

# There Has Never a Better Time for Legal Marketing Brands to Engage in Social Media

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There has never been a better time for legal marketers to engage in social media activity and develop a presence in online communities.

A recent report from Nielsen indicates that social media websites have become the most popular globally over the course of 2009.

These figures also serve to prove that social media is indeed a marketing power to be reckoned with, and that if there has ever been a more opportune time for lawyers, law firms, and other legal marketers to incorporate social media into their marketing strategy.

Two-thirds of the world's Internet population visit social networking or blogging sites, accounting for almost 10% of all internet time, according to a new Nielsen report "[Global Faces and Networked Places](#)."

If data captured from December 2007 through December 2008 is any indication, that percentage is likely to grow as time spent on social network and blogging sites is growing more than three times the rate of overall Internet growth.

Consumer (aka “potential client”) engagement has rapidly become one of the most effective forms of marketing, facilitated in no small part by the advent and growth in popularity of social networks. Having mastery with the tools used to create brand-focused social network, is more important than ever and online communities have turned into the central hub of online brand marketing activity.

Social Media is appealing and available to all kinds of individuals across the board of society, and as such, it is time for legal marketers to recognize that social networks as a key way of identifying and engaging with their target audience and attracting the kinds of clients they truly want.

A presence on generic social networks such as Twitter and Facebook are highly beneficial in terms of crowd sourcing, the use of a brand-focused social network developed around the needs of a legal organization’s brand ,will provide a refined engagement experience for both the consumer and the legal marketer.

I offer a one day work-shop, specifically developed for small to mid-size legal organizations to kick-start their social media efforts.

**[See the Services for more information](#)**

**Please feel free to call me at 917-856-5410 for a free initial conversation.**

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**[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.](#)**

**[You can reach her at 917-856-5410](#)**