

Social Media for your Law Practice

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WHY ARE WE HERE?

THE WHY'S

- ❖ Brand Building
- ❖ Educate Consumers
- ❖ Engage and Motivate Audiences
- ❖ Generate Leads/Customers

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MARKETING: WHAT WORKS NOW?

What's Working

- ❖ Business Development Meetings
- ❖ Newsletters
- ❖ Attending Events
- ❖ Friends and Family
- ❖ Customers/Influencers

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Shifting Focus

- ❖ Destroying Traditional Barriers
 - ❖ Time
 - ❖ Geography
- ❖ Changing Traditional Advertising - Company Driven- "I" or "We"
- ❖ Moving to Social Media Advertising- Audience Driven
- ❖ Leverage our "actual" Networks

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How Lawyers Use Social

LAWYERS USE SOCIAL MEDIA FOR A NUMBER OF REASONS:



71%
career development/
networking



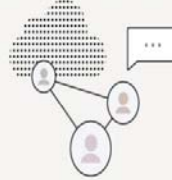
48%
client development



45%
education/
current awareness



24%
case investigation



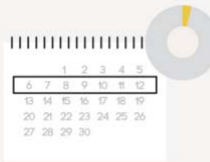
24%

of lawyers have had a client retain them directly or via referral because of their online networking.

Lawyers spend an average of

1.6 HOURS PER WEEK

using online communities/social networking sites for professional purposes.



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Lawyers and **FACEBOOK**



Wilson & Jones, PC
16 hrs.

35%
of law firms maintain a presence on Facebook.



Will Wilson
3 hrs.



27%
of lawyers maintain a personal presence on Facebook for **PROFESSIONAL** purposes.

Lawyers and **TWITTER**



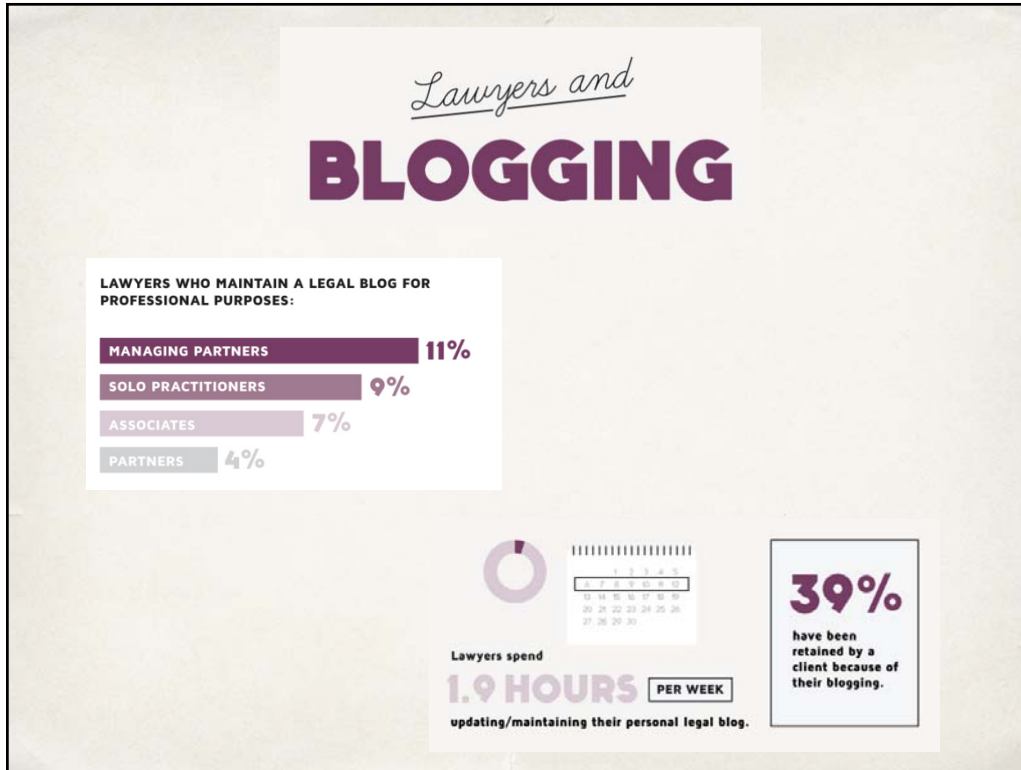
Lawyers and **BLOGGING**

26% of law firms maintain a legal blog up from 22% in 2012.



7% of lawyers maintain a blog for professional purposes compared to 9% in 2012.





Key to Success

- ❖ STRATEGY - Its not solely about the tools! Its so much more!
- ❖ Marketing is NOT about Marketing! It's about relationships!
- ❖ Don't underestimate the word ENGAGEMENT!
- ❖ KNOW YOUR BRAND!

Defining Your Brand

- ❖ What Are You Passionate About
- ❖ What Makes You Uniquely You

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Building Audience

- ❖ ADD VALUE!
- ❖ Exclusive Content - Advanced Notice on Social Platforms
- ❖ Win Wire
- ❖ Paid Advertising



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Examples – Selling a Services Firm

- ❖ Increased Audience by 200% in first six months
- ❖ Generated 600 leads for base services
- ❖ Increased online reviews by 400% and 95% were 5 stars
- ❖ Engagement with potential customers from near the bottom of the rankings to the top practice in NEO.

Tools for Takeaway

- ❖ Canva.com
- ❖ Facebook Pages App
- ❖ Feedly
- ❖ Feed Contribution App



Bringing It Home

- ❖ What's Important?
- ❖ Why?
- ❖ Don't Forget Strategy!
- ❖ We can help.

Thank You!



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