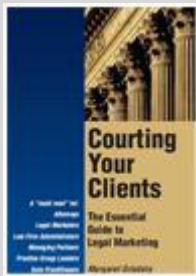




Announcing Social Media Services for Law Firms



**Margaret
Grisdela**



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Legal Expert Connections Launches Social Media Marketing Services *Selected by Broward County Bar Association as Social Media Manager*

July 21, 2010 –Delray Beach, FL –Legal Expert Connections, a national legal marketing agency, today announced the availability of social media consulting services to help law firms and attorneys connect with clients and prospects on LinkedIn, Twitter, Facebook, and blogs. The firm is now assisting the Fort Lauderdale-based Broward County Bar Association in developing a social media campaign, beginning with a blog.

“Social networking is now an essential element in any law firm Internet marketing campaign,” said Margaret Grisdela, president of Legal Expert Connections and author of the legal marketing book *Courting Your Clients*. “Legal marketing campaigns also have special compliance requirements, however, in regard to professional ethics and attorney advertising guidelines.”

Legal Expert Connections’ expanded online marketing services help law firms in three primary areas:

- 1. How to get started on social media.** Attorneys are busy with the daily demands of clients, cases, and courts. Law firms receive help in developing an online networking strategy, followed by assistance in setting up individual attorney profiles that incorporate search engine marketing best practices.
- 2. Techniques to build followers and connections.** Lawyers are taught how to quickly build an online community. What to say on social media is also a training topic, along with tips on how to create an editorial calendar for advance planning purposes.
- 3. Automating social media posts across platforms.** A well-written law firm blog can serve as the basic driver of online content. Lawyers learn how to use blog posts to update other social media sites using the RSS feed, thereby streamlining the publication process.

The firm is also planning a series of training webinars on social media topics.

About Legal Expert Connections, Inc.

Legal Expert Connections is a national legal marketing and business development agency serving attorneys, law firms, and litigation experts. The firm creates and manages monthly or quarterly integrated legal marketing campaigns for clients based on its proprietary “Courting Your Clients” concepts. In addition to social media marketing, services include search engine marketing, website design, speaking engagements, article placement, and class action marketing. Clients include 2-5 partner law firms, solo practitioners, and partners within larger organizations. Read more at www.legalexpertconnections.com, or the legal marketing blog Rainmaking Club at www.rainmakingclub.com.