

## THE BEST ONLINE SOCIAL NETWORK FOR LAWYERS IS...

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An interesting question was posed on a legal marketing forum of which I am a member. The question had to do with a recommendation for the most effective online social network for lawyers.

I will share my answer with you here in case you are working through the same thought process.

This is an interesting and important question. I've spent the past 2 years studying the Social Web in depth, even going through Certification last year because of my passion for this area.

I suspect many of you will appreciate the following answer because of all the years you've spent in strategic marketing and rainmaking.

*"It depends."*

As with any marketing tactic, networking on the Social Web is just another set of tactics that either fit or don't fit within a marketing plan. What does the answer depend on?

- It *depends* on the firm.
- It *depends* on the individual lawyer.
- It *depends* on the goals the firm and attorneys have identified because of going through a thorough process of strategic marketing planning.
- It *depends* on the target audiences that have been identified in that plan.
- It *depends* on the messages that need to be communicated to those audiences.
- It *depends* on where those target audiences spend their time.
- It *depends* on where lawyers as strategic business advisors *anticipate* these audiences will spend their time in the future.
- It *depends* on the personality of the lawyer and firm as to what media are the best fit.
- It *depends* on much more.....

I can go on, but I'm sure it's obvious to you that these are same principles that go in to traditional strategic marketing and business planning. Once these factors are taken in to consideration, there will be different tools for different lawyers, even within the same firm, or even for the same lawyer from year to year as goals and tools change.

- Perhaps the Government Affairs Team decides to utilize mobile marketing in order to keep its clients abreast of critical developments while the legislature is in session.
- Perhaps there are certain lawyers or industry groups that would be great bloggers, and that are good educators, and great at replying to all comments on blogs, thus building relationships.
- Perhaps you have lawyers or marketers who are comfortable on video, or could be with some training.
- Perhaps you have lawyers who have searched and can find clients and referral sources on Twitter, and who are, or can become, comfortable with relationship-building that is *critical* in this medium.

- Perhaps the Firm decides it is innovative, interactive and educational enough to build and host an active Business (Fan) Page on Facebook.
- Perhaps the Firm's goals call for every lawyer having a profile on LinkedIn.
- Perhaps these LinkedIn lawyers then decide to find, join or start LinkedIn groups that make sense to the marketing planning and identification process I mentioned before, and will then spend time interacting with others in these groups.
- Perhaps the Plan calls for all lawyers to have Martindale-Hubbell Connected profiles.
- Etc.

As you can see, there is no cookie-cutter approach, and no one medium I can honestly say is the "right" or "best" before knowing what the firm is up to.

I'm happy to help any way I can going forward.

Nancy Myrland, President, Myrland Marketing, is a Social Media Consultant, Speaker and Trainer, as well as a Professional Marketing Advisor. She works with law firms and their clients to help them grow by strengthening their relationships with their clients through the understanding and *strategic* use of Social Media. She started Myrland Marketing in 2002, and has over 20 years of strategic marketing, management and sales experience.



Nancy has spent a great deal of time immersing herself in the worlds of New, or Social, Media and Traditional Marketing, and understands how to wisely and efficiently blend the two areas to help you accomplish your goals.

Nancy is innovative, passionate, loyal, strategic, wise, and has a depth of knowledge to share with her clients that comes from working in sales/business development, in management and marketing in corporate America with Time Warner and L. M. Berry, and in law firms and other professional services firms.

To find out more about Myrland Marketing, or to hire Nancy to come to your firm to speak or train, read her blog, or follow her in Social Media:

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