
**If You Build It,
Don't Expect Them To
Come....**

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In case you're LiveTweeting

- **The “hashtag” is #LMAMWC**
- Nancy Myrland....@NancyMyrland
- Laura Gutierrez...@lalaland999
- Lance Godard.....@lancegodard

THE YEAR WAS 1440...

“Typographical printing has changed the whole face and state of things throughout the world.” *--Francis Bacon, Philosopher, 1620*

Today's Presentation

- Social Media: What is it?
- Lessons from the Line: Inside Perspective
- Lessons from the Line: Outside Perspective
- Moving to the Next Stage
- Questions

Quick Show of Hands:

- I'm here to learn about Social Media because I really want to learn.
- My firm made me.
- I'm sick of all the hype.
- I love all the hype!
- I'm skeptical but open.
- My firm has a blog.
- My firm wants a blog.

Quick Show of Hands (cont'd):

- My firm has a Facebook Page.
- My firm wants one.
- My firm thinks they are evil!
- My firm is on Twitter.
- My firm wants to be on Twitter.
- My firm thinks Twitter is stupid.
- What did we miss?

Social Media

What is it?

6 Stages of Social Media

- Stage 1: Preparation
- Stage 2: Observation
- Stage 3: Connection
- Stage 4: Communication
- Stage 5: Education
- Stage 6: Collaboration

Let's Dive into the Numbers

Is Anyone Else Out There?

LET'S TALK LINKEDIN...

- LinkedIn currently has 75 million members from over 200 countries.
- Executives from every *Fortune* 500 company
- JD Supra: 800K have law or legal in their profile.
- Hubbard One: 3% are lawyers = 2,250,000

Let's Talk Twitter....

As of spring this year...

- Twitter had 105,779,710 users
- 300,000 new users a day
- ~ 60% of them outside the U.S.
- 180 million unique visitors per month
- Over 600 million search queries every day

Can't Forget Facebook....

- 500 million active users
- 70% outside the US
- 3rd most populated nation (China & India)
- New York, LA, Chicago, Houston, Phoenix
- 50% log on every day
- Over 700 billion minutes a month
- 30 billion pieces of content shared each month

In-house Counsel

Greentarget, American Lawyer & Zeughauser Study

- 53% of in-house counsel expect their consumption of industry news & info via new media will increase in 6-12 months.
- Professional use: LinkedIn, Blogs, Wikipedia
- An increasing number want info on their PDAs and Smart Phones

In-house Counsel (cont'd)

Greentarget, American Lawyer & Zeughauser Study

- Personal use: Facebook, Wikipedia, YouTube
- 43% cited blogs are leading source for news
- 26% cited use of Social Networking sites...TW, FB, LI
- 50% use LinkedIn
- 68% are on Facebook

Let's Look at Law Firms

- 81 of AmLaw 100 are using Twitter.
- 38 of AmLaw 100 are blogging (LexBlog)
- 96 of AmLaw 200 are blogging (LexBlog)
- Every AmLaw 200 firm company profile on LI by default (Apollo)

Let's Look at Law Firms (Cont'd)

- ~ 5K law firms has business profiles on LI (Apollo)
- 4K LI groups with the word Law (Apollo)
- 31 of AmLaw 100 have Pages on Facebook
- Primary reasons for use: Networking, Socializing, Client Development, Career Development, Case Investigation (ABA)

Lessons from Within: The Law Firm Perspective

Observation

- Setting your goals
- Identifying your audience
- Start *listening*

Connection and Communication

- Communication
 - Conferences and networking events
 - Respond to questions
 - Answer questions / provide direction
- Connection
 - People with similar interest and experience
 - Opposites who help you learn and grow

Education

- Conversations are two-way
- Listen to the “experts”
- Heed the advice of friends, colleagues, peers

Collaboration and Getting Your Firm Involved

- Lead by example
- Attorneys want examples of gaining \$\$\$
- Find examples within LMA
- Look to your clients (they ARE out there)
- Be prepared for negative feedback
- Have a backup plan
- Weigh your options – don't be everywhere, just be where it makes sense

Time

- Start-up
- Implementation
- Tools and technology

Lessons from the Front Line: The Consultant's Perspective

What I Learned

- Everybody has a great story to tell
 - The medium is not the message
 - The message received is the message
 - Effective communication is hard work
 - Value is king
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What Else?

- Social Media is not a volume equation
- Social Media is not just for fun
- Social Media is not formulaic
- Social Media is not going away
- Social Media is not difficult

Moving to the Next Stage

How do we make sense of all of this?

Getting Started and Moving Ahead

- Sell your firm based on knowledge and need.
- Strengthen your weaknesses.
- Make sure commitment is secure.
- Decide who will be in charge.
- Build Social Media guidelines.
- Communicate, communicate, communicate!

What's In A Social Media Plan?

- It fits within your Marketing Plan.
- It's not a cure-all for existing challenges.
- Similar components as your Marketing Plan
- Benchmark your & your competitors' digital presence.
- Set realistic goals based on existing Plan.

What's In A Social Media Plan?

(Continued)

- Decide how you are going to measure progress.
- Identify your social media brand.
- Identify clients, influencers & advocates.
- Create strategy for each group.
- Create a Social Media editorial calendar.

Questions...?

Laura Gutierrez: Winthrop & Weinstine, P.A.....(612) 604-6309



Email: lgutierrez@winthrop.com
Website: <http://www.winthrop.com>
Blog: <http://www.duetsblog.com>
LinkedIn: <http://www.linkedin.com/in/laurajgutierrez>

Lance Godard: The Godard Group.....(216) 235-3214



Email: lance@thegodardgroup.com
Website: <http://thegodardgroup.com>
Blog: <http://writingthisdown.blogspot.com>
Twitter: <http://twitter.com/lancegodard>
Facebook: <http://www.facebook.com/22Tweets>

Nancy Myrland: Myrland Marketing.....(317) 370-9684



Email: nancy@myrlandmarketing.com
Blog: www.myrlandmarketing.com
Twitter: <http://www.twitter.com/nancymyrland>
LinkedIn: <http://www.linkedin.com/in/myrlandmarketing>
Facebook: <http://www.facebook.com/nancymyrland>
YouTube: <http://www.youtube.com/nancymyrland>

Just remember....

If you build it, don't expect them to come.

- **KICK FEAR TO THE CURB!**
- **IT'S ALL ABOUT THE RELATIONSHIPS & CONVERSATION.**
- **IT'S ABOUT PEOPLE, NOT LOGOS.**
- **IT'S ABOUT MAKING YOUR FIRM APPROACHABLE.**
- **IT'S CALLED *SOCIAL* NETWORKING FOR A REASON.**

THANK YOU....

Laura Gutierrez: Winthrop & Weinstine, P.A.....(612) 604-6309



Email: lgutierrez@winthrop.com
Website: <http://www.winthrop.com>
Blog: <http://www.duetsblog.com>
LinkedIn: <http://www.linkedin.com/in/laurajgutierrez>

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Nancy Myrland: Myrland Marketing.....(317) 370-9684



Email: nancy@myrlandmarketing.com
Blog: www.myrlandmarketing.com
Twitter: <http://www.twitter.com/nancymyrland>
LinkedIn: <http://www.linkedin.com/in/myrlandmarketing>
Facebook: <http://www.facebook.com/nancymyrland>
YouTube: <http://www.youtube.com/nancymyrland>