



Marketing to Law Firms

Market smarter, not harder



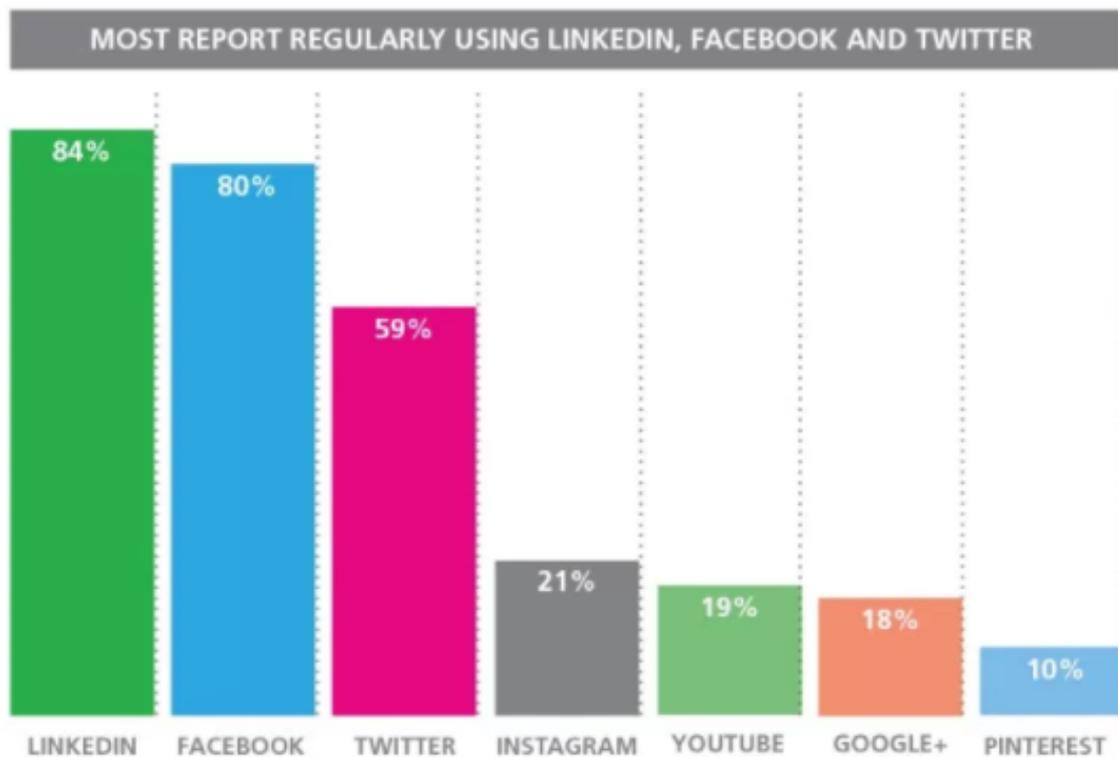
An active presence on social media is critical to your digital marketing success. Social media platforms are gathering places of like-minded individuals. They allow you to show your personality while engaging directly with clients and prospects. Promoting your content on social media is like sending out invitations to your website. Hashtags and posting in groups allow you to target lawyers much more easily than you could with, say, TV or radio ads.

The social media platform that reaches lawyers best is:

LinkedIn.

According to Attorney at Work's 3rd [Annual Social Media Marketing Survey Results](#), LinkedIn is the No. 1 platform attorneys are active on.

Though the report also says Facebook is gaining in popularity, recent algorithm changes and criticisms made since the 2017 survey was conducted are likely to slow law firms' use of Facebook.



Use LinkedIn to interact with lawyers and other professionals you sell to. But, it's called *social* for a reason. Social media is more than a promotional tool. Think of it like you're at a conference or seminar, mingling with the crowd. Take time to like, share, and comment on others' posts.

In its newly released [2018 Content Trends Report](#), Buzzsumo says likes and shares on LinkedIn are up more than 60% year-on-year.

Attorneys also use Twitter and Facebook, but Buzzsumo's reports tell us that social engagement with content is falling on those platforms, while many B2B publishers are seeing increases in social sharing on LinkedIn.

Write engaging messages.

Of course, once you know where to go, you also have to know what to say.

CoSchedule's FREE [Social Media Optimizer](#) helps you create effective posts. Their blog post shares techniques that studies show improve engagement and conversions. The post also provides a link to the free optimizing tool.



Learn the answers to these questions:

1. **What message type** (text, image, link, or video) gets the most engagement for *every* network?

2. **How many characters** should your social media message be for *every* network?
3. **How many hashtags** should you include in your message for *every* network?
4. **How many emojis** should there be in your message for *every* network?
5. **What emotional sentiment** works best for *every* network?

Links to the studies mentioned:



Buzzsumo 2018 Content Trends Report

If you're sticking with your content approach from 3 years ago, it's now 50% less effective. Content engagement, such as shares, likes, and comments on social networks, has halved since 2015.

[Read the report](#)



Attorney at Work Social Media Marketing Survey

Read survey results about attorneys' social media habits, preferences, and attitudes. 96% of responding lawyers say they use social media. LinkedIn is still No. 1 among lawyers.

[Read the report](#)

Leah Presser, Legal Industry Writer

510 Brookwood Drive
Alexandria, KY 41001
Phone: 859.240.8098

Visit LeahPresser.com

[SHARE](#)

[TWEET](#)

[FORWARD](#)

mailer lite