



2 Questions

- What types of social media have you used? (LinkedIn, Twitter or blogs)
- What would you like to accomplish with social media?

Online Sales Funnel



43% of in-house counsel cited blogs as their leading source for news.

Greentarget/ALM 2010

How many law blogs
do the top 10 firms in
America have?

5

How many blogs are there
in the AmLaw 100?

163

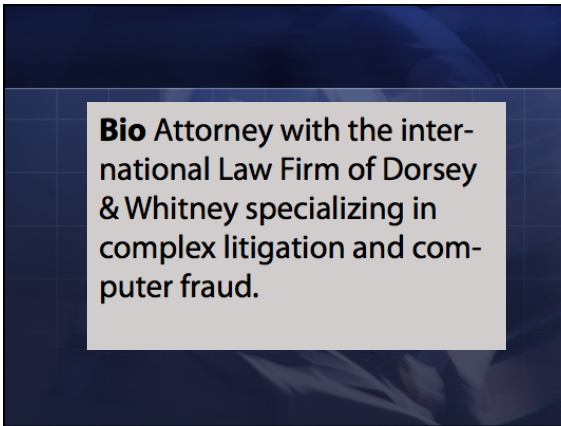
How many blogs in the
AmLaw 101-200?

223

Building your funnel

- Create your online persona
- Build your “tribe”
- Feed the funnel.



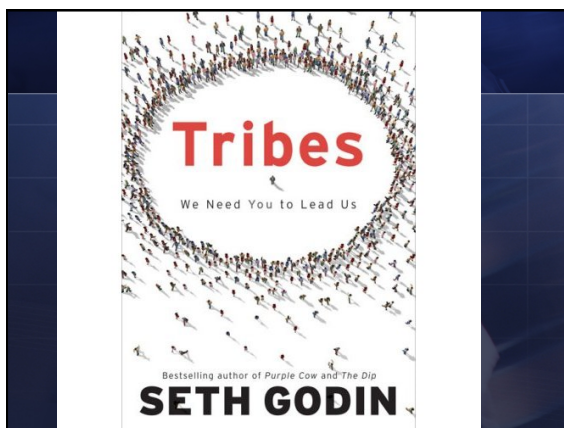




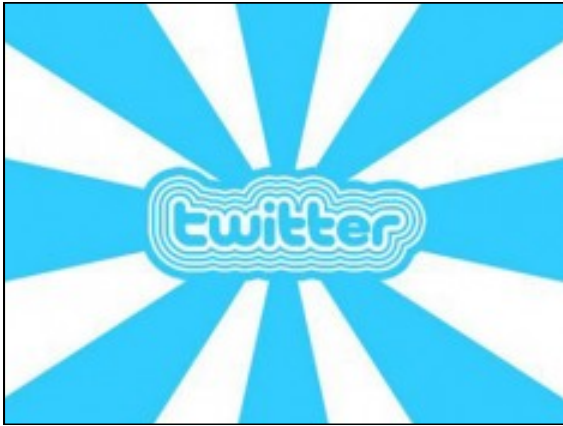


3 parts to a strong online bio

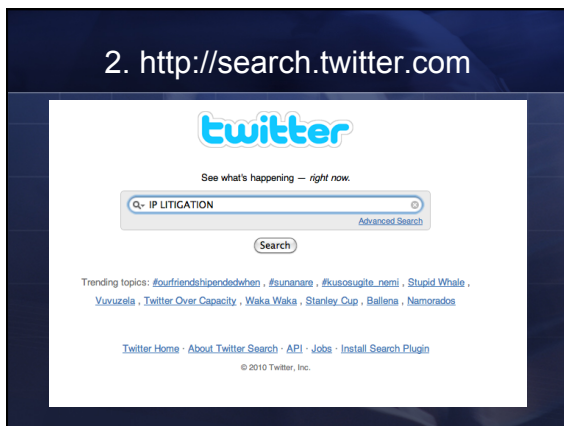
- Focus
- Exceptional
- Genuine



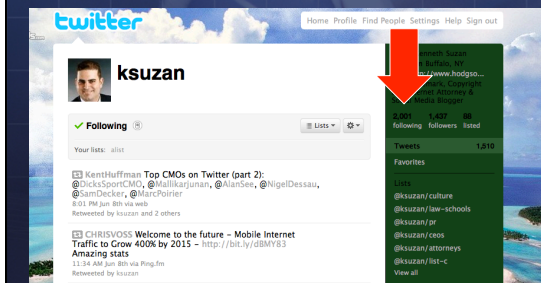








3. Scope out competitors






LinkedIn has...

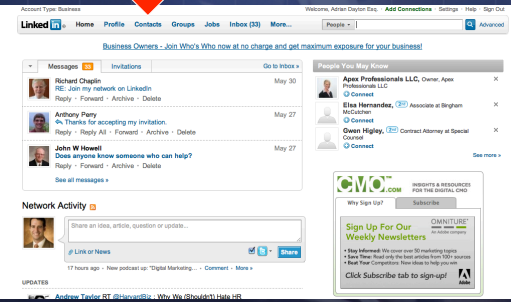
1.2 Million
Lawyers

Adds 1 new user
every second

LinkedIn average salary...

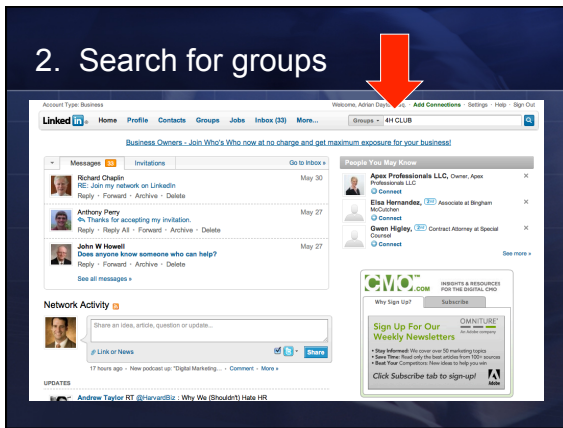
\$109,000/yr

1.  Import your contacts

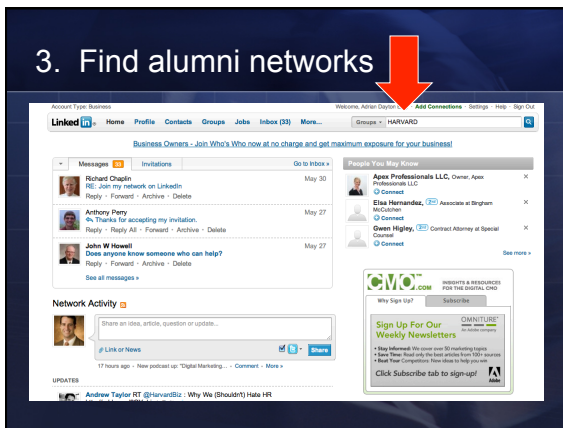


The screenshot shows the LinkedIn homepage for a user named Adrian Taylor. The top navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inboxes (3), and More. A red arrow points to the 'Import' button in the top right corner of the navigation bar. Below the navigation bar, there are sections for Messages, Invitations, and People You May Know. The Messages section shows a list of messages from Richard Chaplin, Anthony Perry, and John W Howell. The Invitations section shows a list of invitations from Apex Professionals LLC, Elise Hernandez, and Owen Higley. The People You May Know section shows a list of suggested connections. The Network Activity section shows a post from Adrian Taylor. The Updates section shows a post from Andrew Taylor.

2. Search for groups

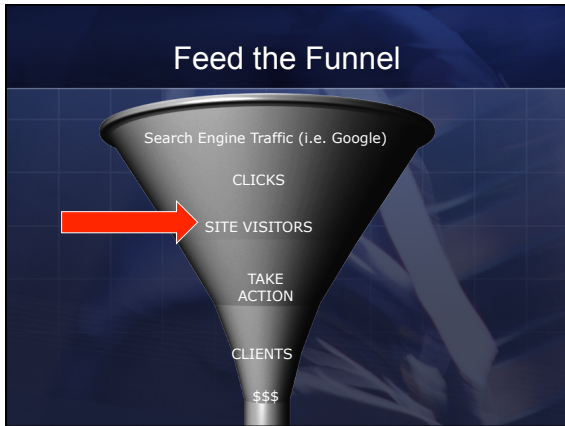


3. Find alumni networks









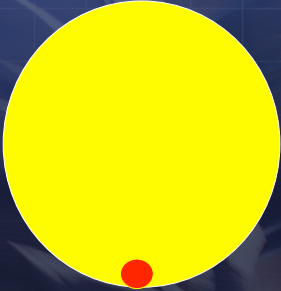


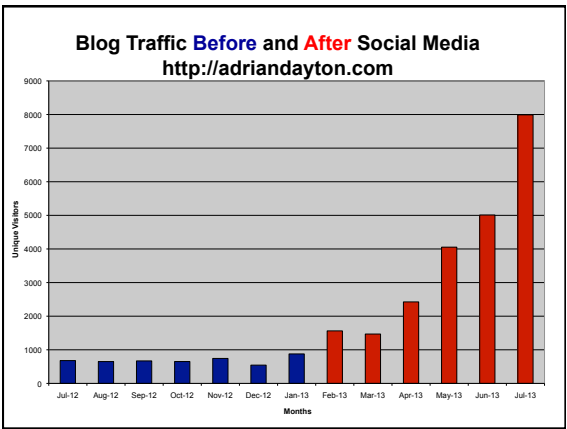


What about blogs?

Lawyers

Lawyers with blogs





Do blogs work?

Daniel A. Swchwartz

Roy Ginsburg

David Donoghue



SOCIAL MEDIA
WILL NOT WORK
FOR YOU
UNLESS.....

Practice the 3 C's

- Content
- Continuity
- Conversations

AdrianDayton.com

Law.com

Email: info@adriandayton.com
