and Conversion Actions** have become more important as Google views user engagement as an indicator of site quality. High quality, well-structured and formatted original value-adding content that encourages further interactions becomes more important with each passing year. Google wants to send their users to where they will get the best results for their search queries. And they are getting better at determining successful interactions.



MOBILE – We are getting closer and closer to a mobile-first indexing of search results as well as a mobile site speed dominant ranking factor. It is inevitable that the shift from desktop to mobile use will only encourage this process. All the more reason to think of responsive web designs that load quickly on all devices.

SOCIAL MEDIA – interactions, including likes and shares, grow in importance each year. This is a great reason to encourage your own staff to always post, like and retweet your brand social posts. It's also an excellent reason to avoid low quality spammy posts that no one else would ever retweet. Always think about adding value here with infographics, faqs and top 10 type lists that get shared.



BRAND MENTIONS – are increasing in importance and they do not have to be anchors or backlinks. Simple text mentions of your business on social media or other websites actually get read by Google and are now adding more to your brand's "authority".

In Summary

Local SEO for 2018 will still be focussed on links, backlinks, authority building, citations and meta data optimisations. The increased importance of User Experience means that businesses must also pay more attention to the quality of their content

and the amount of time and interactions completed on site, as well as social media exposure and customer review satisfaction. So essentially everything remains the same but with a focus on quality and being a better authority on your subject matter.

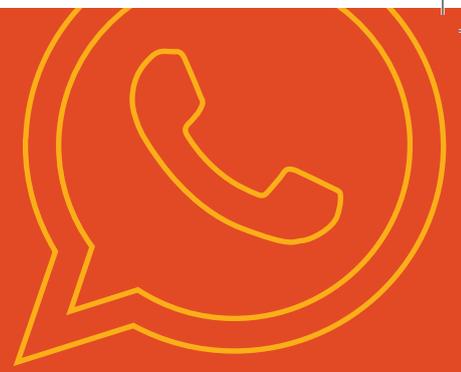


CHRIS MUNDY
Search Marketing Consultant
Conscious Solutions



Social Media Content:

Get It Right Or Not At All!



The world of social media is a crazy mass of voices all shouting at the same time. So it's come to the point where you really need original content to stand out. 2018 is the time to think outside the box, embrace your creativity and tackle all social media platforms head-on.

Be Daring...

Twitter is a constant flow of ongoing conversations, so it's easy to get lost in the crowd. The key is to be brave; write a Tweet that will both shock and entertain. A particular Tweet that comes to mind is one from Keystone Law on Valentines Day...



Funny, daring and most importantly, memorable.



KATIE BLAKE
Marketing Executive
Conscious Solutions



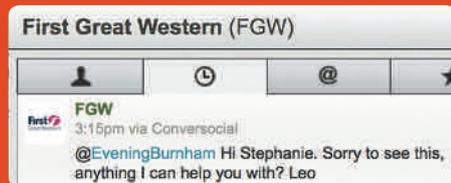
Be Creative...

Be creative with your content, don't post for the sake of posting; always include some value, yet with a personable touch. Posting a "Good morning world" message every day at 6:30am (if you are up that early) is not going to impress anyone. Twitter is "of the moment" quick, snappy news that grows each minute. Remember your Followers won't be on there all day. Try scheduling tools like **Hootsuite** (free for up to two social media networks) where you can post content in front of your audience when they are most likely to see it.

Be Engaging...

It's not difficult to find un-engaging brands and accounts on Twitter, with a lack of personality behind the brand. So if you are running a Twitter account called something like @YourNameLLP then make sure that your real name is featured on the Twitter page and from time to time, sign off your name. Other Users want to know who the person is behind the Tweets as well as engage with the firm's brand. @FGW do this really well, every Tweet is named.

We call this the human element.



Now, I get that they are running a "customer service" operation, but the point is still the same, people want to deal with people, not some nameless, faceless organisation.

Use Images & Video...

This year has seen the rise of social platforms with images and video at their forefront. Instagram, Snapchat and Periscope are the three main platforms in this area, with Instagram holding over 800 million monthly users. It's been found that when people hear information, they only remember 10% of it three days later. However, when teamed with a relevant image, 65% remembered the information three days later (*Source: Hubspot, 2017*). From the looks of things images and video are here to stay.

As humans, we connect emotionally with images more than we do with text; images prompt us to make quicker decisions. This year saw the launch of the feature stories on many social platforms including Facebook and Instagram allowing brands to interact with their customers on a second news feed through the means of video and images. This also shows your brand at the top of your followers' newsfeeds helping keep your brand at the top of their minds. Stories are used for sharing daily, creative, real-time updates. It can be a great option for people and businesses to add the "human touch" to their brand and build their brand personality. This is a creative form of brand transparency, allowing an inside view of your business helping an increase in brand awareness and loyalty (*Source: Social Media Today*).

It's been proven that images on Facebook generate 53% more likes than the average post (*Source: Social Media Examiner, 2014*) – so it's not rocket science.

Same goes for video. By 2019, video will account for 80% of global internet traffic (*Source: Hootsuite, 2015*).

Blog, Blog, Blog...

Share your knowledge with the world and get your good reputation out there by sharing blog posts from your website. It's also a good idea to invest time in writing articles on LinkedIn.

This is the feature from your LinkedIn homepage that says "Write an Article" and allows you to write longer posts (up to 1,000 words) and add in images as well. This is pretty much the same technique as writing blog posts for your own website. The difference here is that LinkedIn will syndicate the content to a wider audience than your own website (most of the time) as you do not get enough visitors to your blog. Of course, this isn't true for all firms. By doing this you harness the huge audience of Social Media.

Sync Up Your Team's Profiles...

Want to share a big update quickly and efficiently? The easiest way is to get your team involved. You can now add your team's LinkedIn profiles to the paid for version Hootsuite and share content to their pages. Of course, this requires their permission and they have to fill in their login details, but once this is set up, you can share content to as many profiles as you like and get the word out.

Don't Forget Reporting

To help you understand if your social media is working for you, make sure you review your engagement reports and view these against your Google Analytics. Being able to measure your performance will help you to understand what content drives your visitors and followers. Once you unlock this secret, the likes just keep on flowing.

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RULER

Your new website project has taken up a lot of your time and now you are relieved it's all done and dusted and the shiny new website has gone live. **Yay!**



Website Analytics

Know Your Website Like the Back of Your Hand

Wait, are you actually done? Without tracking the user experience and statistics you can actually make further improvements to the website based on real people visiting your website. This is a very important part of the process. Who likes to visit a pretty and shiny website without knowing where to get the information you need?

I have created the list below containing the best tools to track statistics, engagement and follow up leads. This will certainly help you make the most out of your current website!

Google Analytics

Google Analytics is the best tool to track the performance of your website with detailed statistics. How many website visitors does your website receive monthly, how is it being found and what are the most popular pages on the site?

If you want to take it one step further you can set up specific goals to track how many enquiries the website has received and which buttons have been clicked to get a better understanding of the return on investment (ROI).

We will set everything up for you if you host your website with Conscious. We will even run you through all the data, so no need to feel overwhelmed!

RULER

Visitor level marketing analytics tool Ruler Analytics can track customer journeys, conversions, phone calls and companies looking at your site.

- **Phone Call Tracking:** You'll no longer have to guess the amount to which phone calls you receive are driven by your marketing spend. This tool allows you to easily match calls with website visitors to determine how they found you. You can also view the callers' journey and listen to a call recording.
- **Form Tracking:** When someone fills in a form, you can then match conversions using actual data you've collected with the marketing source it was generated from! This makes it a lot easier to calculate the ROI for every marketing channel.
- **Visitor Journeys:** You can track your website visitor's journey from beginning to end and over multiple sessions. Calls and forms can also be attributed to particular visitors.
- **Company Tracking:** If your firm targets businesses, then this feature is perfect. Find out how they found your website and what they looked at. Not only that, but Ruler can supply company contact details and full financial history.



Website tracking tool CANDDi allows you to find out who is visiting your website, so you will never need to miss a prospect. It can provide you with detailed information of which pages your customer has viewed and what has been downloaded. This can give a great advantage when getting in contact with the prospect or maintaining a relationship with an existing client. The tool will help a great deal when you have a business to business focus.



As crazy as the name sounds, Crazy Egg is a really helpful tool to get more insight in the visitors' behaviour. Via a heat-map it will display a ray of different colours to see which areas of the sites are being clicked or scrolled most. While Google Analytics can help you with raw data, Crazy Egg will give you a more visual idea of your website performance. It is an ideal tool to make small changes to the site that will improve the user experience. This is especially useful as you get used to your own website and may struggle to see it from a new user point of view.



MARLOES MACARTHUR
Account Manager
Conscious Solutions

The Interview

Craig Bloomfield Director of IT and Business Operations, Birkett Long LLP

Q What's your server preference for the firm: cloud, hybrid, or on premise?

This is such a big question for any organisation. It means different things to different people but ultimately, for us, it's a licensing model choice. Historically we have invested in perpetual licences wherever possible as that gives us the best return on investment. As a consequence we favour the traditional 'on premise' approach.

We use Citrix XenApp for application deployment and this server based computing platform allows us to provide all applications to all users in any location. We find it easier to deploy and upgrade applications in line with the needs of our three offices. It is our own 'Cloud' hosted within our own internal network.

All this helps with the management and control of our information. It has also simplified our approach to cyber security and the Cyber Essentials Plus accreditation.

As we are multi-office we have opted for the benefit of a full DR datacentre in our second office based in Chelmsford. This receives replicated data from our Production datacentre hourly.

So I like to think we have a lot of the benefits of cloud but in an environment that we fully manage ourselves.

We refresh our main datacentre infrastructure on a five-year basis, where we decide upon on premise or hosted (amongst other things) - including an approach to business continuity. We're currently about halfway through that five-year cycle at the moment and, if I had to make the decision now, I'd continue to stay on premise. You invest in the technology so that it lasts for a five-year period and you want to get your money's worth! Who knows, the next five years could be the last on premise cycle that we do.

We wouldn't ignore cloud products but the key thing is having the right tools and products for our staff.

Q What were the challenges of fitting your two new buildings?

I think the biggest challenge of all is to try to keep as many people happy as you can and that comes down to the layout: where people sit, storage allocations and how far away the nearest printer is / their colleagues are.

We moved in our new Colchester office on the 19 June 2017 (the larger of the two) and Chelmsford at the beginning of May 2016.

The main challenges were:

1. Layout: We are a very team based business with cross-team working so we worked with an internal designer to create the best layout and determine which furniture worked best (we quickly dismissed hot-desking).

“ I suspect (as in most firms) that a shadowing programme between IT and legal professionals would open a few eyes... ”



The designer helped the partners understand what might be the best solution and why, securing full partner buy-in on the plan which was a huge help. It was a huge task to place certain collaborative teams together while understanding and accommodating for office traffic into teams such as accounts, etc.

2. Storage was (believe it or not!) a real challenge as lawyers don't like to throw anything away but we wanted to reduce the amount of storage held on site. This needed a cultural change. Rather than say 'you need a good reason to throw something away', we now say 'you need a good reason to keep it!' This type of empowerment worked. The staff in our Chelmsford office had three months to get rid of 25% of their storage - and they did it!

What worked? Communication. We kept people involved and updated, inviting all staff members to view the new office spaces so they could see the project from plans and construction through to completion.

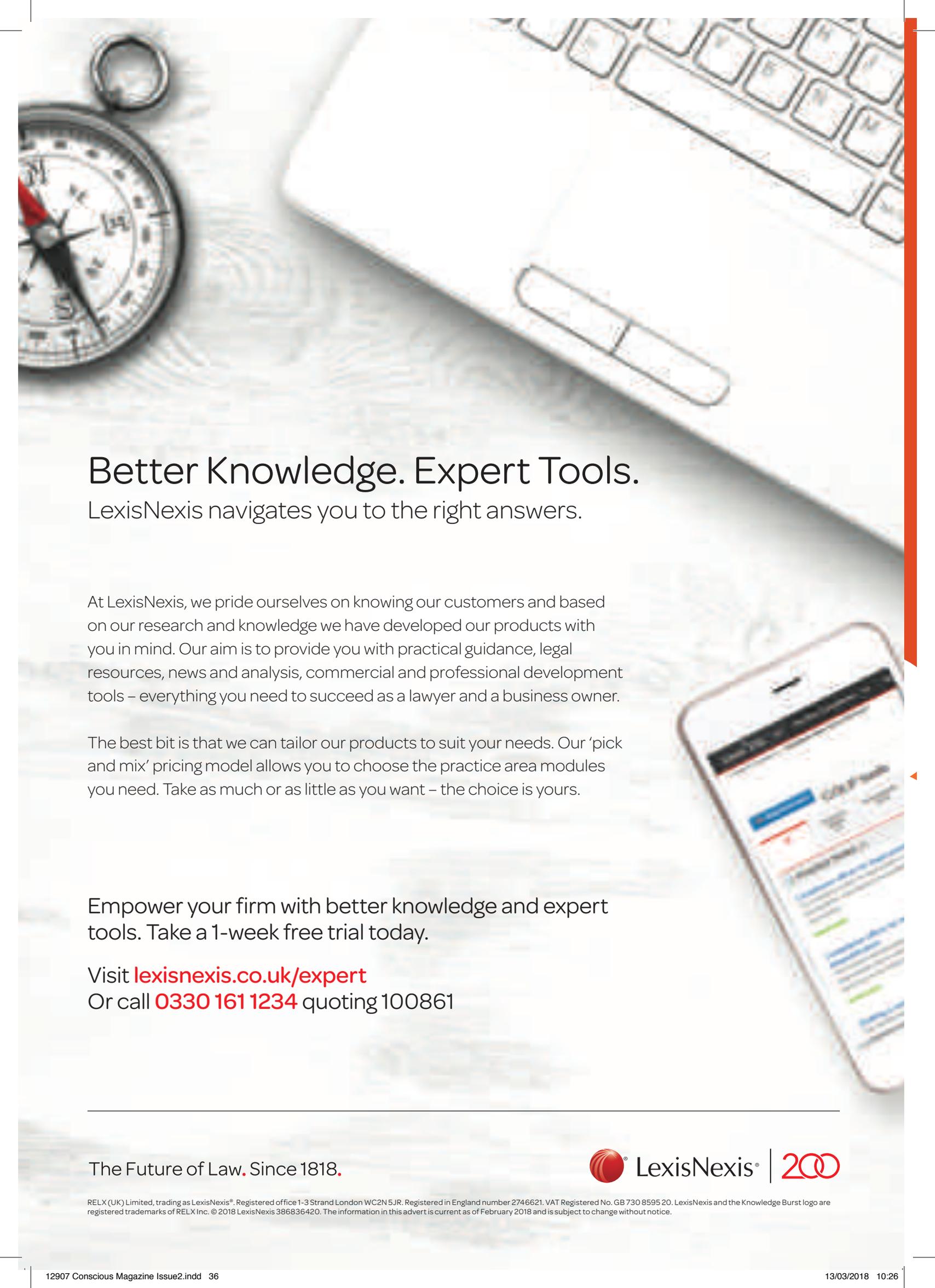
Some of the major challenges were on the design and staff placement side so we were glad to work with an interior designer and space planner that we'd worked with before. He had the visualisation and knew what it should look like. As a neutral and experienced advisor, he was also able to engage (and persuade!) partners and employees alike.

Q Tell us more about your team; are there challenges for IT professionals in a law firm?

Birkett Long has always had an internal IT team. When I joined in 2001, I joined three others. We now have an IT and Business Operations Manager, myself and three others. We all spend time on the helpdesk and use external support for specialist knowledge as it's impossible to know everything in today's moving market or employ a huge team of people who would only be used a fraction of the time.

“ We wouldn't ignore cloud products but the key thing is having the right tools and products for our staff. ”

While we support the legal professionals, it's fair to say that most IT staff aren't interested in how a law firm works; they're only interested in the technology, so they don't always understand the needs of our [internal] customers. I suspect (as in most firms) that a shadowing programme between IT and legal professionals would open a few eyes... In fact, it's probably not a bad idea!



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Free Stuff

We have lots of freebies at Conscious, and who doesn't like a freebie?

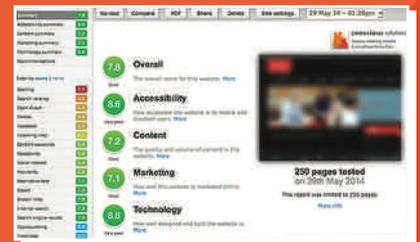


RICH DIBBINS
Head of Sales and Digital Strategy
Conscious Solutions

We are always looking to improve on these, if you know of a great freebie. **Let us know.**

Website Health Check

Want to know how well your website is performing? How it compares against your competitors? What your Social Media footprint is? All this and much more can be shown.

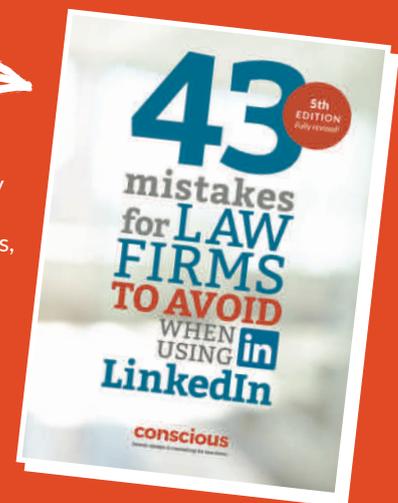


30 Minute Digital Review

One of our most recent freebies, is a call with myself to assess your website and how to make some real improvements. Without breaking the bank. I will tell you in simple terms how to improve your site, and what's missing.

Tips Booklets

13 different tips booklets, ranging from LinkedIn to Pay Per Click. All of these short and to the point tips booklets, will help you to build your digital strategy.



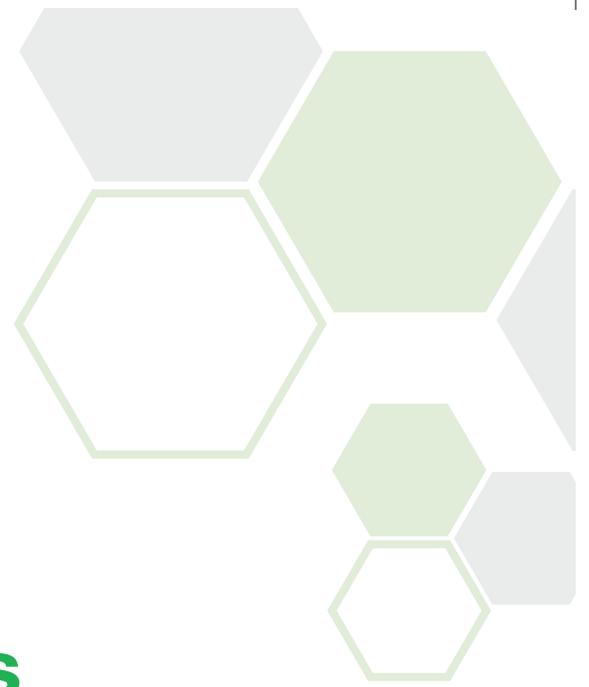
(SEO) Benchmark

Further analysis on your competitors and how their site is performing. Anyone looking to embark on an SEO campaign needs all the information possible to help build their strategy.





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Funny Bit At The End

This hilarious YouTube video from the Onion Talks series is a satirical presentation poking fun at Social Media talks, and the increase of unoriginal ideas when it comes to those using social media for promoting their business.



Have a bit of a chuckle and watch it here:
<https://youtu.be/CK62I-4cuSY>

Word Search

We all love these, right?
 See if you can find all ten words!

- Biscuits
- Digital
- Marketing
- Website
- Champagne
- Dog
- Orange
- Conscious
- GDPR
- Social Media

A N B H X G N P A E U R A Q O
 Q I M I P O G M N P L F B S V
 E G D X S D E G N A E O A I R
 G N Q E K C A R D F H P D Q M
 Z L O K M P U I P E J R W T J
 H Q B I M L G I Z D X I E H Y
 X D Z A Y I A A T Q G G B C W
 J E H Z T X K I X S L N S R Z
 V C X A X R W V C I D I I L I
 Q D L B B X F J K O C T T I K
 U Y A U J A L T Y A S E E G X
 C O N S C I O U S B L K X J K
 H E N K F X J G V Y S R W H R
 G L F E C Z P H K H E A L L Y
 D A R W V T G X V S S M R I C



Spot the dogs & win!

Throughout the magazine, you'll see some cheeky dogs scattered around here and there. See how many you can find and tweet the number to [@conscioussol](https://twitter.com/conscioussol) along with what your main marketing goal or business objective for this year! We will pick one lucky winner each calendar month who will receive a free social media workshop.





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