



# Integrating Social Media Into Your Marketing Strategy

# Today's Panelists

- Dion Algeri. – *Partner*, Great Jakes Marketing Company
- Jillian Beard – *Regional Marketing Manager* – East, Morton's The Steakhouse
- Silvia Coulter – *Partner*, LawVision Group
- Carrie Kerpen – *Chief Operating Officer*, Likeable Media
- Jasmine Trillos-Decarie – *Director of Marketing & Business Development*, Foley Hoag LLP

# Honorary Panelist: Anastasia



# Have Questions?

Raise your hand



OR

Tweet them to:



@jasminedecarie

# Law Firms Using Social Media

- 96 of AmLaw 100 blogging
  - 297 blogs total with 245 firm branded
- All AmLaw 100 = LinkedIn pages
  - 1.5 million lawyers on LinkedIn
- 31 of AmLaw 100 on FaceBook
- 76 AmLaw 100 on Twitter but less than half have ever tweeted
- If you analyze the AmLaw 200, I guarantee that these numbers increase in all categories

# Lawyers on Social Media

- LinkedIn: 1,473,000 lawyer profiles worldwide – Read Write Enterprise.
- Facebook: 80,000 law firms – Hubspot
  - **2/3 of American attorneys cite Facebook as a primary source of evidence in divorce cases** – American Academy of Matrimonial Lawyers
- Twitter: 17,000 law firms – JDSupra.com
- YouTube: 10,000 appearances of “law firm”

# How Law Firms Approach Social Media



# Five stages of social media

- Ignoring** Head in sand it's not going away, I promise
- Listening** "Let's collect data" "what are our peers doing?"
- Responding** Gut reacting if done with no strategy
- Participating** Starting to communicate
- Interacting** Talking to our audience on what they want to discuss where and how they want to discuss it. Now we get it!



# The Buying Cycle

MARKETING  
COMMUNICATIONS  
SOCIAL MEDIA

Awareness

Interest

BUSINESS  
DEVELOPMENT  
SOCIAL MEDIA

Desire

Hire

Source: Fred Cavazza.net

Should You Integrate of Individual's  
Social Media Strategy with a Firm's  
Digital Strategy

# Social Media Integration

- American Express B2B
- American Express Consumer Facing
- Cisco
- 888.RED.LIGHT

Top Story

# How To Stop Worrying And Start Selling ▶

Use metrics and organization to fight stress and improve your sales performance.

From The Community ▶

Featured MSNBC Video ▶

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Advice From Innovators ▶



## Most popular

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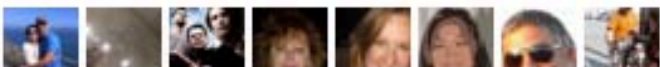
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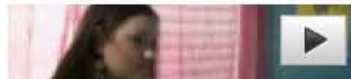
## YouTube

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### Connected World Technology Report 2011

Sep 21 2011 | 17 views



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less than an hour ago from dlv.r.it

**Cisco\_Mobility** Ethernet spending will triple by 2016 - #wireless backhaul a huge contributor with 4G LTE:  
<http://t.co/jlahl1FN>  
less than an hour ago from Sprinklr

**CiscoSecurity** RT Steel \$10m



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Just how important is the Internet to the



likeable  
MEDIA





## Hank (Henry) J. Heyming

### Partner

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[Raleigh](#)

[Tysons Corner](#)

**Business Phone:** 804.697.1454

**Business Fax:** 804.698.6012

[hank.heyming@troutmansanders.com](mailto:hank.heyming@troutmansanders.com)

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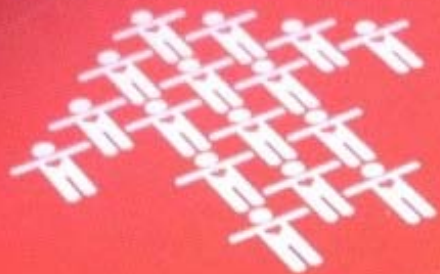
### Practice Areas

- » [Securities & Corporate Governance](#)
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Hank is a partner at Troutman Sanders where he focuses on venture capital and private equity. He works out of the firm's Richmond, Raleigh and Tysons Corner offices.

Since 1999, Hank has concentrated his practice on the representation of venture capitalists and equity funds in making and monitoring their investments, as well as providing legal advice to their portfolio companies.





# THE THANK YOU ECONOMY

**gary vay•ner•chuk**

Author of the New York Times Bestseller *Crush It!*

find new ways to approach your marketing strategies. Innovate or die.

Even if you're a small medical practice (or small business of any kind) and not living in the midst of a technophile environment like San Francisco, you should establish your social media presence. The customers in your area may be a little slower to get online than they might in other parts of the country, but they are coming. If people in San Francisco are talking to their dentist online, soon people in Kentucky will, too. In fact, they probably are already.

You never know, you know? You never know what platform is going to explode. You never know which customer is going to mean the most to your business. The only way to prepare for all eventualities is to take some chances, and no matter what, treat every customer, online and in person, as though he or she is the most important customer in the world.

## CHAPTER THIRTEEN

### Hank Heyming: A Brief Example of Well-Executed Culture and Intent

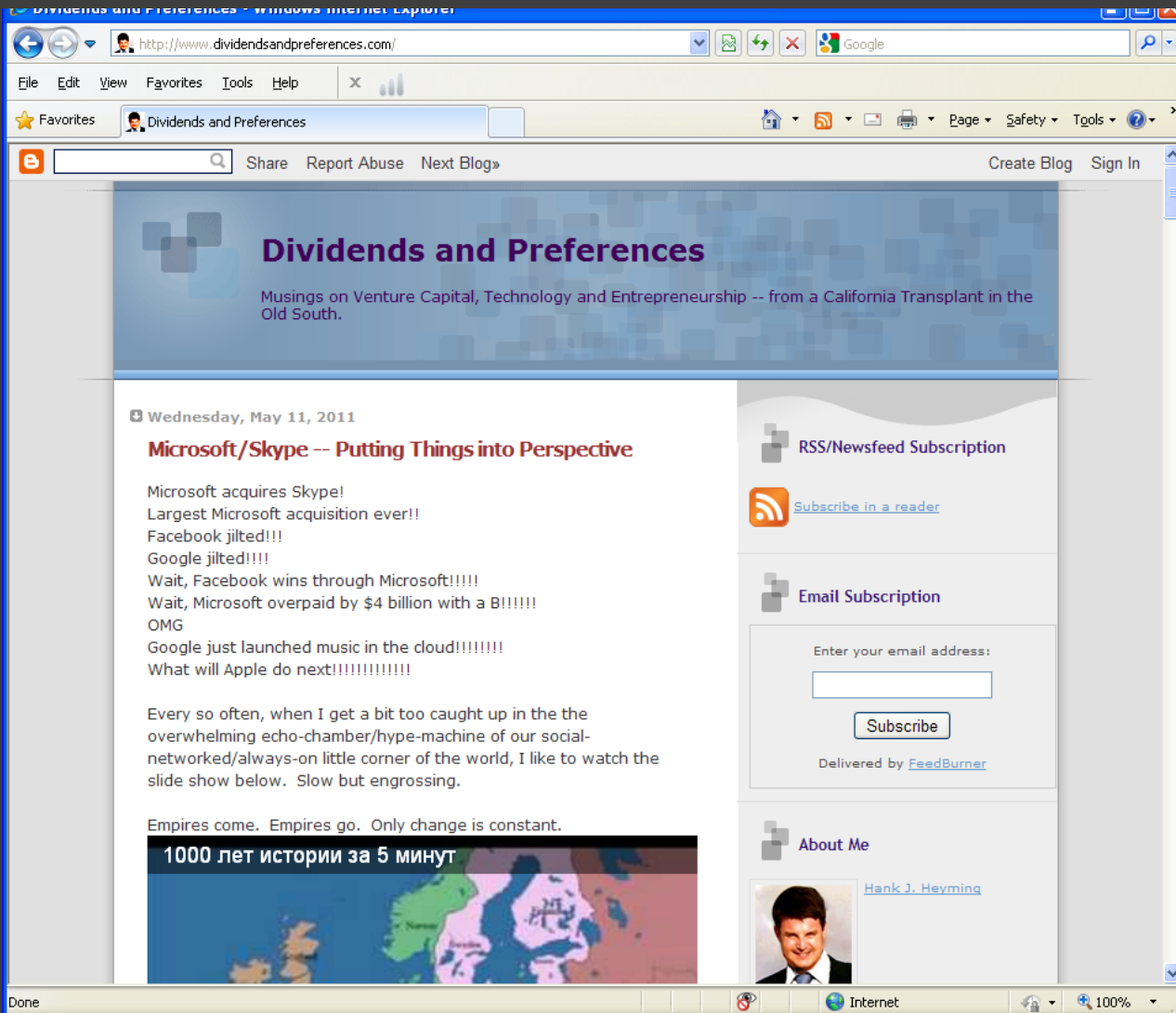
What do you call a lawyer who tweets? Smart.

Heyming is an attorney who has used social media tools to build his practice within a global law firm, grow his personal brand, and communicate with his clients and the startup community. There might be many blogging, tweeting, skyping, Quora-contributing lawyers practicing on either coast, but in Richmond, Virginia, Heyming stands out as an example of how implementing and acting upon proper culture and intent can reap great rewards in the Thank You Economy.

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Blog


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**Hank J. Heyming**  
Partner at Troutman Sanders LLP  
Richmond, Virginia Area | Law Practice

Current	<ul style="list-style-type: none"> <li>Partner at Troutman Sanders LLP</li> <li>President at These Four Walls</li> </ul>
Past	<ul style="list-style-type: none"> <li>Attorney at Williams Mullen</li> <li>Attorney at Sheppard Mullin Richter &amp; Hampton LLP</li> <li>Attorney at Paul Hastings</li> </ul>
Education	<ul style="list-style-type: none"> <li>Vanderbilt University Law School</li> <li>University of California, Riverside</li> </ul>
Recommendations	1 person has recommended Hank J.
Connections	476 connections
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Example: **Jeff Weiner**

**Hank J. Heyming's Summary**


I focus on representing venture capital and private equity funds in making investments and acquiring and managing their portfolio companies.

I also work with private companies in emerging growth fields, including the internet, new media and entertainment, mass customization, e-commerce, biotech, medical device and information technology industries.

In addition, I am very interested in mobile and internet applications that address streaming audio and video in novel ways and have made several angel investments in these sectors.

I co-own These Four Walls, an eclectic retail home furnishings business, along with my wife, Angie.

I regularly blog at: [www.dividendsandpreferences.com](http://www.dividendsandpreferences.com)



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 @hankheyning Richmond, VA  
*Thoughts on venture capital, entrepreneurship and startups from an entrepreneur/lawyer. Very interested in digital media, e-commerce and mobile concepts.*  
<http://www.dividendsandpreferences.com>

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 27 Aug

**ColeFlournoy** ColeFlournoy by hankheyning

About @hankheyning

1,728 Tweets 445 Following 1,979 Followers 59 Listed

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## Hank Heyming

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**Introduction**

As featured in [Chapter 13](#) of Gary Vaynerchuk's new book, "[The Thank You Economy](#)."

Advisor to scores of early stage companies. Represent multiple venture capital and private equity funds.

Interested in the internet, new media and entertainment, mass customization, e-commerce, and information technology industries.

Very interested in mobile and internet applications that address streaming audio and video in novel ways.

Blogs about entrepreneurship and technology [here](#).

Co-owner of These Four Walls, an eclectic retail home furnishings business, along with my wife, Angie. [www.shopthesefourwalls.com](http://www.shopthesefourwalls.com)

A transplant from Hermosa Beach, California to Richmond, Virginia.

**Occupation** Venture Capital Lawyer; Entrepreneur; Angel Investor

**Employment** Troutman Sanders LLP  
Partner, present

These Four Walls

**Other profiles**

- Dividends and Pre...
- These Four Walls...
- Hank on LinkedIn
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**Recommended links**

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**Hank J. Heyming, Entrepreneur; Lawyer; Investor** [Follow Hank](#)

 Advisor to scores of early stage companies. Represent multiple venture capital and private equity funds.

Interested in the internet, new media and entertainment, mass customization, e-commerce, and information technology industries.

  Founder of several internet startups and am currently in active development on a new mass customization e-commerce solution. Our blog is just getting going at [www.youNEQ.com](http://www.youNEQ.com).

**About**

**Questions** 6

**Answers** 2

**@Mentions** 1


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**Are there any regulations on a private company doing a stock buyback if the employees of the company are the shareholders the stock is being purchased from? Is there a tax advantage compared to issuing a dividend?**


Hank added an answer. 19:32 on Thu Feb 3 2011 • 3 Answers • Follow

**Hank J. Heyming, Entrepreneur; Lawyer; Investor**


1 vote by Mike Prozan

All tender offers are subject to the anti-fraud provisions of Regulation 14E, whether the company is public or private -- this generally boils down to two basic things: 1) disclose everything that is material and 2) don't do anything manipulative.

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# Hank J. Heyming

Lawyer; Entrepreneur; Technology Lover



As featured in Chapter 13 of Gary Vaynerchuk's new book "The Thank You Economy"

Advisor to scores of early stage companies. Also, represents multiple venture capital and private equity funds.

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A transplant from Hermosa Beach, California to Richmond, Virginia.

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Hank's Family Business Website

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Hank (Henry) J. Heyming | Troutman Sanders LLP

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**Practice Areas**

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Hank is a partner at Troutman Sanders where he focuses on venture capital and emerging growth law. He works out of the firm's Richmond, Raleigh and Tysons Corner offices.

Since 1999, Hank has concentrated his practice on the representation of venture capital and private debt and equity funds in making and monitoring their investments, as well as buying and selling their portfolio companies. Hank also has extensive experience advising venture capital, private equity and hedge fund principals on fund formation matters.

In addition, Hank provides general representation to private companies in emerging growth fields, including the internet, new media, e-commerce, biotech, renewable energy and information technology industries. He also has particular expertise advising on entertainment, media and soft intellectual property issues.

Hank is a 1999 graduate of the Vanderbilt University School of Law where he served as Managing Editor of the Vanderbilt Law Review. He received his BA degree in 1995 with majors in History, Religious Studies and Political Science and a minor in philosophy from the University of California, Riverside.

**Education**

- Vanderbilt University, J.D., 1999
- *Vanderbilt Law Review*
- University of California, Riverside, B.A., 1995

**Bar Admissions**

- Virginia
- California

Internet 100%

Bio on the Troutman Sanders site

# Matthew D. Jessup, Partner

**Curriculum Vitae****Expertise****Case Studies****Articles & Presentations****Blog****Twitter****Out-of-Office Matt****Matthew D. Jessup**

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Hello — my name is Matt Jessup and I'm an attorney focusing almost exclusively on public finance transactions. I've been with McManimon & Scotland, L.L.C. for over 10 years, during which time I've participated in the issuance of hundreds of millions of dollars of bonds and notes for countless counties, municipalities and public authorities.

I enjoy my job most when I am presented with highly complex, difficult-to-solve municipal problems that require creative or cutting-edge financing techniques. My recent successes include the financing of a municipal justice complex through the issuance of government-subsidized Build America Bonds and the multi-issuer financing of the Bayonne Crossing Shopping Center through the issuance of payment-in-lieu-of tax bonds. My partners and I are proud to have contributed to the success of these projects by developing and implementing innovative finance strategies.

My expertise spans the arena of public finance, including general obligation and revenue obligations, public/private development financing and New Jersey Environmental Infrastructure Trust financing. To learn more about my areas of expertise, please [click here](#).

When I'm not in the office, I'm spending time with my wife and 3 kids or playing golf . . . lots of golf. To learn more about the out-of-office me, [click here](#).

**Education**

The George Washington University, B.B.A.

Villanova University School of Law, J.D.

Villanova University, M.B.A.

**Practice Areas**

Corporations, Business and Banking

General and Special Counsel Services

Privatization of Essential Government Services

Public Finance

Redevelopment and Land Use

**Bar Admissions**

New Jersey

# Matthew D. Jessup, Partner

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## Matthew D. Jessup

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## Blog

[www.publicfinanceblog.com](http://www.publicfinanceblog.com)

Matthew D. Jessup serves as the editor for McManimon & Scotland's New Jersey Public Finance law blog.

### Recent Blog Posts

- **Three Ways to Improve Your Bond Credit Rating**

In today's municipal bond market, your credit rating is more important than ever. Underwriters and financial advisors say that the difference between an "A" rating... [More](#)

- **Does the SEC Want to Hear from NJ Bond Issuers?**

Earlier this week, the Securities and Exchange Commission (SEC) announced that additional field hearings examining the state of the municipal securities market were being suspended... [More](#)

- **Who Is Filing Your Secondary Market Disclosure?**

This is the time of year when each calendar-year municipality is finalizing its audited financial statements for the year ending December 31, 2010 and adopting... [More](#)

- **R.I.P. Build America Bonds**

Last night, the House of Representatives followed the earlier action of the Senate and approved significant tax legislation that, among other things, failed to include... [More](#)

- **The New 2 Percent "Cap" and . . . the Rahway Valley Sewerage Authority**

There I was on the Saturday morning after Thanksgiving, enjoying a cup of coffee and reading my local newspaper, when an open letter from Cranford,... [More](#)

- **The New 2 Percent Cap and . . . Police Cars**

Earlier this week, I joined hundreds of mayors, administrators, finance officers and others in attending a session at the New Jersey League of Municipalities entitled,... [More](#)

- **The New 2 Percent Cap and . . .**

The New Jersey Legislature recently enacted P.L. 2010, c.44, better known as the 2 Percent Property Tax Levy

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## Matthew D. Jessup

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U.S. downgraded by S&P. NJ municipalities, here are 3 ways to avoid a similar fate <http://me.lt/9C7LY>

41 days ago from RockMelt

Wondering how downgrade of U.S. will affect munis? S&P calls public finance credits "among the most stable and predictable in the world"

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NJ munis, bond credit ratings are more important than ever. Here are three ways to improve yours - <http://me.lt/9C7Z1>

42 days ago from RockMelt

Belated congrats to my partner @JongSookNee. @CoryBooker appointed Jong to the Newark Workforce Investment Board. <http://me.lt/9b46C>

42 days ago from RockMelt

Central Falls, R.I. declares #bankruptcy. Now that first domino has fallen, will other municipalities follow? <http://me.lt/8x0s8>

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## Matthew D. Jessup

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## Out-of-Office Matt

Here's a little bit of information about the things that I enjoy doing when I'm not practicing law.

### Music

- John Legend in the morning
- Dave Matthews Band in the evening
- Sports talk radio anytime in between

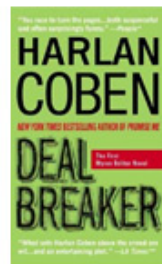
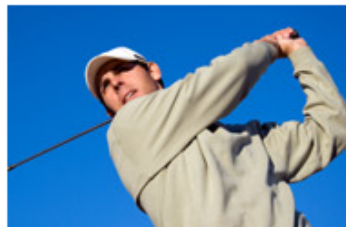
### Leisure Reading

- Home Game. Because anything by Michael Lewis is worth reading.
- Presumed Innocent. The first Turow book I've read since "1L", which almost scared me out of going to law school.

### Golf Courses

- Recent favorite: Aronimink, in suburban Philadelphia, Pa. Home to the PGA's 2010 AT&T National. Deceptively long with large, fast, sloping greens. A must to leave the ball below the hole!
- All time favorite course: (Disclaimer: I haven't been to Pebble Beach... yet!) So hard to choose just one, so I am going to cheat and list three: Bandon Dunes, Whistling Straits and Galloway National.

### NCAA Bracket



# Jong Sook Nee, Partner

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## Jong Sook Nee, Partner

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### Jong Sook Nee

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## Video

Jong Sook Nee is a go-to attorney for local news stations WKYW and WABC for news stories concerning legal matters. She has also appeared on national television several times as a commentator on MSNBC and CNN.



Jong was interviewed recently about the public finance law and development of municipal properties in New Jersey townships.





# Attorney Microsites

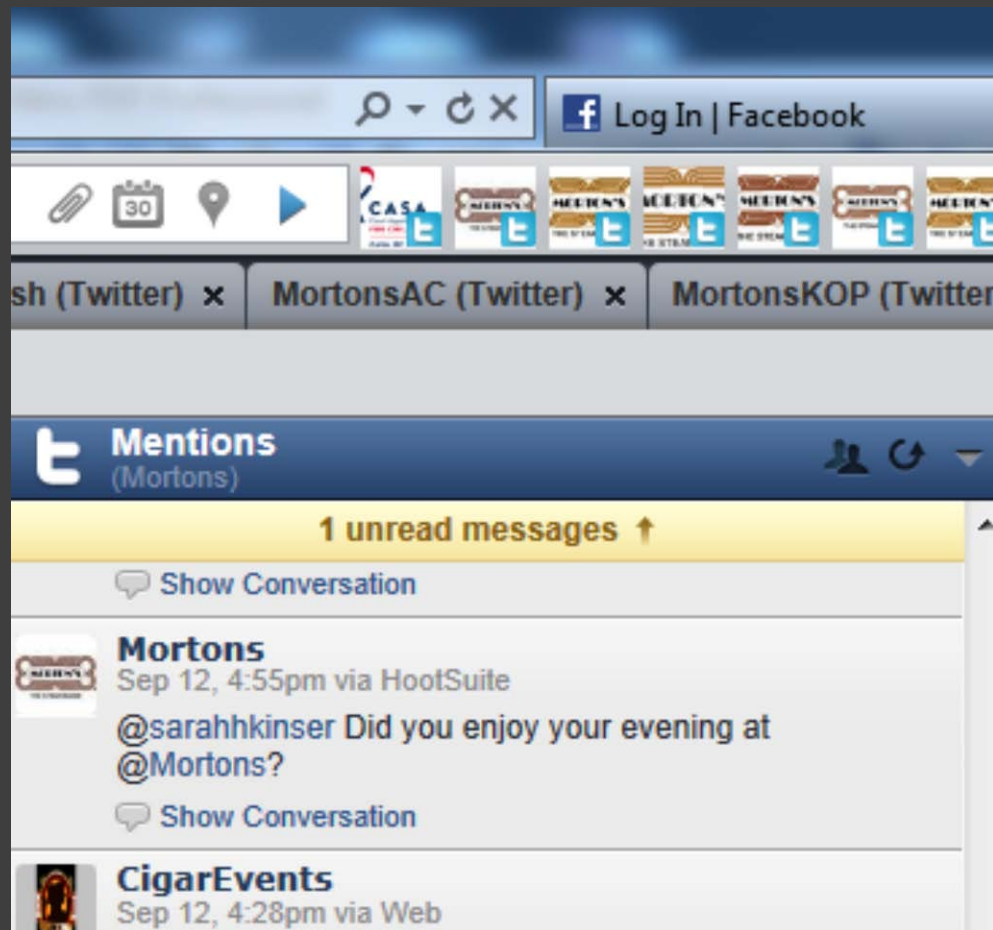
- Basic bio information
- Personal information
- Case studies
- Articles
- Photo galleries
- Video archive
- News
- Blog

Should/Can We Leverage Social Media to Communicate With Clients?

# Communicate With Clients

- Listen, acknowledge and reply
- Follow back
- Acknowledge them!

# Communicate With Clients!



# Communicate With Clients!

↑↻ 1 retweets



**Mortons**

Sep 13, 11:10am via HootSuite

Cheers! RT @bechange: Sitting @MortonsSAC for dinner. There's not a #restaurant / #steakhouse that tops their steaks & service! @Mortons



**hanaleigirl**

Sep 13, 11:03am via Web

@Mortons Ohmygosh, it was wonderful! :) I can't wait to go again, great food, wonderful staff, a great memory, thank you!

[Hide conversation](#)



**hanaleigirl:** I'm at @Mortons by disneyland, my first time so excited!!!

8:29pm, Sep 12 from Twitter for Android



**Mortons:** @hanaleigirl Did you enjoy your evening



**Mortons:** @msnanaenvied Did you enjoy your evening at @Mortons?

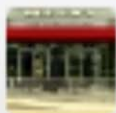
1:40pm, Sep 13 from HootSuite



**justinbcraft**

Sep 13, 1:20pm via HTC Peep

RT@Mortons LAST DAY TO ENTER: Register to win complimentary appetizer reception @Mortons for 15 people during #NFL game <http://ow.ly/6tc7T> +



**MortonsSAC**

Sep 13, 1:06pm via Seismic

Celebrate #NFL #Football kick off, register 2 win



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write your comment here...

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1 reply

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[lundregan](#) · 28 days ago 

We did! Thank you :) I still can't decide which I liked more the spinach or the champagne cocktail. MMmmMM



[Mortons](#) · 28 days ago 

Thanks for sharing your pic! Did you and your family enjoy the birthday celebration at [@Mortons?](#)

What Does Success Look Like – How Do You Track It?



# How we measure success

- New clients or, at least the ability to pitch new clients
- Web traffic
- Likes

# The Holy Grail: New Business Through Social Media

# Blogs Build Business

- 6,174 lawyer blogs covering 75 categories of law -- Blawgsearch.com
- 57% of businesses have acquired a customer through their company blog -- Hubspot.
- Blogs produce the lowest-cost leads, compared with other forms of marketing.
- 30% of all online activity is in blogs.

# Blogs

- No comments = Not a Blog
- Know your target audience
- Write in a way your target audience wants to hear
- Market them: Advertise (not print), PR, cross-linking

# Blogs

## Strategy

- Create fresh content that engages readers

## Challenges

- Creating content of interest without crossing the line
- Mediating interaction

## Tactics

- Define the voice of the company
- Monitor comments, trends, insights
- Strategy and editorial schedule
- Analytics
- Reputation management

The screenshot shows a corporate blog page for Foley Hoag LLP. The header features the firm's logo and the title "Corporate Social Responsibility AND THE LAW" with a background image of hands holding a globe. The main content area displays a post titled "The California Transparency in Supply Chains Act and 'Doing Business' in California" by Sarah A. Altschuller, dated April 23, 2011. The post text discusses the implications of the California Transparency in Supply Chains Act, specifically Section 23101, which amends the state's definition of "doing business" for tax purposes starting January 1, 2011. It notes that retailers and manufacturers exceeding one hundred million dollars in annual worldwide gross receipts will be required to disclose their efforts to ensure their supply chains are free from slavery and human trafficking. A sidebar on the left lists navigation options (Home, About, Services, Contact, Archives) and introduces three blog authors: Gare A. Smith, Sarah A. Altschuller, and Amy K. Lehr. Below the main text, there are tags for "Human Rights, Legislation, Trafficking, Transparency", social media sharing options, and a link to a related article titled "Conflict Minerals: SEC Delays Federal Rules and California Senate Passes New Bill" from April 13, 2011.

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**Gare A. Smith**  
Drawing on his extensive corporate and public policy experience, Gare A. Smith founded the firm's corporate social responsibility and risk management...[MORE...](#)


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**Amy K. Lehr**  
Amy K. Lehr is part of Foley Hoag's unique corporate social responsibility (CSR) practice. In this role, she provides advice to major multinational co...[MORE...](#)

## Corporate Social Responsibility AND THE LAW

### The California Transparency in Supply Chains Act and "Doing Business" in California

Posted on April 23, 2011 by Sarah A. Altschuller



Retailers and manufacturers seeking to evaluate the potential applicability of [The California Transparency in Supply Chains Act](#) to their businesses should make certain that they are aware of recent changes in the California Revenue and Tax Code. Specifically, [Section 23101](#) of the Revenue and Tax Code was amended in a way that creates a more expansive definition of "doing business" in the state for taxable years beginning on or after January 1, 2011.

As discussed in [previous posts](#), the transparency legislation will go into effect on January 1, 2012 and applies to retail sellers and manufacturers *doing business in California* that have annual worldwide gross receipts exceeding one hundred million dollars. These companies will be required to disclose their efforts, if any, to ensure that their product supply chains are free from slavery and human trafficking. The transparency legislation states that "doing business in this state" shall have the same meaning as set forth in Section 23101.


As revised, Section 23101 states that a retailer and manufacturer may be found to be "doing business" in California if its sales in California exceed the lesser of \$500,000 or 25 percent of its total sales. The manufacturer or retailer need not have a physical presence in California for sales to count as California sales. Retailers and manufacturers located outside California should evaluate the effects of these changes and the extent to which their businesses may now be subject to the transparency legislation's disclosure requirements.

**TAGS:** [Human Rights](#), [Legislation](#), [Trafficking](#), [Transparency](#)

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### Conflict Minerals: SEC Delays Federal Rules and California Senate Passes New Bill

Posted on April 13, 2011 by Sarah A. Altschuller



The Securities and Exchange Commission ("SEC") has [delayed the release of final rules](#) applicable to companies that source "conflict minerals" from the Democratic

# Parting Words of Advice