

[Using Keywords to Communicate With Your Legal Marketing Audience](#)

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One of the initial activities I do in the [Jump-start Your Social Media Workshop](#) is work with a firm on how to choose the keywords they'll be using to connect with their potential clients.

Using social media provides you with insight into the minds of your ideal clients and customers. [Tasha Coleman of Upward Action](#) provides some incredibly powerful information throughout her site, but particularly in this post on Keyword Usage.



Her top three points:

1. Invest time conducting keyword research (*or hire an agency like UpwardAction®*) to get clear about exactly what your target market is searching for online as related to your industry and practice areas.
2. Utilize this information to develop a list of about 15 power keywords.
3. Use your power keywords to create [GoogleAlerts](#) and [TweepBeeps](#) to monitor online conversations that include your top 15 keywords.

Read Tasha's full article and watch her video on [Social Media, Keywords, Success](#)

Other articles you may be interested in:

[Legal Marketing Pros – Avvo's Growing Fast and Listening](#)

[Legal Marketers – Now is NOT the time to give up on Twitter](#)

[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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