

WE SPECIALISE IN WORKING WITH LAW FIRMS  
SOCIAL MEDIA IS NOT JUST TRENDY, ITS PRACTICAL  
AND HAS BECOME A WAY TO DO BUSINESS



# SOCIAL MEDIA FOR LAW FIRMS

## A NECESSITY FOR SURVIVAL.

LAWYERS ARE BEGINNING TO REALISE THE POTENTIAL OF SOCIAL MEDIA TO MARKET THEIR SERVICES, BUILD CONNECTIONS WITH OTHER LAWYERS AND POTENTIAL CLIENTS, OR GATHER AND SHARE INFORMATION ABOUT THE LAW AND PRACTICE.

SO THE QUESTION NOW IS NOT WHETHER LAW FIRMS CAN ENGAGE WITH SOCIAL MEDIA, BUT HOW?



REPUTATION  
MANAGEMENT



CONTENT  
CREATION



SOCIAL MEDIA  
CAMPAIGNS



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# IT'S SOCIAL INFLUENCE MARKETING

More than ever before, people are using social media to help them decide whether they even want to take the time to meet you. They are performing searches to see if they want to engage you and your firm. They are scouring your company website. They are evaluating your social media presence. And, they are reading what their peers have written about you.

Knowing this, you absolutely must take control of what people see when they do find you online. Provide your best position, show them your areas of expertise and showcase your firm.

Doing this could be the difference you need to ensure your survival.

It has always been true to an extent that 'its not what you know but who you know' and 'your network is your net worth', but online tools now act as amazing catalysts to continually connect with new people, cultivate emerging relationships and build and leverage a powerful network.

In today's digital age consumers of legal services will increasingly judge lawyers by their web presence and online connectivity rather than traditional indications such as firms brand reputation, CVs, or how smart their suit looks.

## OUR SPECIALIST SERVICES FOR LAW FIRMS

HOW TO BUILD A SOCIAL MEDIA STRATEGY

ACTIVE BUSINESS DEVELOPMENT FOR LAWYERS USING LINKEDIN & TWITTER  
LINKED IN CONSULTANCY

COACHING AND TRAINING IN SOCIAL TOOLS AND NETWORKS. WE ARE LICENSED GOVERNMENT BACKED GROWTH ACCELERATOR TRAINERS AND SO HAVE ACCESS TO £200M FOR FUNDED SOCIAL MEDIA TRAINING.

THE SOCIAL MEDIA SPARK TRAINING ( STARTUP FOR LAWYERS)

THE SOCIAL MEDIA POWER LUNCH ( 60MINS)

BRINGING IN BUSINESS WITH SOCIAL MEDIA



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