

## Social Media – The Legal Industry Is Catching On

April 7th, 2009 by Kara



A recent article in the [Wisconsin Law Journal](#), elaborated on the benefits of social media use for attorneys, and slowly but surely the legal industry is catching on. For attorneys, Twitter is much more than a way for you let alert your followers that you're burning the midnight oil writing a brief, or shopping for a deal on your vacation.

Many attorneys are skeptical about social media in general. I assert that's mostly due to their not being clear about it's effectiveness or how it generates business. As I continuously say, **there's no better way to learn about blogging and Twitter than diving in and using it.**

I use Twitter as a means to drive traffic to my blog, which is chocked full of useful information my potential clients are interested in, and I work with my clients to do the same for my clients.

**Social Media, my blog and Twitter are the most effective platforms I've ever seen for fine tuning a brand and attracting the kinds of clients you really want.** The best thing is, when you do pick up the phone, the person on the other end is going to be ready to do business.

Implementing and monitoring an effective social media platform is time intensive, and requires much more than a half-hour per day. I was speaking with a legal marketing professional the other day who asked me, "How do you have time to do all of this?" My answer was, "This is what I do, and I don't perform all the duties needed to run my business alone.

The truth is, if you're a small to mid-size law firm, you're probably are going to want to o bring someone in to manage it for you. The great news is there is no more cost effective way to attract business.

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.

Other related articles of interest:

[How Social Media Impacts Advertising and Marketing for the Legal Industry](#)

[What if I Were Just Getting Started with Social Media Marketing](#)

[How to Be the King \(or Queen\) of Social Media At Your Firm](#)

[Operating and Marketing A Legal Firm As A Profitable Business](#)

[Reading RSS Feeds with Google Reader](#)