



A Great Legal Marketing Firm Tool to Optimize Twitter

As of January 2010, more than 75 million people visited Twitter, with over 23 million from the US. According to Twitter, over 50 million tweets are sent daily.

Twitter is being talked about everywhere. People are drawn to it because of the buzz of its popularity but the majority of people don't understand its potential. That includes most ad agencies.

My primary objective for using Twitter has been to increase traffic to my blog. Twitter is now the leading traffic generator for **THE KARASMA MEDIA LEGAL MARKETING BLOG.**

NEW PROFESSIONAL FEATURE ALERT - Tuesday, April 20th [hide]
Professional users now have an Update Queue feature that drip-feeds updates into your social accounts without you having to specifically schedule any of the updates. You simply add updates to the queue reservoir, and the system drip-feeds those updates for you. Please [click here](#) to read more. The feature is available under "Scheduled Updates, Queue Reservoirs" in the menu.

- [Main Landing Page](#)
- [Schedule New Update](#)
- [Schedule Blog Post](#)
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- Statistics ▾
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- Followers/Friends ▾
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- [Banner Auctions](#)
- My S.O. Account ▾

List Of All Updates

Scheduled local times are displayed in your local (GMT-05:00) Eastern Time (US & Canada) times.

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TIME	UPDATE	RECUR
04/27/2010 10:15 am (Tuesday)	<p>The Top Social Media Principals for PR Pros and Legal Marketers http://tinyurl.com/6wz7gy</p> <p>On karasmamedia [89 characters]</p>	  
04/27/2010 08:45 am (Tuesday)	<p>The 2008 Campaign Legitimized Social Media For Communicators http://tinyurl.com/9xfky3</p> <p>On karasmamedia [86 characters]</p>	  
04/27/2010 08:00 am (Tuesday)	<p>Using Twitter to Keep and Grow Your Law Firm's Client Base http://tinyurl.com/78cvsq</p>	

There are hundreds of tools that have been developed to enhance Twitter's usefulness for marketing. The tool that is most helpful to me and the one I use most often for legal marketing new business is called [Social Oomph](#).

These are some of the Social Oomph features that I like and use:

- Manage multiple accounts from one dashboard (your agency's as well as clients Twitter accounts)
- Manage an unlimited number of blogs

- Upload your agency's blog posts and URLs from an Excel spread sheet, in bulk to Social Oomph
- Pre-set the date/time range for each post in minutes
- Automatically shorten post URLs through Bit.ly and track clicks
- Automate – follow those who follow you in Twitter
- Automate – unfollow those who don't follow you in Twitter
- Purge and filter your Twitter account's DM box
- Small monthly fee that is month-to-month, that you can cancel at any time (it more than pays for itself for the time that it saves)
- Junior level people/interns can be easily trained to use this tool on behalf of the agency and clients
- You can also schedule your agency blog posts to Facebook, just keep the repurpose level to only a few per day or it gets annoying...

For Twitter to have real value from a new business perspective for legal marketers, you must have a clear objective and follow a simple formula for use.

In Fortune 500 Companies Twitter Moves Ahead of Blogs – Are you Tweeting Legal?

In Social Media for the Legal Marketing Industry – Digital Branding Creates Clients

Here's the Scoop: Facebook for Lawyers Is In the News

Chris Brogan on Legal Marketing: An Interview With Karasma Media

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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