

Lawyers Can Be Legal Consumers, Too

By Roberta M. Gubbins

The L & L Law Firm, focusing on elder law, wants to add more attorney referrals to its client base. Owners Lance and Linda believe they can assist clients of lawyers who don't practice in elder law, and they would like lawyers to send their clients to the L & L Law Firm when those folks seek a service outside their area of expertise. They wonder how they can market to lawyers.

The rules for marketing to lawyers are the same as marketing to consumers, with a few additions. As usual, begin by building a good website that is attractive and easy to navigate—one that features a recent picture, an interesting biography, a list of your practice areas, awards, and contact information. You can include frequently asked questions in your practice area and checklists to help clients organize their thoughts.

Add articles, videos, press releases, associations, courts in which you practice, arbitrations you've conducted, community connections, and links to your blog posts. You can also add these items to your enhanced profile on the SBM Member Directory, powered by ZeekBeek.

Social media can help, too. But which social media? It's easy to get caught up in the latest trends. The majority of new trends target a young population. You will undoubtedly find your potential audience of lawyers and consumers looking for legal help on Facebook, Twitter, and LinkedIn.

Facebook

Facebook can be used to further your business. It strengthens your firm's web presence, allows consumers to review and comment on your firm, and gives you another outlet to announce blog posts, articles, or events. Facebook also has business pages for those who want to create a special page for their firm.



Twitter

Twitter may be overwhelming at first, but it can be a useful tool for lawyers. Using keywords for your practice preceded by the famous hashtag (#), you can keep up with—and comment on—the latest information and developments in the legal world. It's easy to set up; soon, you will be sending short updates to interested consumers and lawyers.

LinkedIn

LinkedIn has become the professional social networking site. Recruiters, executives,

and legal professionals respect and use it. If you only have the time and energy to use one social media site, make it LinkedIn. You can write recommendations for fellow lawyers and they can, in turn, endorse you. Connections are made every day on LinkedIn. It's a valuable resource that should be a major part of your social media efforts.

Lance and Linda decide that while their website is in decent shape and getting a good response, they will add a list of publications they have authored and a connection to Lance's blog, update their LinkedIn and SBM Member Directory profiles, and consider starting a Twitter or Facebook account.

Using the tools provided by the SBM Member Directory you can enhance your profile to attract both lawyers and consumers. And soon, you will add lawyer referrals to your client base. ■



Roberta M. Gubbins, Esq. practiced law before serving as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter, editing and writing articles, blogs, and eblasts for lawyers and law firms. She is the editor of Briefs, the Ingham County Bar Association newsletter; and The Mentor, the SBM Master Lawyers Section newsletter.

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