



Lift Legal
Marketing

Ultimate Guide to Social Media Marketing for Law Firms



The digital landscape.

The digital landscape has changed since COVID-19, social media marketing is now one of the most important marketing tools your law firm can use to drive new leads and build a relationship with your clients. Social media marketing utilises social platforms such as Facebook, LinkedIn, X (formerly known as Twitter) - to name a few - to communicate with your audience and connect with them. Next to your website, social media is a must-have in your marketing mix.

Reference: 1 & 2, SproutSocial, 2019.

70%

of law firms said that social media is part of their overall marketing strategy¹

35%

of lawyers who use social media professionally gain new clients as a result²

From our experience working with law firms, many dread posting on Facebook or tweeting, or may have setup a LinkedIn account a few years back, but their last contribution was November 2017 - this is quite common. While many firms believe social media marketing is insignificant, not having a presence on a social platform and regularly sharing valuable content, particularly in a post-pandemic world, is damaging for your business.

If you have not considered using social media as part of your law firm marketing strategy, you should.





Social media is a two-way street. Law firms can no longer market only about their business and hope for the best, instead, it's all about conversations and connections with your clients. The pandemic has brought this to the forefront. Sales is no longer a top priority for clients, what is important is relevant information, education, engagement and matters that relate to them the most. Law firms who are successfully executing their social media using conversation marketing are finding more leads are coming through as a result.



Choosing the right platforms.

There are many platforms for law firms to choose from - Facebook, X, LinkedIn, Instagram, Snapchat, YouTube, TikTok and now Clubhouse and choosing the right one or combination for your law firm marketing will take some research.

Each platform has different audiences, demographics, and users and careful consideration needs to be taken to choose the right one, and to stick with it. There's plenty of information available on the various social media platforms to help you do that.

There are also many statistics available for each platform based on user location and characteristics such as age, gender, interests, and education. This can help you discover how to connect with your ideal audience, choose appropriate platforms, and target your social media marketing efforts accordingly.

The following pages outline the key features of the four major platforms law firms may use to help with their selection criteria.

LinkedIn

- LinkedIn has 756 million users.
- LinkedIn is the largest business to business social network and is widely used for professional networking and making new business connections.
- LinkedIn's tools encourage and enable direct connections with contacts and outreach via the network and it is a valuable source of news and updates.
- LinkedIn provides a platform for promoting products and services and for sharing articles and updates among the network or like minded groups.
- Searching the network of contacts and connections can provide valuable market intelligence and it is widely used for employee recruitment.
- Customised company pages enable law firms and companies to showcase products and services.

X (formerly Twitter)

- X has 199 million users.
- X is a social networking news and micro blogging service.
- Headlines or "tweets" link to full articles and longer form content.
- Potentially everyone is a publisher and the news often breaks first on X.
- The reach is massive because of the network or viral effect caused by sharing and retweeting of information amongst a linked network of followers.
- Businesses use X to create awareness about news articles/headlines and provide a connection to longer form content, the effect being to drive web traffic to websites or blog posts.
- The large community and potential audience provides opportunities via the X ad platform for business.



Facebook

- Facebook has 2.74 billion users.
- Facebook is a full-blown social networking site.
- Key features relate to sharing updates photos videos joining events and a variety of other networking activities.
- Users include people wanting to connect with family and friend, businesses targeting these consumers with their product offerings, celebrities and businesses that provide services to consumers.
- Benefits include a massive user base and potential audience (more than 16 million Australians use Facebook) and effective tools for engagement with consumers and sharing within communities.

YouTube

- YouTube has 2+ billion users per month.
- YouTube is an online video hosting service and community that lets people share and discover videos.
- YouTube is a free online media network for anyone who wants to upload a video and create a channel.
- Sophisticated search facilities make video discovery relatively easy and it has a massive viewer community/audience.
- Free video hosting makes the platform attractive for many businesses despite the drawbacks associated with controlling what related videos the platform chooses to serve up.





Consumer is King.

Having your client in the centre of your social media marketing strategy is key to your success. Once you have identified their motivations, needs and conversations, your law firm will easily be able to connect and build more authentic relationships with them on social media. Now is the time to listen and communicate with your clients on social media to gain the competitive edge.

As your audience gets to know you, not only as an expert in your field, but as a real person, they will develop trust in your brand, and your law firm will be top of mind when they need your services.

Social media is about engaging with an audience and creating conversations, communities and networks and placing the client at the heart of all posts and conversations. Ensuring prompt response to all comments is also vital to high engagement and listening to the client.

Keep it real.

The development of services like Facebook, X and YouTube means that the technology needed to connect with a social group or network is available to everyone with an internet connection. Whether it's a network of friends or colleagues or a group spread throughout the world who share a common interest. Quite often the only technology needed to access these sites is the mobile phone in the palm of your hand.

People do business with people, and social media is all about getting in front of your audience and showing them who you are. Other than sharing regular blogs and content on your social media page, it is important to humanise your brand to

make it more real to your clients. You can do this by posting more real-life imagery and posts about awards the practice may have won, birthday celebrations of key staff members or causes that the firm supports.

In addition, valuable information is crucial to keep engagement high on your social media platforms. Valuable information might include discussing legal developments and explaining legal processes. It can also be news and profiles about your firm and the people in it.

These are just a few great ways to make your practice appear more human and relatable to your clients.

Create a plan.

A social media plan is crucial to help your firm execute professionally and regularly. Whatever social media platform you use and whoever your target audience is, you must have a plan to publish quality content.

‘Irrelevant or unappealing content’ is the number one reason social media users stop following brands and businesses on social media. When it comes to writing your social media plan, make sure you consider the kind of information that appeals to your audience.

Then put together your plan based on how you will develop that information into valuable and engaging content for your target audience on their preferred social media platform.



Summary.

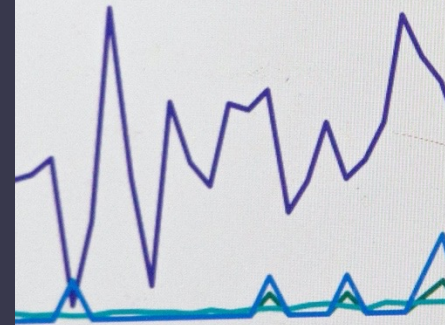
Social media comes in all shapes and sizes. You need to understand what form of social media is right for your firm. This means knowing your audience and what social media they use.

You also need to consider which sites/groups your audience is participating in and how you can engage with them via the medium that they are comfortable with, even if you aren't. A good analogy would be that we have seen many lawyers play a bad game of golf to establish a better relationship with a client, the potential drawbacks should not outweigh the potential opportunity.

The size and reach of the social media networks mean they can't be ignored as communication or business development tools for law firms. What is often described as social media marketing, the process of attracting traffic to your website, gaining attention or reputation building through social media channels must form part of your law firm marketing mix.

Total impressions

17.6K



9



Peter Heazlewood.

Peter draws on his experience as a practicing lawyer of over 25 years and for much of that time as Managing Partner. He is one of the founding directors of Lift Legal Marketing, the most experienced law firm website hosting provider globally and a market leader in providing gold-standard marketing strategies that grow your business.

To speak to Peter about your social media, website or marketing, call 1300 881 811 or email

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