



MyShingle Marketing Cheat Sheets

The Who, What, When, Where, How & Why
of 16 Different Marketing Platforms and
Approaches

	<h1 style="margin: 0;">LINKED IN</h1> <p style="margin: 0;">Key Stats: 106 Million users. Of those online, used by:</p> <ul style="list-style-type: none"> • 31 % of men and 27% women • 26% white, 28% black and 13% Hispanic • 25 - 35% of 18-64 year olds • 50% are college grads & 45% earn > \$75K
WHAT:	<p>LinkedIn is a social media site focused on professional networking, employment and business services.</p> <p>Features: Create profiles, create connections with other professionals, post links, write articles, join groups, seek or post jobs and endorse or recommend other users.</p>
WHY:	<p>Lawyers with unique business-oriented niches can be found via LI profile; can also target and make contact with other professionals in a niche area and disseminate relevant content. Because many on LI are professionals, they may not use other social media websites so LI may be the best and only opportunity to connect.</p>
WHO to Target:	<p>Individuals and companies in your niche and lawyers with complementary practices who lack your niche expertise and may refer cases. LI groups have declined in popularity but can also start or join LI group focused on your niche.</p>
WHO to Manage:	<p>Can outsource or automate profile updates and link posts but not contact requests and communications which should be direct.</p>
HOW:	<p>DO:</p> <ul style="list-style-type: none"> • Create robust profile with photo (stats show profiles with photos receive 21% more views and are 36% more likely to receive messages); • Use niche terms in summary description section of profile; • Search for and connect with others in niche via personalized requests; • Post links to articles or events of interest specific to your industry; • Circulate links to your own writings, newsletters or news of your firm; • Comment on your contacts' links and congratulate them <i>personally</i> on achievements that they post about via comments. • Recommend or endorse colleagues. <p>Optional: register for premium service to get a sense of who is searching and viewing your profile.</p> <p>DON'T: Mindlessly use congratulations and endorsement features or send thousands of connection requests. Focusing on 50 solid connections will yield more results than having 5000 contacts.</p>
WHEN:	<p>Tuesday - Thursday 7-8 am, noon and 5-6 pm (Times in ET or CT).</p>

<h1 style="margin: 0;">FACEBOOK</h1> (personal)	
	<p>Key Stats: 1.9 billion monthly users.</p> <p>Of those online, used by:</p> <ul style="list-style-type: none"> 83% of men and 75% women 58% rural users are on FB (highest concentration) Millennials + GenX use FB 7 hrs/week 67% white, 70% black, 75% hispanic
WHAT:	<p>Facebook is a social networking site most popular for personal use for a range of social activity such as sharing items of interest, reconnecting with or keeping up to date with family and friends, engaging in discussion and debate and sharing photos.</p> <p>Features: Create profiles, connect with friends, like postings, engage in discussion and keep in touch with family, like friends' posts and share photos and updates. (Features like business pages, groups and ads are covered in FB for Business).</p>
WHY:	Occasional posts on your FB personal page about your niche or accomplishments can spark friends' interest and lead to business and referrals.
WHO to Target:	All of your friends by sharing interesting tidbits about your niche.
WHO to Manage:	Can't outsource - too personal.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> Share occasional articles or blog posts, news of professional accomplishments and law firm events. Post content that your friends may be inclined to share: interesting statistics about your niche area, articles about others prominent in your niche and unusual and uplifting stories with some commentary to tie them to your niche. Friend business colleagues you work with on a regular basis or former clients (friending existing clients can be tricky) to learn more about them personally. Donate to fundraisers sponsored by business colleagues or former clients to show support for causes that matter to them. Photograph events and conferences in your niche and share and tag your colleagues. <p>DON'T: Convert your personal FB page into a running advertisement for your practice - use FB Business for that.</p>
WHEN:	Thursday through Sat at 9 am 1 pm or 3 pm (Times in ET or CT).

<h1 style="margin: 0;">FACEBOOK</h1> (business)	
<p>Key Stats: 1.9 billion monthly users.</p> <p>Of those online, used by:</p> <ul style="list-style-type: none"> • 83% of men and 75% women • 58% rural users are on FB (highest concentration) • Millennials + GenX use FB 7 hrs/week • 67% white, 70% black, 75% hispanic 	
WHAT:	<p>Though universally used by many for personal engagement, Facebook also offers robust features for small businesses.</p> <p>Features for Business: Create a Business Page and Facebook Ad Campaigns using tools that enable you to target your precise market and set a budget and monitor results. Another feature, Facebook Groups - though not solely for business - is fast replacing the more dormant Linked In Groups and allow you to create affinity groups for clients or other professionals in your niche (e.g., a lawyer could create a Woman Owned Business FB Group).</p>
WHY:	<p>Facebook for Business and niche practice go together like bread and butter. Facebook for Business lets you highlight your niche by sharing personal interest stories and news of firm events and successes, FB ads enables users to drill down to target a specific group with laser precision (thus keeping costs down) and FB groups offers a way to network with others in your niche, or to create an affinity or support group to foster relationships with other clients (subject to ethics and etiquette considerations).</p>
WHO to Target:	Can target other professionals or potential clients interested in your specific niche.
WHO to Manage:	Can be readily outsourced or automated subject to lawyer supervision and approval of ad content - but can also be done by lawyer.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> • Experiment with FB Ad Campaigns. Watch Video on FB Advertising for details • Create a FB Business Page and encourage colleagues and others to like the Business Page. Monitor Business Page to respond to comments promptly. • Use FB Business Page to highlight successes of other clients (with their consent) or to post webinars and how-tos. • Experiment with FB Group that you create or join FB Groups with focus on your niche.. <p>DON'T: Use spammy business practices or outsource control of your site to social media marketers lacking credentials or expertise.</p>
WHEN:	Thursday through Sat at 9 am 1 pm or 3 pm (Times in ET or CT).

<h1 style="margin: 0;">INSTAGRAM</h1> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.9em; margin: 0;"> <p>Key Stats: 600 million unique users.</p> <p>Of those online, used by:</p> <ul style="list-style-type: none"> 90% of Instagram users are under 35 53% of Instagram users follow brands 38% women, 26% men 32% White, 43% Black, 38% Hispanic </div> </div>	
WHAT:	<p>Instagram is a social networking app made for sharing photos and videos from a smartphone (although there are ways to post from desktop).</p> <p>Features: ability to post photos and inspirational quotes, short videos, follow other feeds, create topic hashtags.</p>
WHY:	<p>First, many niche practices are visually interesting- tiny houses, craft spirits, animal law- and lend themselves to photos of unique discoveries. Second, many members of the public don't really have a sense of what lawyers do on a day to day basis and Instagram provides an easy way to share that information.</p>
WHO to Target:	<p>Others with an interest in your niche.</p>
WHO to Manage:	<p>Can be managed on your own or delegated/outsourced, particularly if special support is needed for more artistic posts.</p>
HOW:	<p>DO:</p> <ul style="list-style-type: none"> Curate or create photos of subjects relevant to your niche. Include photos of yourself or dole out tidbits of advice, including short videos. Research and use hashtags generously to build a following. Selectively cross post Instagram posts on other social media sites. Post links to blog posts or to your other content on Instagram. Engage with viewers who comment on your post. Batch creation of content- most Instagram posts are not date specific so you can generate a month's worth of content at a time. <p>DON'T: Post unprofessional photos despite Instagram's informality or feed entire Instagram feed automatically to other social media sites.</p>
WHEN:	<p>Mondays & Thursday between 8 am and 9 am.</p>

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 24px; font-weight: bold; margin-right: 20px;">TWITTER</div> <div> <p>Key Stats: 317 million monthly users.</p> <p>Of those online, used by:</p> <ul style="list-style-type: none"> 22% men, 15% women 26% Black, 24% White, 20% Hispanic Users spend 2.7 minutes/day on Twitter </div> </div>	
WHAT:	<p>Twitter is an online news and social networking site where people communicate in short messages called tweets.</p> <p>Features: A tweet is now 280 characters. Users can also create a short profile, follow others, retweet, like and comment on other tweets, join lists and privately message other users. Hashtags can designate a topic.</p>
WHY:	Twitter is an ideal way to track.
WHO to Target:	Other professionals in your niche, news media and other colleagues.
WHO to Manage:	Because of Twitter's immediacy, its best not to outsource or delegate participation. Plus, it's not that difficult or time consuming to share or comment on a link.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> Create a profile that highlights your niche. Engage with others by asking questions or complimenting their view Read posted links before commenting or RT'ing. Follow reporters in your niche or like their stories. Create or join a lists specific to your niche. Use this formula: At least 3 times a week, share content that you've authored (30% of time), share articles or content by others (30% of time), self-promote (10% of time), and engage in discussion or interaction (30% of time). <p>DON'T: auto-circulate outdated information or cc people you don't know in tweets.</p>
WHEN:	The optimal times to tweet are 12-3pm, with peak best time at 5 pm, Monday through Friday are good days to tweet at these times, with Wednesday most optimal.

<h1 style="margin: 0;">YOUTUBE</h1> <p style="margin: 0;">Key Stats: 1.5 billion active monthly users</p> <p style="margin: 0;">Of those online, used by:</p> <ul style="list-style-type: none"> 90% of 18-29 yr. Olds use YouTube 71% White, 76% Black, 78% Hispanic 84% of those earning >\$75,000 use YouTube 75% men, 72% women 	
WHAT:	<p>YouTube is a video[sharing platform and second most popular social media site after Facebook.</p> <p>Features: Upload and share videos and comment on other content.</p>
WHY:	<p>Many consumers and business people now turn to YouTube as a resource for how-to instructions and quick explanations through video. YouTube is also educational and for new niche areas, clients may need to be schooled on potential legal problems that may not have occurred to them. Though video for lawyers is still gaining traction, if targeted at niche segments already using YouTube, video can prove a successful marketing tool. Plus, video offers a way for lawyers to show their personality to prospective clients.</p>
WHO to Target:	<p>Clients within your niche segment.</p>
WHO to Manage:	<p>Video quality has improved so greatly that lawyers can self-produce high quality video with an iPhone combined with a mic and good lighting. You can outsource video production, but it can be costly.</p>
HOW:	<p>DO:</p> <ul style="list-style-type: none"> Post informational and instructional videos, or experiment with creating a viral video (e.g. Texas Law Hawk). Keep videos short- 3 minutes is optimal, 5 minutes maximum. Share videos through social media and embed on website. You can use Soapbox to create short and personal educational videos (see https://myshingle.com/2018/10/articles/web-tech/get-more-mileage-out-of-your-cle-presentation-with-soapbox/) <p>DON'T: post poor quality videos produced while driving or lying in bed. Videos for your firm should be professional.</p>
WHEN:	<p>Post video whenever you can.</p>

WEBSITE

Key Stats: 75% of clients look at three websites before deciding to hire a lawyer

- Over 1 billion websites currently online

WHAT:	A website or webpage is an online page, collection of pages or document that has a discrete address (known as a URL or “uniform resource locator”) or domain name (a personalized URL like mychicagopetlawyer.com) that is accessible through the Internet or other network using an Internet browser.
WHY:	Thought it’s possible for clients to have an online presence through social media sites, a website is important because it unifies all of your properties online and it belongs to you (or should belong to you) rather than a third party. Also in a digital era, a law firm with a website can come across as fly by night or behind the times.
WHO to Target:	Your website should be aimed at your target clients.
WHO to Manage:	There are plenty of tools for creation. A DIY site- Wix.com, Weebly.com, squarespace.com but you may have more options by hiring a developer to set up a site on WordPress which is today’s gold standard for websites and blogs.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> • Use/have your photo on the website; • Prominently post contact information in many places. • Offer a newsletter, assessment, downloadable guide or some other content that clients must register to access. • Allow clients to self-schedule appointments. • Obtain a security certificate so that your site is secure for users. • Include links to other social media sites and blog. • Explore sites like Upwork and freelance attorney sites for web development and content creation since they are more affordable. <p>DON'T: Spend a huge amount on SEO if your website lacks the above features, lock into long-term contracts for web development and copywriting.</p>
WHEN:	You’ll want to have a website (or separate webpage within a law firm website) read to go around the time you launch your niche practice.

REVIEW SITES

Key Stats: 84% of the public trusts online reviews as much as personal recommendations

WHAT:	Sites where clients can leave ratings or testimonials- Google Reviews, Yelp and Avvo (which is lawyer specific)
WHY:	Studies show that consumers and businesses rely heavily on ratings and testimonials in making hiring decisions- and legal services are no different.
WHO to Target:	The most powerful reviews and rankings come from clients you've actually served-though endorsements from respected colleagues may also be useful.
WHO to Manage:	Encouraging clients to post reviews can be time consuming, so you may want to outsource contact and collection of reviews.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> ● At the end of each engagement, provide clients with links to review sites and invite them to provide a review. ● Remind clients that if they have a negative review about your service that they are free to post a review but you prefer that they contact you directly so that you can address their concerns. ● Monitor review sites and thank reviewers for positive feedback while responding to negative feedback- without breaching client confidentiality. ● Seek removal of reviews that are in error (e.g. intended for an attorney with the same name) or by a client who you never served. ● Post links to favorable comments on your website. <p>DON'T: offer anything of value in exchange for a review, violate attorney client privilege in responding or threaten the site or former client with a lawsuit unless the content is defamatory and causes a loss of business.</p>
WHEN:	

BLOGGING

	BLOGGING
WHAT:	<p>Short for weblog, a blog is a regularly updated website, typically with contemporaneous content.</p> <p>Features: Most blog platforms allow users to post stories, link to outside sources, and invite comments and feedback.</p> <p>Options: WordPress, Blogger, Tumblr, Medium, Lexblog</p>
WHY:	<p>There are several reasons for lawyers with a niche practice to blog. First, a blog helps show what you know and cements your status as an expert- which can lead to direct requests for service and referrals from other lawyers. In addition, a blog can boost a site's SEO scores.</p>
WHO to Target:	<p>A blog should target anyone with an interest in your niche. That said, some niches may not be as receptive to blogs as to e-newsletters or a Twitter feed, so you'll want to experiment to assess your blog's traction.</p>
WHO to Manage:	<p>A blog is a personal voice so if you attach your name to the post, you should author it. Moreover, a niche blog requires some level of expertise- it's not the kind of task that can be outsourced to a Fivrr contractor. But you can use associates or contract lawyers to write posts so long as you include an attribution to their work.</p>
HOW:	<p>DO:</p> <ul style="list-style-type: none"> ● Post regularly starting out. If you can't commit to posting 2-3 times per week, make your publication schedule clear (e.g. once a week). ● Link to other bloggers and underlying sources ● Repurpose blog posts- circulate them on social media or re-publish posts in traditional publications ● Allow readers the option of subscribing to the blog to receive posts by email (it's a default option on most blog platforms) ● Try to update blog posts annually to avoid outdated content or cases that have been overruled. <p>DON'T: discuss content without attribution, or post generic content.</p>
WHEN:	<p>Morning is preferable.</p>

<h1 style="margin: 0;">E-NEWSLETTER</h1> Key Stats: 26.8% open rate for legal <ul style="list-style-type: none"> 3rd most influential marketing tool for B2B For every \$1 spent, \$38 return 77% of people prefer email promos to direct mail 	
WHAT:	<p>An e-newsletter is a publication distributed by email on a regular basis to subscribers and existing or potential customers.</p> <p>Features: Most e-newsletter platforms allow user to create branded template, register subscribers, drip content on a schedule or over a finite time-frame and monitor reader views.</p> <p>Options: Mailchimp, Constant Contact</p>
WHY:	<p>E-newsletters work great for niches. You can provide updates on legal developments but also trends, industry stories or feature articles or interviews with leaders in your niche field. E-newsletters also have a long tail as users often hold on to e-newsletters for future reference or circulate them to others.</p>
WHO to Target:	<p>Promote newsletter on social media to gain subscribers</p>
WHO to Manage:	<p>Newsletter prep can be delegated under lawyer’s supervision or handled entirely by lawyer.</p>
HOW:	<p>DO:</p> <ul style="list-style-type: none"> Create a newsletter schedule and stick to it Develop a system for aggregating and saving content to cover in newsletter Write newsletter articles in a single batch if possible Alternate between quick blurbs and longer feature content. Always link to sources cited. Comply with CAN-SPAM Act and GDPR <p>DON'T: send a newsletter with one scant story just to get it out- better to skip publication than waste people’s time.</p>
WHEN:	<p>At least monthly and consistently.</p>

PODCASTS

WHAT:	A podcast is an online audio series- like a self-produced radio show. Podcasts are recorded and uploaded to the iTunes Store or Soundcloud where listeners can subscribe. Franchise Euphoria by Josh Brown and Student Loan Show by Jay Fleischman are two good examples of popular podcasts by lawyers with niche practice areas.
WHY:	Podcasts have grown in popularity because technology has simplified production and content can be easily consumed while busy listeners drive, exercise or clean their house. Podcasts are ideal for niche areas because there's already a built-in community of target listeners.
WHO to Target:	Target clients and businesses interested in or affiliated with your niche.
WHO to Manage:	Podcasts can be done DIY with a headset and a phone or computer recording device-but some lawyers prefer to hire producers to professionally edit the recordings.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> ● Set a schedule for your podcast and select an interesting topic that's broad enough to keep the series going ● Interview others for your podcast since they will likely promote it to their audiences. ● Allow listeners a way to ask questions that you can respond to on air. <p>DON'T: make the podcast 2 hours long or devolve into inside baseball topics that are amusing to you but tiresome to listeners.</p>
WHEN:	Many podcasts are released once a week-but again, consistency is just as important as frequency.

BOARDS, PRO-BONO & POLICY WORK

WHAT:	Lawyers can gain experience in a new niche and referrals through servicing on boards, handing pro bono cases for legal organizations and supporting organization's policy work.
WHY:	There's bound to be some type of organization that serves your niche, and by serving on a board or doing pro bono work, you have an opportunity to work with leadership, show off your talent and generate referrals.
WHO to Target:	Target organizations in your niche.
WHO to Manage:	On your own- this can't be delegated.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> ● Volunteer for thankless work; ● Follow through on tasks you volunteered to handle; ● Take the time to introduce yourself to and get to know other members in the organization through private conversations or lunch dates. <p>DON'T: ask for payment for work that the organization expected at no cost, or fail to follow through on work.</p>
WHEN:	Join a group any time.

CONFERENCES

WHAT:	Conferences are in-person get togethers that may be educational or largely social in scope. Conferences can be a great way to make new contacts. Some conferences will give you even more visibility by selecting you to speak.
WHY:	As with many other activities, there are conferences focused on certain niches, or on topics ancillary to your niche where there may be questions and interest.
WHO to Target:	Conferences in your niche area.
WHO to Manage:	You can delegate the task of identifying or pitching conferences but obviously, you need to show up and do the work.
HOW:	<p>DO:</p> <ul style="list-style-type: none"> ● Create a list of conferences of interest early in the year- some conferences may sell out, while others may have early deadlines for proposals for papers. ● Reach out on social media in advance of a conference to schedule meetings with contacts ● Make an effort to introduce yourself to vendors at the exhibit hall in addition to conference attendees. ● Collect business cards or contact information and follow up with a contact within 48 hours- either to set a lunch date or send materials about your practice. <p>DON'T: feel compelled to network with everyone or monopolize conversations..</p>
WHEN:	Compile a conference list at the beginning of the year to put conferences on your calendar.

HARO

Key Stats: Used by 30,000 reporters looking for sources

WHAT:	HARO or Help a Reporter Out (www.helpareporter.com) is a site that matches journalists to sources to interview or serve as background experts. Lawyers can sign up to receive emails three times a day from journalists looking for sources on certain topics, or pay a subscription to receive targeted requests.
WHY:	Many niche practice areas are often newsworthy, and HARO is a convenient way to locate those opportunities.
WHO to Target:	Respond to inquiries from journalists writing stories about your niche.
WHO to Manage:	Can delegate or outsource initial responses to queries as well as follow up pitches.
HOW:	DO: <ul style="list-style-type: none">• Respond quickly and thoroughly to improve chances of being chosen for story.• Follow site rules. DON'T: spam reporters or respond to inquiries with useless information.
WHEN:	

INFLUENCER MARKETING

Key Stat: 30% of consumers are more likely to buy a product recommended by a non-celebrity blogger

<p>WHAT:</p>	<p>Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole on social media. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers. NOTE: Although many businesses hire influencers to promote their product, lawyers are absolutely prohibited by ethics rules from a “pay to recommend” approach - and that’s NOT what I am suggesting. But what lawyers can do is can make contacts with potential influencers, write for their blogs or appear on their podcasts or perhaps even obtain an UNPAID endorsement for an ebook or other product of service.</p>
<p>WHY:</p>	<p>Influencer marketing allows you to streamline your marketing. Instead of paying for scattershot SEO or guessing what types of demographics will respond to a Facebook ad, making contacts with influencers with known audiences that you want to target allows can give you quick and immediate access. Influencer marketing can also reduce the number of marketing initiatives that you might undertake. So for example, instead of starting your own podcast or video series, see if you can snag an interview on a few influencer podcast or video. Not only will you save time and money, but you’ll probably get more views than if you started from the ground up plus you can save yourself</p>
<p>WHO to Target:</p>	<p>Identify influencers in the markets where you may find clients or referrals. For example, if you’re a student loan lawyer, offer to write guest blog posts for popular sites that serve new grads or parents of college students or financial planners. If you’re not familiar with a particular site, you can search for information on monthly traffic, or number of listeners (if a podcast).</p>
<p>WHO to Manage:</p>	<p>Somewhat counter-intuitively, identifying and contacting influence marketers should only be done by you and not delegated. Many influencers can also be somewhat egotistical and may feel disrespected if you dispatch a subordinate to make contact. Also, this is not the place for a canned pitch - try to tailor your pitch to a particular influencer and offer real value - such as an original post, or a free gift for podcast readers (such as an ebook!)</p>
<p>HOW:</p>	<p>DO:</p> <ul style="list-style-type: none"> • Develop a meaningful value proposition that is relevant to the influencer’s audience that you can offer; • Suggestions include providing the influencer with a copy of your ebook, requesting an interview on a podcast or an original content guest post; • If possible, link to the influencer’s resources at your blog or in your email or newsletter, and send a copy to the influencer expressing appreciation for the work that they do • .Follow influencers on Twitter and retweet their tweets, or compliment their content. Once you’ve established some familiarity, you can tweet a link to an ebook other content that you’ve prepared that might be of use to them
<p>WHEN:</p>	<p>As soon as possible. You’ll want to try to lay the groundwork with influencers before you start asking to appear on their platform or to promote your content.</p>

COLD CALLING

Key Stat: 90% of customer interactions take place over the phone

WHAT:	A cold call is an unsolicited call, typically by phone, in an attempt to sell goods or services or make an introduction.
WHY:	First, a caveat - lawyers cannot make unsolicited calls for business to potential consumer clients without running afoul of ethics rules. Still, there are other opportunities for cold calls - you can call a company's general counsel to alert him or her to a key ruling involving the company, and you can cold-call referral sources or even potential business clients to introduce yourself or ask them to lunch. Plus, few lawyers make cold calls, so you'll stand out!
WHO to Target:	
WHO to Manage:	You should make the calls, this isn't something that can be delegated.
HOW:	DO: <ul style="list-style-type: none">• Find a group of people to cold call, and call with an offer - an invitation to lunch or a request to send them information or news about a recent decision that may impact their interest;<ul style="list-style-type: none">- Be persistent - it can take up to five tries to get someone on the phone. Rather than play phone tag, leave a message and then follow up by email. But definitely call first;-Always ask if your subject has time to talk. Engage in a little small talk.-Listen to this recording on cold-calls - https://myshingle.com/2011/11/articles/marketing/free-recording-cold-calls-for-lawyers/
WHEN:	Studies show that the best time for cold calls is between 4 and 5 pm.