



# Précis Paper

## Social Media for Law Firms

A discussion of the ways that law firms can better optimise social media in order to grow their business.

### Discussion Includes

- Why should legal firms be considering social media?
- Thought leadership
- Brand awareness and brand value
- Formats
- Nurturing existing clients and referrals
- Understanding social media
- Paid advertising
- Tracking results
- Metrics
- Impressions and reach

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## Social Media for Law Firms

1. In this edition of BenchTV, George Hawwa (Client Growth Director, Attention Experts) and Matthew Johnson (Client Growth Manager, Attention Experts) discuss ways that law firms can better optimise social media in order to grow their business.

### Why should legal firms be considering social media?

2. Social media enables you to be a thought leader in your industry and reach many people across all sections of society.

### Thought leadership

3. It is important that you are seen as a professional who has the best advice to give.
4. Not everyone will need your services immediately, but through your thought leadership you build trust so that they are the person you think of.

### Brand awareness and brand value

5. From brand value comes leads, sales and conversions.
6. Social media is essentially a social platform, it is about personalities and conversations.
7. After six to nine months conversations which have been started will start to come back as leads and enquiries.

### Formats

8. Video is the best platform to reach out on, as it is the most engaging and people can get a really good sense of your personality.
9. If searching for a topic, a good place to start is 'Frequently Asked Questions'. If that is what people are asking, that is what people want to know.
10. It also means that you can answer questions once without having to return them all the time.

### Nurturing existing clients and referrals

11. It is good to talk about great client journeys. Once you do that people will start to engage brand, and the brand has higher value.
12. People will often talk to their friends and acquaintances about businesses they saw on social media.

### Understanding social media

- 13. Social media is about getting the right content in front of the right people at the right times.
- 14. Relevance and regularity are the key components to how you should be approaching your audience.

### Paid advertising

- 15. It is possible to track the online habits of people who visit your social media pages
- 16. Advertising can be targeted using the data that is received from social media.
- 17. Lookalikes show social media platforms what your target audience looks like so that it can find similar people.

### Tracking results

- 18. The click through rate is the most important measurement looked at.
- 19. Click through rate is the number of people who have clicked on a post or advert on social media and arrived at the end goal.
- 20. Law firms are an 'at need' service, so you need to be ready for when people need you by creating touchpoints on social media.
- 21. The average click through rate is 0.7%, so if you beat that rate, you are beating most of your competitors.
- 22. Social media allows you to reach many more people than you would personally, without taking time away from your billable hours

### Metrics

- 23. Facebook charges for advertising per 1000 impressions. Knowing your CPM (Cost per 1000 impressions) is important.

### Impressions and reach

- 24. An impression is every time your post is shown on social media, whereas reach is every person who has seen it.
- 25. Recent reports show that if you are posting more than once a day, your overall reach drops by about 40%.
- 26. It is important to know the mechanics of social media.

## **BIOGRAPHY**

### **George Hawwa**

**Client Growth Director, Attention Experts - Sydney**

As Growth Director of leading social media agency, Attention Experts, George is in charge of the overall strategy, content, and advertising for client accounts while ensuring that all Attention Expert's clients are obtaining a suitable return on their marketing investment. This is done for clients across 15 industries. George also oversees the current research division of Attention Experts which identifies and collects data on the latest digital marketing trends and strategies.

George recently won the 'Outstanding Young Entrepreneur' award at the NSW Regional Business Chamber Awards in 2018. George started Attention Experts, after successfully starting, building and selling two multi-million dollar businesses utilising social media. He was approached by organisations, for his competence after both businesses were sold, and hence decided to embark on establishing his own social media agency. George has a Bachelor in Mathematics and Finance from the University of Technology, Sydney and a Bachelor of Arts - majoring in Asian Business Studies and Politics from Griffith University. He is a sought after keynote speaker and presenter for industry groups and in-house training on the subject of social media. George also lectures on behalf of the Centre for Continuing Education on social media strategy at Sydney University.

### **Matthew Johnson**

**Client Growth Manager, Attention Experts - Sydney**

Matthew Johnson is the Client Growth Manager for Attention Experts. He helps advise clients on best strategy and practices for their campaigns so they can achieve a full return on investment from their social media campaigns.

Matt has a BA (Hons) Graphic Communication from Bath Spa University, UK and previous experience expands into the transport and travel industries.