

Product
sheet

Social Media Marketing Service

As a law firm, adding social media into your marketing mix might not be second nature, but the influence of social media today is too great to ignore. Consider the numbers below - do you think at least some of these people might be your clients or prospects?

How it works

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

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

We can help you, with our expert Social Media Marketing Service. This service helps underpin your social media activity allowing your team to focus on other activities.

We take a holistic approach to your social media output. We make sure that the foundations of your social media channels are solid, by firstly undertaking a full social media audit (Stage 1). In Stage 2 we start building your following (if this is required). In Stage 3, we will make our recommendations and discuss with you which of the 3 ongoing packages will best suit your needs. We provide a combination of Tweets, Facebook posts, LinkedIn updates and blog posts on your behalf, mirroring your preferred tone of voice. You can choose from a selection of packages that range from Presence or Engagement to a completely Bespoke offering to suit your firm's needs.

We will apply the same editorial rigour to this service as we have done to the Legal Content service we have provided for over ten years. You can trust us to avoid content that will damage your brand; the complete opposite - we will be sourcing and publishing content that will interest your followers/connections and encourage them to engage with your firm.

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

Facebook = **2.38bn**
Twitter = **330m**

LinkedIn = **590m**

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

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

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

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

Social Media Marketing Service

STAGE

1

Set up/audit

Cost: from £399 (dependent on existing channels)
Anticipated duration: up to 1 month

Briefing call with client

Audit of social media channels (up to three hours);

- social visibility (likes, shares, engagement)
- frequency & content of posts
- demographics of Twitter & Facebook followers
- LinkedIn – viewing & assessing individual staff profiles & activity (max. 10 profiles)
- competitor analysis (two of your closest competitors)

Call to discuss the results & recommended strategy

Social network account creation & linking

Background & banner designs

Set up of monthly report template

STAGE

2

Building followers

Cost: from £399 per month
Anticipated duration: 1 - 3 months

Building followers on Twitter*, unfollowing dead/ inactive accounts (if required)

Regular posting will be at a minimum level during this stage (c three times a week);

- reactive legal news**
- seasonal/topical non-legal posts
- call to action posts

Monthly reporting

* if you would like followers built on Facebook as well, there will be an additional £100 set up, plus £100 per month to manage the ads, plus there will be additional ad spend paid direct to Facebook

** You can select up to five service areas for us to choose from to post legal news content for. We cannot guarantee to cover all five service areas equally and each month, but we will endeavour to spread the posts across these areas depending on what is in the news.

STAGE

3

a) Presence

Cost: from £399 per month
Anticipated duration: ongoing

Posting reactive legal news**, seasonal/topical non-legal posts, and call to action posts

Expected minimum of five Twitter posts, two Facebook posts and one LinkedIn post per week

Monthly reporting

• Optional extras

Standard Blog post (up to 500 words) prices from £200 per blog (includes two topic suggestions, writing, one review and posting to website, if on Conscious platform)

Longer blog post (500-700 words) – prices from £300 per blog

b) Engagement

Cost: from £799 per month
Anticipated duration: ongoing

Posting reactive legal news**, seasonal/topical non-legal posts, and call to action posts

Expected minimum of five Twitter posts, two Facebook posts and one LinkedIn post per week

More engaging content such as bespoke videos (maximum two per month) and images

Building followers on all social channels

Engaging with followers on all social channels – retweets, likes, comments

Ongoing competitor analysis

Monthly reporting

Optional: face to face Planning Workshop which focuses on developing your client personas (£750)

c) Bespoke

Cost: from £750 Set up, £POA per month
Anticipated duration: ongoing

Package tailored to fit your requirements

Setup will be a face to face Planning Workshop which focuses on developing your client personas

Can include any of the services within Engagement, plus additional services such as Instagram, image/ video creation etc.

Notes

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

Substitute activities may be provided if deemed necessary

Minimum term six months (All prices +VAT)