



mindwhirl

Social Media How To: Rainmaking with LinkedIn



PRESENTED BY:

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In this presentation I'll be explaining...

Social Media:

What It Is

How It Works

How to Use LinkedIn to Attract Clients

But First ...


**Understanding how it works is more
important than understanding how to do it!**

Because ...

Everything Changes



Michael, we've got a fresh new look!

Easily navigate to what you need, and try the  icon to find more ways to connect and learn from professionals like you.

Ok, got it

Why Should I Use Social Media?

Because It Works!

With Social Media You Can:

- **Reach a Wider Audience**
- **Nurture Existing Relationships**
- **Build Your Brand**
- **Gain Name Recognition**
- **Develop Thought Leadership**
- **Attract New Customers**
- **And Much More ...**

Lawyers Spend an Average of

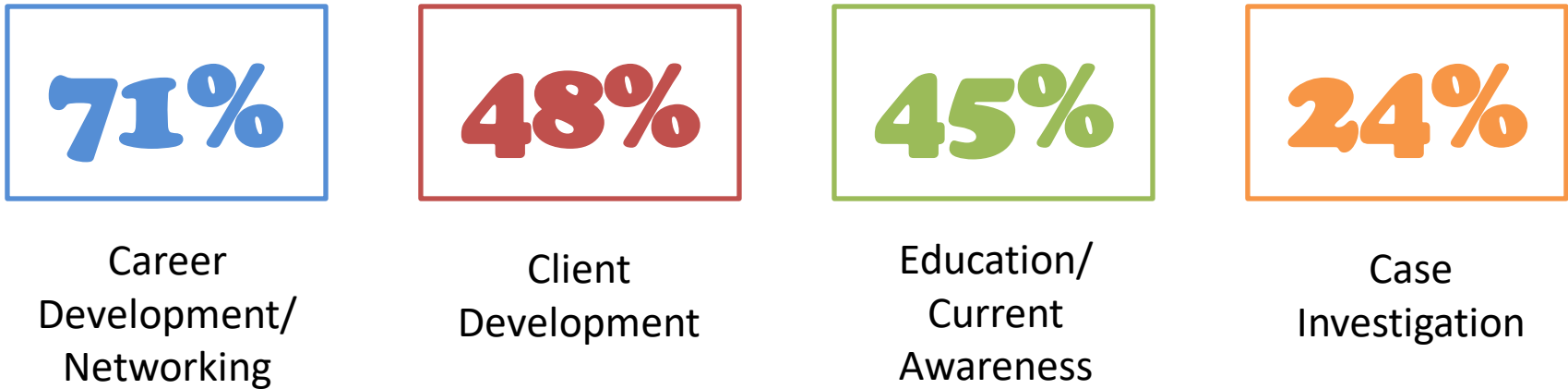
1.6 HOURS

**PER
WEEK**

Using online communities/social networking sites for professional purposes

SOURCE: ABA's 2015 Legal Technology Survey Report

Lawyers Use Social Media for A Number of Reasons:



SOURCE: ABA's 2015 Legal Technology Survey Report

24%

Of Lawyers have had a Client Retain them
Directly or Via Referral Because of

Their Online Networking

SOURCE: ABA's 2015 Legal Technology Survey Report

Why You Should Use Social Media:

Because the success of your practice relies on relationships:

Nurturing Existing Relationships

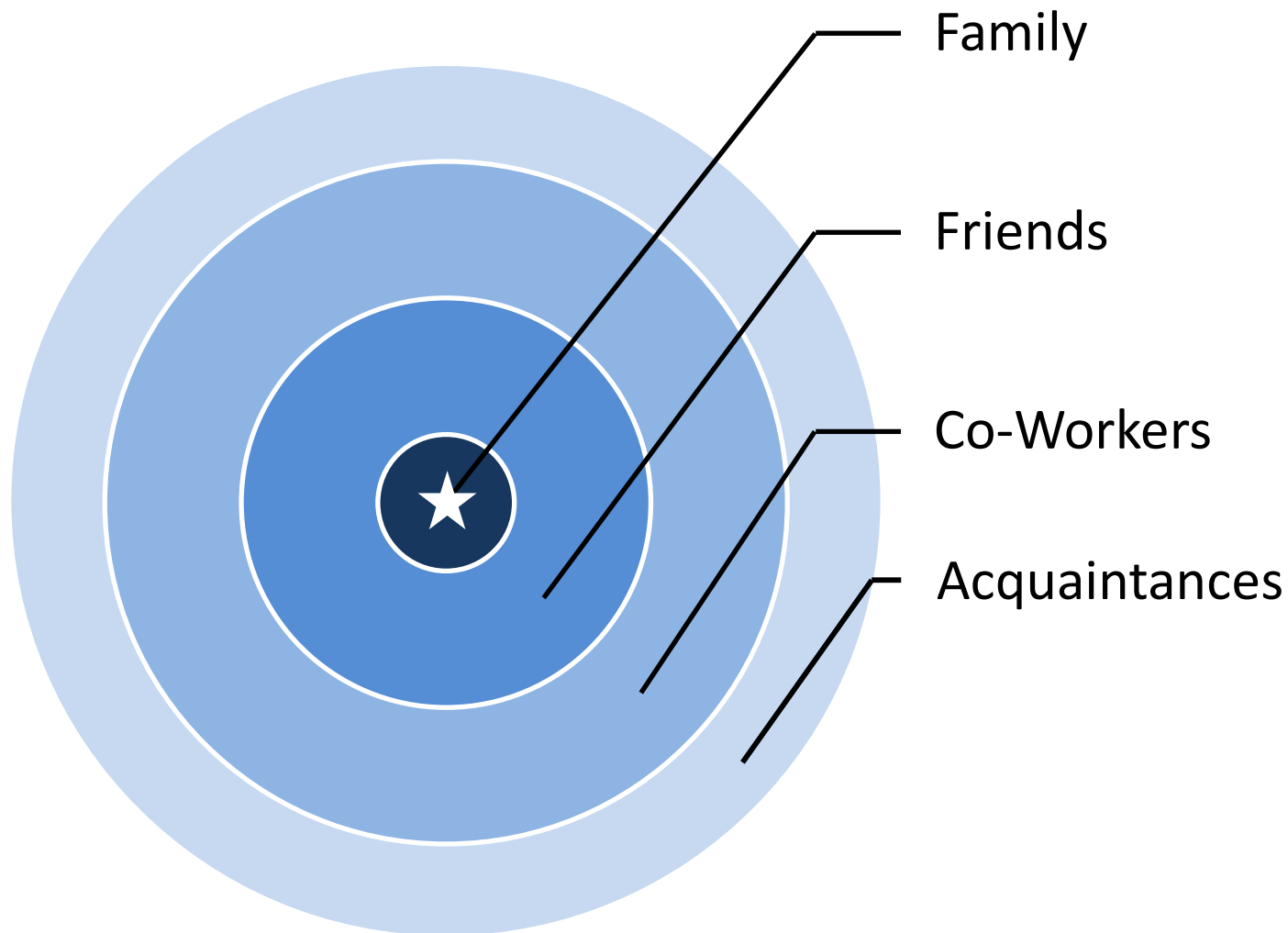
Developing New Relationships

Why You Should Use Social Media:

Because there is now an expectation on every business owner, executive, consultant and service provider to be more accessible, more findable, and more professional in telling their unique story and giving value before reward.

What Is Social Media?

We Have Real-Life Social Networks:



Social Media...

... is nothing more than a way for someone to monetize the environment, the platform, where you interact with your network and you use it because they offer you tools that help you interact more easily.

**Just Like Real-Life ...
You Get Out What You Put In**

Social Media...

Removes the barrier to entry for everyone with a phone to engage, interact, learn, educate, and attract a following of like-minded fans

With Social Media You Can:

- You can reach a massive audience
- If you resonate with an audience, you will spread and become a movement
- You have an opportunity that can sky-rocket your career if you can reach mass appeal in your industry, community, city, region, country
- You get to be a voice for your passion, in your community
- Run targeted ads with real-time results

With Social Media You Can:

- Generate higher converting leads
- Provide rich customer experiences / Customer Service
- Increase website traffic and search ranking
- Share content faster
- Geo-target content
- Build relationships
- Increased Exposure/Brand Awareness

With Social Media You Can:

- Learn About Your Audience/Target Consumer: Gain customer insight
- Get Feedback on Ideas
- Find New Opportunities
- Competitive Analysis: What are your competitors doing?
- Sales
- Leads
- Brand Equity
- Relevancy

How Social Media Works

Three Rules:

1. The engine of social media is content and engagement with that content.
2. When someone posts something, they are seeking comments, likes, and engagement in some way.
3. When you post content regularly and stay in front of your audience, you build brand equity, mindshare, recognition, and expertise in the minds of your audience.

That means ...

**You are a
Content Producer**

... as well as an attorney

How Social Media is Used

3 Main Ways Social Media is Used Today:

1. Develop personal brand – through content marketing and promotion
2. Increase SEO rank – through content marketing and promotion
3. Social Selling

**That requires an investment of
TIME & MONEY**

How much time can you invest?

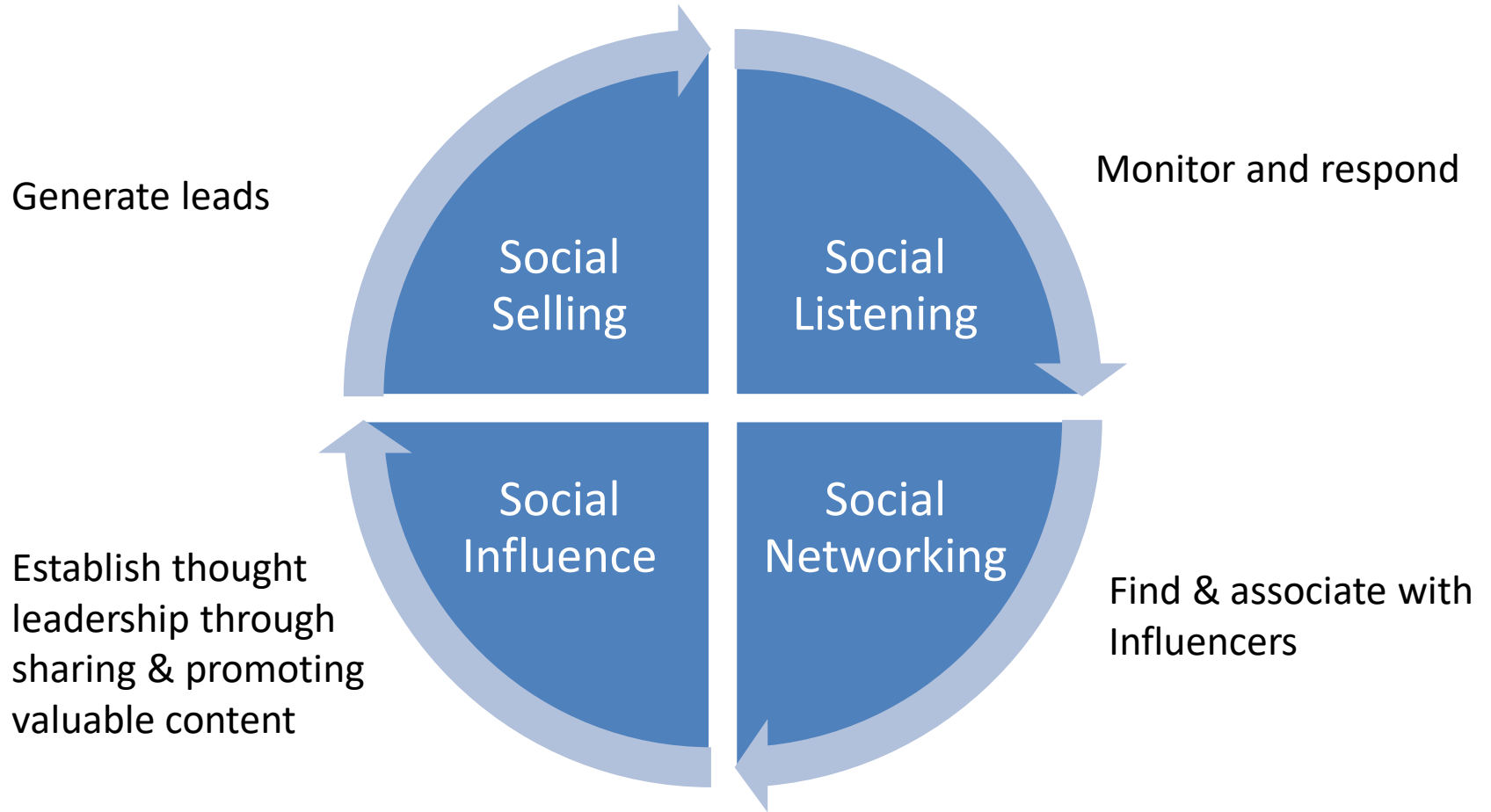
Knowing that the task never ends – you either commit to it and succeed or you are left behind

How much money can you invest?

Money accelerates time to results

Social Media Activities

Social Media Activities



The success strategy:

1. Identify your minimums for a day, week, month, quarter, year: (Answer: How much time will you invest?)
2. Schedule it
3. Do it!

The Typical Progression of Social Media Activity (easy to difficult):

Level 1) Stalk your target market - join groups - tune into their conversation and develop a strategy for engaging

Level 2) Engage and interact with your existing network - socialize, stay in touch, tell a joke - don't consider posting about free consultations - I've learned the hard way people won't respond to thin self-promotional updates.

The Typical Progression of Social Media Activity (easy to difficult):

Level 3) Daily Rounds – Essentials

- Skim any posts your network has created or shared. Like, comment, and/or share 3 - 5.
- Answer any questions accept any invitations
- View and respond to the people who viewed your profile
- Like, message or congratulate the members of your network who have reached an achievement
- Review 5 connections - endorse them for their skills

The Typical Progression of Social Media Activity (easy to difficult):

Level 4) Find and curate existing content

Level 5) Write informative articles that your target audience would find interesting

Level 6) Consider sharing more about yourself - Keep it professional - charitable activities, major wins, special events, speeches you or your firm's attorneys are giving, thanks, and congratulations.

The Typical Progression of Social Media Activity (easy to difficult):

Level 7) Promote your content through your social channels

Level 8) Promote other firm attorney's content if it matches your audiences interests

Level 9) Advertise your content to expand your reach (basic educational offer)

Level 10) Develop lead generation offers - Offer ebooks, informational webinars or local speeches/workshops in exchange for personal information



Using LinkedIn

Why LinkedIn?

A recent BTI Consulting report shows that nearly 70 percent of corporate counsel use LinkedIn, and that 38 percent of them rely on LinkedIn for activities specifically tied to selecting and hiring attorneys.

Executives from every Fortune 500 company are using LinkedIn daily.



The Steps to Success on LinkedIn



Step 1 - What are you trying to achieve? What's your outcome?

Current contact information - they update it

Build your reputation

Get answers to tough problems with crowd sourcing

Gather competitive Intelligence

Build relationships with potential clients

Nurture relationships with existing clients

Identify and connect with potential referral sources

Build a community of like-minded professionals

Develop relationships with media and journalists
(92% of media professionals are on LinkedIn)
Broadcast your content and become a thought-leader

Conduct market research then promote it (and yourself) via articles and press releases
Keep abreast of your industry and your specialty

Showcase the skills, abilities, and practice areas of every lawyer in your firm



Step 2 - Who buys from you?

Identify your audience

Your practice area is a perfect fit for someone. Who are they?

Start classifying them by any pertinent info:

- Job Title
- Professional Responsibilities
- Income
- Interests
- Location
- Skills
- Education
- Certifications
- Volunteer Organizations



Step 3 – Develop Your Profile: Reach “All-Star”

Focus on Keywords

What terms and phrases are used in your practice or industry?

What would someone search for to find you?

The more keywords you include in your profile, the more likely someone will find you.

Skills and Endorsements that clients would care about



Step 4 – Build Your Network

Connection Requests

Connect with all your contacts from your email account, family, friends, acquaintances, affiliations, organizations, local businesses you frequent, potential prospects, and clients.

Groups

Find and follow groups your clients would find interesting. You can interact with people in the group, send connection requests to build your network, utilize their networks, and learn which topics get the most interest.



Step 5 – Promote Yourself

You promote yourself three ways:

1. Engage with others
2. Curate content
3. Develop and promote content



Step 5 – Promote Yourself

Engage with others:

1. Find conversations of interest to comment on
2. Identify the influencers in the group
3. Regularly comment on the influencers posts (they are high visibility)
4. Offer congratulations to everyone on new jobs, promotions, anniversaries and birthdays
5. Touch base with those you haven't spoken with in a long time



Step 5 – Promote Yourself

Curate Content:

By sharing content you make yourself visible and known

If it's great content, people will call you.

But great content takes time. That's why you should share great content other experts/authors wrote – because you are so in touch with the industry, it makes you look like an authority in your field.



Step 5 – Promote Yourself

Develop Content: Why Develop Content?

When others engage with your content your expertise comes through. When you get your content in front of targeted buyers, you have the best chance of attracting new clients, getting referrals, and repeat business without selling.



Step 5 – Promote Yourself

Develop Content: How to Develop Content

Ask: What questions do my ideal clients have about the services I offer? (who, what, when, where, why, how)

- Answer them with an article
- Post the article
- Promote the article
- Engage with those who like, share and comment
- What did you learn? Seek to understand what they want to hear about, the questions they may have



Prospecting

**3 easy steps to social selling
success**



Step 1 – What's your pitch?

USP - how do you separate yourself from the competition?

- Specialized Knowledge or Area of Knowledge
- Speed/Efficiency
- Exemplary Service - Attention to Detail
- Trust
- Association - Name dropping
- Brand



Step 2 – Find Companies

Find the companies you want to reach out to – start connecting

In the “Steps to Success on LinkedIn” above, I discussed identifying your ideal client. Use that information to select the companies you will target with your prospecting activities.



Step 3 – Start Prospecting

Identify:

Is the person you are trying to connect with a:

- 1st connection?
- 2nd connection?
- 3rd connection?



Step 3 – Start Prospecting

1st Connections:

You are already connected - send them a note and invite them to lunch (pitch them)



Step 3 – Start Prospecting

2nd Connections:

Decide which person connected to your target is best for an introduction.

Pick someone you know, like, and who thinks highly of you - contact them by email or phone and ask for an introduction.



Step 3 – Start Prospecting

3rd Connections:

You can browse to find a 1st and 2nd connection who knows your target, connect with the 2nd then ask for an introduction to the target ...

... or you can find your targets email address and attempt to connect with them directly.

People often put their email address on their profile. If it's not there, there are ways to find them.



Recap

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Developing New Relationships

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3. Do it!

The Typical Progression of Social Media Activity (easy to difficult):

- Level 1)** Stalk your target market
- Level 2)** Engage and interact with your network
- Level 3)** Daily rounds
- Level 4)** Curate content
- Level 5)** Write informative, engaging articles
- Level 6)** Share more about yourself
- Level 7)** Promote your content on social media
- Level 8)** Promote your colleagues content
- Level 9)** Advertise your content
- Level 10)** Develop lead generation offers

THANK YOU!

**Want the slides? Have questions?
Just email me, I'm glad to help.**



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