

Legal Marketing Pros – Avvo’s Growing Fast and Listening

March 22nd, 2010 by Kara

Attorneys and legal marketers alike have to keep up with how legal social media platforms work.

Accordingly, whether attorneys like it or not [AVVO](#) is an invaluable tool. Its popularity is close behind LexisNexis’ [Lawyers.com](#) on [Alexa](#), reflecting it’s fast-growing reputation as a valuable and reliable source for legal search.



Recently, during a conversation with a group of lawyers on [SOLOSEZ](#), I made the mistake of stating that attorney’s ratings on Avvo can be improved via client ratings. They aren’t. Ratings there they are dictated by the number of years an attorney has been in practice, peer evaluations and other matrix. Needless-to-say, I was quickly, and strongly corrected by the group!

As much as I hate to admit it, occasionally in the midst of a conversation I do make an error regarding the functionality of an online social media platform. Fortunately, I stay in the midst of these conversations so I can be 100% on-point for my clients, even if it means being chastised by practitioners in order to stay in the loop.

As more attorneys added commentary, the conversation grew in popularity, and many of them asked questions or voiced grievances about Avvo. Fortunately, Avvo’s head of marketing, Conrad Saam was paying attention.

Conrad, good for you for being at the head of Avvo’s online conversation!

Conrad interacted with the attorneys, (aka potential clients) directly, so Avvo received some direct feedback about what their audience wants. More importantly, the one-on-one communication he had with potential clients showed he was listening and that Avvo cares. Whether or not the company can accommodate all of the concerns voiced, a guide for business development and interactive public relations doesn’t get much better than that. Avvo thorough Conrad is staying connected, hands-on and engaged.

Conrad provided the link to Avvo’s free webinars and [“Maximizing Your Avvo Profile”](#) is on April 15th, for which I’ve already registered.

Gabriel Cheong, of Startingoutsolo.com also provided some great guidance for working with Avvo in this article:

[How to Improve Your Avvo Rating](#)

It does not serve anyone to continue to be upset that there's a player in the social media world who came up with a platform we need to learn how to use effectively and pay for, in order to stay ahead the new world of legal business development.

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[Lawyers, Forget About “Quitting Facebook” – Expanding Your Comfort Zone to Communicate is Key](#)

[Legal Marketers, Interested in 13 Ways To Drive Traffic To Your Blog?](#)

[Why technology and social media need to be integrated into your branded legal marketing strategy](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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