

Beat: Business

Why law firms must use social media marketing in their practice

New ways of communicating

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In order to improve business visibility, build authority, reputation and relevance, the use of social media in advocacy has gained a lot of attention over the years. While many attorneys at law still shy away from the use of social media because of the fear of it not complying with the standards of their profession's code, the proper use of social media marketing tools can not only assist attorneys to create a venue of communication within the marketplace but also help legal professionals build a coherent image of what they want to convey. Consequently, this will influence the achievement of new results and opportunities.

Nowadays the majority of businesses look for social media platforms to advertise their services and connect with their audience and for an attorney, this goal shouldn't be any different. The digital market does not stop growing, users are bombarded every day by all types of information, from local news to new software releases, and even from a new app promising to change your life.

The fact is, we consume all types of data, and given so much information, the question becomes: How to make legal affairs an everyday platform in social media?

It's no use having profiles on all social networks if you don't reach the right group of personas. For some offices Instagram and Facebook are great channels, for others, LinkedIn and YouTube guarantee better results. That's why it's important to understand where the potential customer is and choose the appropriate channels.

It's all too common to see attorneys just reposting content from other pages on their firm's social networks. Not only is this a bad practice, but it also does not make the firm's brand reputable in the digital world. Any brand needs to create its own content, visual identity, elements, colors, and purpose identified in the construction of its own advocacy branding. And don't forget that organization and consistency are crucial points in any strategic plan.

Content marketing for lawyers is equally beneficial both for those just starting out in as it is for those seasoned in their careers. By consistently creating content, clients not only feel more confident in choosing to work with a practice, but also feel personally connected to the firm. This way, you maintain a relationship while demonstrating your capabilities. It is for all these reasons that legal marketing leads to achieving professional growth, both for obtaining referrals and retaining clients. It's imperative that in addition to having a website, law firms invest in content marketing.

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