



## **“Brandjacking” Can be Avoided by Legal Marketers Using Social Media**

September 25th, 2009 by Kara

“Brandjacking” doesn’t have to happen for legal marketers. Seth Goodin’s *Brands In Public* is a public dashboard where you can monitor what’s being said about your brand for \$400 a month. The Ad Age article [Is Seth Goodin Protecting Your Brand or Just Brandjacking It](#), provides in Ad give an overview of the new aggregating service.

In the article, marketing consultant and blogger Lisa Barone, of the online-marketing blog, [Outspoken Media](#), is quoted as calling the service “brandjacking” “because they’re justifying charging for a “free-listening station” you could build very easily all by yourself. Lisa couldn’t be more correct...

*There are lots of services out there who are willing to charge you for these services!*

However, by using tools like Google Reader, TweetDeck and SocialToo, you can easily monitor the online conversation about your brandname for free or very little cost.



Karisma Media's TweetDeck

Then, using your firm's blog, **you** can “publicize” the conversation by linking back and make additional commentary.

For more information about what can happen if you don't monitor your law firm's brand online, how these tools work and how to use them effectively, and please see these articles:

[\*\*Legal Firms – Don't Allow Outside Parties Using Social Media To Control Your Reputation\*\*](#)

[\*\*Reading RSS Feeds With Google Reader\*\*](#)

[\*\*Twitter & Social Oomph: A Match Made for Legal Marketers\*\*](#)

[\*\*Airing Out Twitter With TweetDeck\*\*](#)

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.