



## Connecting with Clients Online using LinkedIn

*'One can't do today's job with yesterday's methods and be in business tomorrow'*

Marc Schroder

### What is Social Media?

Ability to communicate instantly and widely with people/businesses all over the world. *It is also ever changing – software systems, platforms, content etc.*

### Where does it fit in with your business?

The first question to answer is how do your clients or potential clients ('leads'\*) want you to connect with them?

- Face2face Meetings
- Phone calls
- Letters
- Emails
- Texts
- Social Media – linkedin – youtube - twitter etc

The second critical question is – are they prepared to pay for it?

Most people would say face to face. Whilst this is the most expensive (and rewarding) part of our service, there are also other ways (see above) to build and maintain relationships that are cheaper provided these support the relationship.

\* Lead is a person who has in some way shape or form indicated interest in your firm's products or services. This is different from 'cold calling' where it is random contact with people out of the blue. *Both are generated through information collection or purchase.*

### LinkedIn Strategy for generating business

#### 1. Define the Goal – what do you want to achieve or get out of LinkedIn?

*Please see Take Away Workbook at the end of these notes and the PowerPoint slides and the notes below are to be read with the slides.*

#### Position your profile so that it is client friendly and you are the 'go to expert'

- 1) Start with a profile that provides more information about you and what you can do for clients. The 'Hook'.
- 2) Talk about what's in it for the client – benefits
- 3) Include firm logos any badges of credibility.
- 4) Show as many testimonials from clients as you can.



- 5) Complete all the profile questions prompted by LinkedIn that you can
- 6) Share your successes.
- 7) Use statistics and/or case studies – 100% client satisfaction rating!
- 8) Bring a human touch – describe yourself/team

**This is only the first stage of attracting contacts that may become clients.**

### Join Groups:

- Join groups which contain your target clients or market
- Start a user group that will attract your clients
- Be active, take part and contribute
  - Post content
  - Start discussions
  - Ask questions pertaining to your area of expertise
  - Comment on other's work in your area OR just press the like button

### Examples from other's use

1. Property – using it to promote a discussion on interests of your client

Chris Harris started a group discussion

Today's Conveyancer

Join group



News: OneSearch Direct Announces Record Months for Drainage & Water and

Like • Comment

2. Promoting yourself by commenting on others or even pressing 'like' button.

Rachel J Roche likes this



**Lucy Tootell**

Managing Director at Temporis Legal Recruitment

Absolutely delighted to announce that our fantastic Resourcer **Gemma** has been promoted to the position of Resourcing Consultant! This is the culmination of a year of incredibly hard work and dedication and we couldn't be more pleased! This... show more

Like • Comment • Share • 6 3



## 2. Growing your contacts

You then have to build a list of contacts so that you can move these people from cold to warm and then to becoming a client. This is the start of the consultative selling process where people are at least interested in connecting with you and therefore open to more information. LinkedIn helps you do this, in a number of ways, for example by sending you a list of potential contacts which you share with others, searching facilities for finding potential contacts. See slides for more information.

Then drive those contacts to either your website and/or telephone call or email or to your office by a communication process that engages them.

The best way to do this is to be active online using posts and blogs etc.

## 3. Conversion Plan

Depending on your client's preferred contact route, the conversion plan should take into account both online and offline communication. You should always follow these up rather than leave them in 'no-man's land' in cyber space wondering why you connected with them.

It is not enough just to promote your firm/services; there must be a 'call to action'. What do you want them to do next!! Receive information – talk – telephone/meetings.

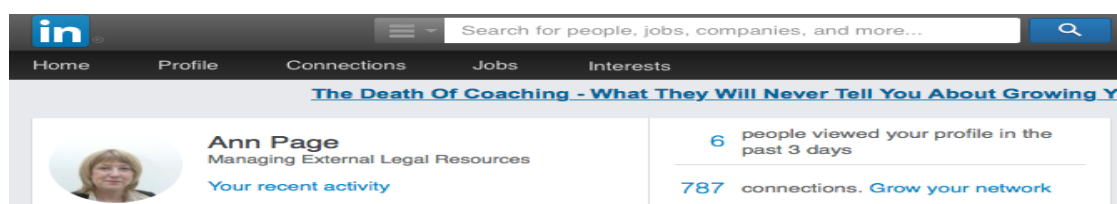
Get to know them better! *On or offline*. Do not go to sales before getting to 'know', as it won't work. People need to be engaged many times – see Sales Statistic Slide in Session 3. So use this to broadcast information about you. See it like a newsletter to the world about you (and your firm) – make it readable. What would your clients like to know – moving office!

## 4. Measurement Process

Track your responses to any marketing activity – online or not. Otherwise you won't know what is working and what is not. No one size fits all.

You will be tracking number of contacts growing on LinkedIn – number of followers on Twitter. How many of these responded to an email follow up or telephone call.

Also you can use the statistics from LinkedIn for tracking interest on your own profile.



## Take Away Workbook



## LinkedIn Strategic Plan

Define your goals?	Plan the Logistics
Conversion Map	Measurement Process



Example of Content Weekly Plan to aim for

Day	Update number	Update content
Monday	1	Industry News – <i>family law update</i>
	2	Demonstrate knowledge post – <i>my views on family law update</i>
Tuesday	1	Call to action – <i>contact me by email for a report on impact for you re this update</i>
	2	Ask a question – <i>Has anyone else interpreted this differently</i>
Wednesday	1	Talk about your business – <i>we have just achieved this award</i>
	2	Share a case study – <i>what you did for an unnamed client (that will attract similliar clients) – saved a client £XXX this morning by.....</i>
Thursday	1	Industry news – <i>government views on family law</i>
	2	Call to action – <i>come and have join us on an open coffee meeting on this topic At.....between .....</i>
Friday	1	Ask a question – <i>what feedback from clients have you had about this family issue? (please see my blog/report/whitepaper)</i>
	2	Talk about your business/sign off for the weekend – <i>as weather forecast is good for a change – am really looking forward to a great sunny weekend</i>



This can be discussed in weekly team meetings and populated and then transferred either daily or via Hootsuite.

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Wednesday	1	Talk about your business
	2	Share a case study
Thursday	1	Industry news
	2	Call to action
Friday	1	Ask a question
	2	Talk about your business/sign off for the weekend



## Yearly Marketing Calendar – one item per week

January	February	March
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
April	May	June
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
July	August	September
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
October	November	December
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.



## Appendix 1 - What do all the terms mean?

- **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. It is also now used by businesses to build awareness - promote new products – blogs/stories – driving traffic to their websites – selling products on line
- **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- **Twitter** is an online free social networking service that enables users to send and read short 140-character messages called "tweets". This allows registered members to broadcast tweets and follow other users' tweets by using multiple social media platforms and devices.
- **You tube** – video content site where you can post videos and access these.
- **Klout** is a website and mobile app that uses social media analytics to rank its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100.
- **Instagram** - is the name of an online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device.
- **Pinterest** is an online service that allows you to share images through social networking. An example of Pinterest is the website where you have a "pinboard" that allows you to post ideas that you want to remember and then share them with your friends through Facebook.
- **WordPress** is a free and open-source tool and a content management system, which is primarily used for websites and blogs. Features include a template system. WordPress was used by more than 23.3% of the top 10 million websites as of January 2015
- **Foursquare** is primarily for letting your friends know where you are and figuring out where they are. Secondly, it's for collecting points, prize "badges," and eventually, coupons, for going about your everyday business. And it's becoming popular.
- **Imgur** is an online image hosting service founded by Alan Schaaf in 2009. It allows the sharing of stories in pictures.
- **Tumblr** is a microblogging platform and social networking website founded by David Karp and owned by Yahoo! Inc. The service allows users to effortlessly post multimedia (text photos music videos) and other content (quotes links) to a short-form blog. Users can follow other users' blogs, as well as make their blogs private.
- **Hootsuite** is a social media management system, which enables you to post simultaneously across a number of platforms such as google twitter etc

## How to contact Ann:

Ann Page: [ann@yorkshirecoursesforlawyers.co.uk](mailto:ann@yorkshirecoursesforlawyers.co.uk) 07921540039 She **delivers strategic coaching, leadership; management and interpersonal skills training for the senior members (and those aspiring to be) of the legal profession. A Top 100 Lawyer of the Year, with an impressive CV over a 30-year career as a senior in-house lawyer delivering first class legal services. She holds an HNLP certificate in coaching as well as being a certified NLP Master Practitioner. Ann has delivered leadership, performance management training for the last 12 years to nearly 7000 lawyers.**





## SRA Code of Conduct: Aspects of Social Media – Fiona Gillam

### Q: What does the SRA Code of Conduct say about social media?

#### A reminder of the Principles

You must:

- (i) uphold the rule of law and the proper administration of justice;
- (ii) act with integrity;
- (iii) not allow your independence to be compromised;
- (iv) act in the best interests of each client;
- (v) provide a proper standard of service to your clients;
- (vi) behave in a way that maintains the trust the public places in you and in the provision of legal services;
- (vii) comply with your legal and regulatory obligations and deal with your regulators and ombudsmen in an open, timely and co-operative manner;
- (viii) run your business or carry out your role in the business effectively and in accordance with proper governance and sound financial and risk management principles;
- (ix) run your business or carry out your role in the business in a way that encourages equality of opportunity and respect for diversity; and
- (x) protect client money and assets.

So what are the rules? The LSPN dated 20<sup>th</sup> December 2011 states “The same ethical obligations that you adhere to professionally also apply to your conduct in an online environment.”

#### **COLPs beware!**

Careful thought may be required to answer typical questions:

- Does **LinkingIn** with a client breach the requirement for confidentiality?
- Ditto, if I **tweet** that I am in a named Court on a certain day/time
- If I **post** a critical comment about a case on my personal social media, could that be a breach of my obligation to act with integrity?
- What about if I **blog** about the cuts to public funded law: could this affect the trust and confidence that people place in the legal profession? (Principle 6)

#### **Lexcel (V6) Standard requirement:**

Practices must have a social media policy which includes a procedure for participating in social media on behalf of the practice and the scope of permitted and prohibited content.



### **A typical social media policy will:**

- Define what the practice includes in the term “social media” as covered by the policy
- Distinguishes between private use and use on behalf of the firm
- Require consideration of disclaimers
- Sets out permitted and prohibited use with clear examples of each
- Contains a procedure for participating in social media on behalf of the practice, with clear steps for obtaining approval of content and context
- State who takes responsibility for the policy and the procedures for dealing with a breach of the policy including disciplinary steps
- Have been fully explained on staff induction
- Be regularly reviewed by the COLP or other senior manager
- Set out expectations regarding “ownership” of social media contacts

### **Getting it wrong..**

### **Q: Does your practice have effective provision for managing a social media issue/disaster?**

Remember: The speed at which information can be circulated, and the proliferation of that information, is something over which your practice will have little control.

### **How to contact Fiona:**

Fiona Gillam My Compliance Colleague 0757 079 3728 [fiona@riskadvice.co](mailto:fiona@riskadvice.co)

She holds a BA Hons degree and qualified as a Solicitor in 1988 and has spent over 20 years in private practice specialising in both residential and commercial conveyancing, developing a particular interest in unregistered titles and complex leasehold transactions. Now non-practising, she runs her own risk and compliance consultancy, is a Lexcel Assessor and Consultant and writes, edits and presents compliance materials. She is a passionate believer in clear, jargon-free communication, combining her extensive experience and her auditor's eye for detail, resulting in a refreshingly practical and interactive training style.