



Electronic & Digital Branding Methods

- Basic Branding:
 - Web Site TAGLaw/TIAG Presence
 - News and Articles Submission
- Advanced Branding: Social Media
 - Twitter
 - LinkedIn

Branding TAGLaw and TIAG in the Electronic Age





Basics: TAGLaw & TIAG on Your Web Site

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Benefits of Co-Branding Your Firms Website with TAGLaw and/or TIAG

- Enhance the profile of your firm as a whole and strategically for specific practice areas (Immigration, Tax, etc.)
- Increase your visibility on search engines like Google (Search Engine Optimization [SEO])

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TAGLaw & TIAG on Your Web Site

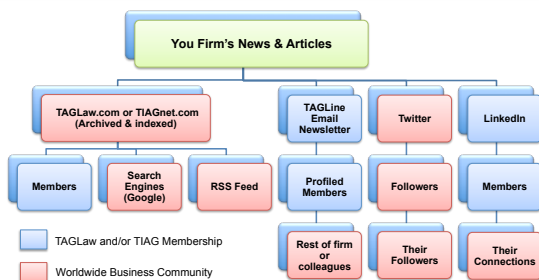
Steps to take if you don't have a TAGLaw or TIAG brand presence on your website.

- Contact your firms marketing director or webmaster
- Download the TAGLaw or TIAG logos and network descriptions from the Resource Center or contact us.

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Firms News & Specialty Group Articles



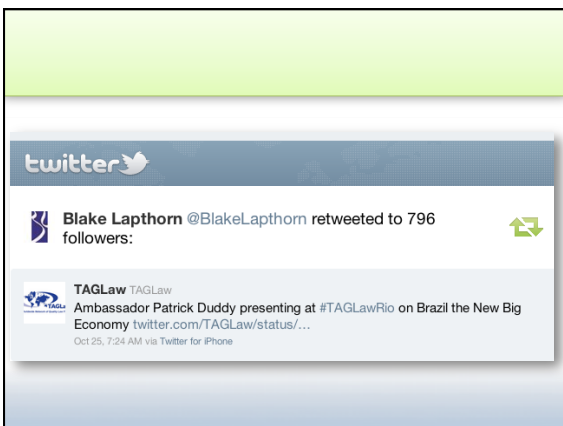
Firms News & Specialty Group Articles

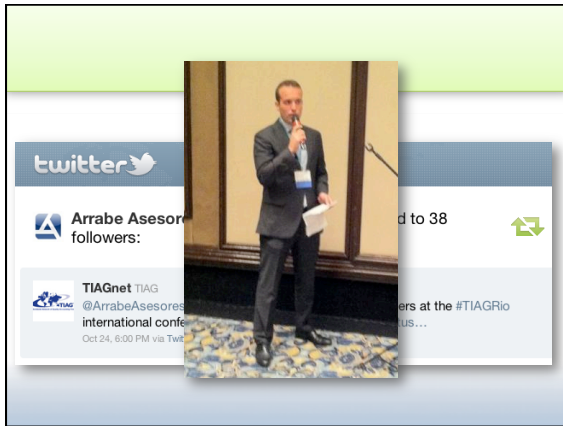
- Year to date we have published 460+ firm news items and specialty group articles
- Have made and continue to make substantial improvements to our websites to optimize them for search engine indexing
- Twitter Aggregation

Send your firms news and articles to
marketing@taglaw.com or marketing@tiagnet.com.











LinkedIn

- Premiere professional networking website:
www.linkedin.com
 - Utilizes “Connections” to show relationships between professionals
 - Other useful features include:
 - Detailed User & Company Profiles
 - Groups
 - Questions & Answers
 - Powerful search options

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User Demographics & Behaviors

- Approximately 119 million professionals
- Accessible via computer, mobile devices and tablets
- 58.5% male and 41.5% female
 - 18-24 years: 23%
 - **25-34 years: 35.2%**
 - **35-54 years: 35%** **—70.2%**
 - 54+ years: 6.8%

Credit: Amodiovalerio Verde, LinkedIn Demographics & Statistics - July 2011

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Global Distribution by Job Function

ENTREPRENEUR 11.7%	ADMINISTRATIVE 9%	OPERATIONS 8.4%	ENGINEERING 7.1%	
SALES 10%	INFORMATION TECHNOLOGY 6.8%	FINANCE 4.4%	MARKETING 3.5%	MEDICAL 3.5%
ACADEMICS 9%	CONSULTANT 4.5%	SUPPORT 4.3%	HUMAN RESOURCES 3.2%	ACCOUNTING 2.5%
	PUBLIC RELATIONS 3.6%	CREATIVE 3.1%	LEGAL 2%	BUSS. DEV. 1.6%
			PROD 0.8%	


Credit: Amodiovalerio Verde, LinkedIn Demographics & Statistics - July 2011

Who Uses **Linked in** ?

Answers:

- Your clients
 - Current Clients (Retention)
 - Prospective Clients (Business Development)
- Your future talent
 - Young lawyers
 - Laterals
 - Other staff
- Your fellow TAGLaw and TIAG members
 - TAGLaw & TIAG Member Groups
 - Specialty Groups (6 on LinkedIn and growing)

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3 Layers of Branding



How Do I Join a TAGLaw or TIAG LinkedIn Group?

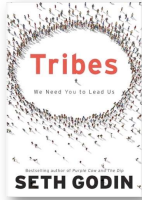
- Create a free LinkedIn Account (Résumé)
- Click the LinkedIn icon on TAGLaw.com or TIAGnet.com or scan the QR codes below



Why Do This?

"Great leaders create movements by empowering the tribe to communicate. They establish the foundation for people to make connections, as opposed to commanding people to follow them."

—Seth Godin (*Tribes*, page 23)



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Questions?

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