

RESPONDING TO THE CORONAVIRUS PANDEMIC
**MARKETING YOUR LAW FIRM
DURING A PANDEMIC**

An MPF Webinar – June 24, 2020

by

Guy Alvarez

Founder and CEO, Good2BSocial

Uri Gutfreund

Law Firm Group Leader, Risk Strategies Company

John Remsen, Jr.

President, TheRemsenGroup

Lynn Tellefsen

Chief Marketing Officer, Wilentz

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Responding to the Coronavirus Pandemic



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Responding to the Coronavirus Pandemic
Marketing Your Law Firm During a Pandemic
An MPF Webinar with Guy Alvarez and Lynn Tellefsen
June 24, 2020 – 2:00pm ET





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John Remsen, Jr.

- President, TheRemsenGroup
- President & CEO, Managing Partner Forum
- Strategic Planning, Marketing/Business Development, Firm Retreats, COO/CMO Search
- Fellow, College of Law Practice Management
- Speaker:
 - American Bar Association
 - Association of Legal Administrators
 - Legal Marketing Association
 - MPF Annual Conference
 - Law Firm Networks
- Education:
 - MBA – University of Virginia
 - BSBA – University of Florida



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Uri Gutfreund

- National Law Firm Practice Leader, Risk Strategies Company
- Founder, The Managing Partner Roundtable
- Speaker:
 - American Bar Association
 - Association of Legal Administrators
 - Managing Partner Summit
 - MPF Annual Conference
 - Law Firm Networks
- Education:
 - BA – Yeshiva University



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Guy Alvarez

- RECOVERING LAWYER!
- Founder and Chief Engagement Officer, Good2BSocial
- Social media, SEO, content, analytics
- ALM Media
- Consultant to AmLaw 100 firms, Lexis-Nexis
- Director of Social Media, PLI
- KPMG - Global Director Digital Group
- Co-founder, Business Development Institute
- Speaker:
 - American Bar Association
 - Association of Legal Administrators
 - Managing Partner Summit
 - Legal Marketing Association
- Education:
 - Brooklyn Law School, JD
 - UMass-Amherst, BA Political Science



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Lynn Tellefsen

- Chief Marketing Officer, Wilentz
- 100-lawyers based in New Jersey
- Partner, Cave Bistro
- Cahill Gordon & Reindel
- Sonnenschein Nath & Rosenthal
- Legal Marketing Association, NY Metro Chapter
Member at Large, 2019-2020
Vice Chair, Program Committee, 2017-2019
Co-Chair, Sponsorship Committee, 2011-2014
- Education:
University of Hartford – BA, English



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TODAY'S SESSION

- Opening Remarks
- Survey Results
- Comments from Lynn and Guy
- Group Discussion
- Audience Polling and Questions
- Recording and Handout Materials



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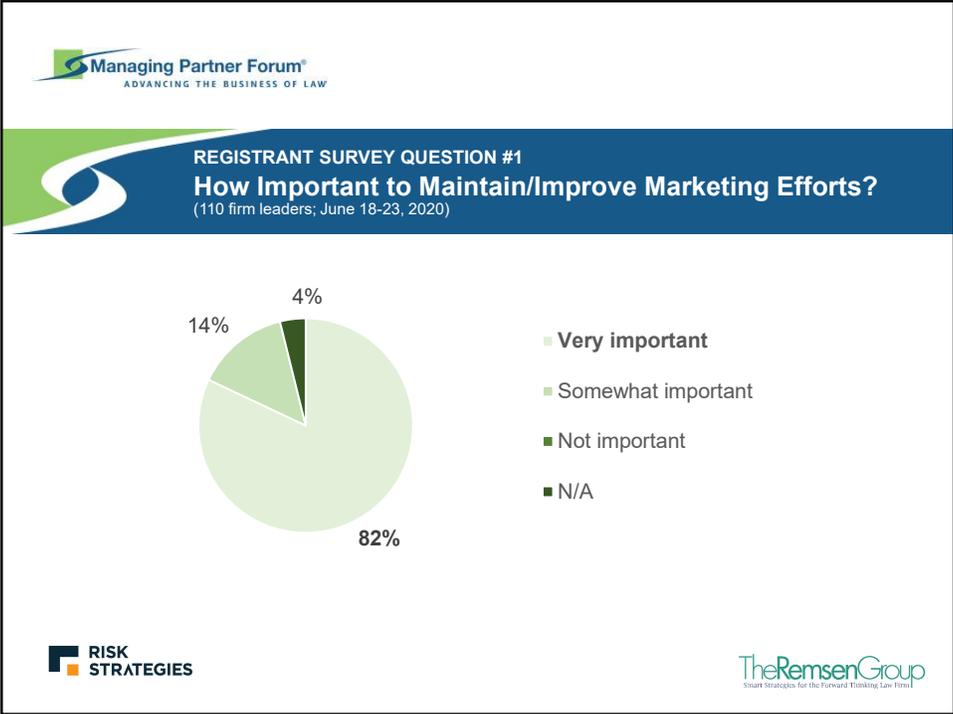


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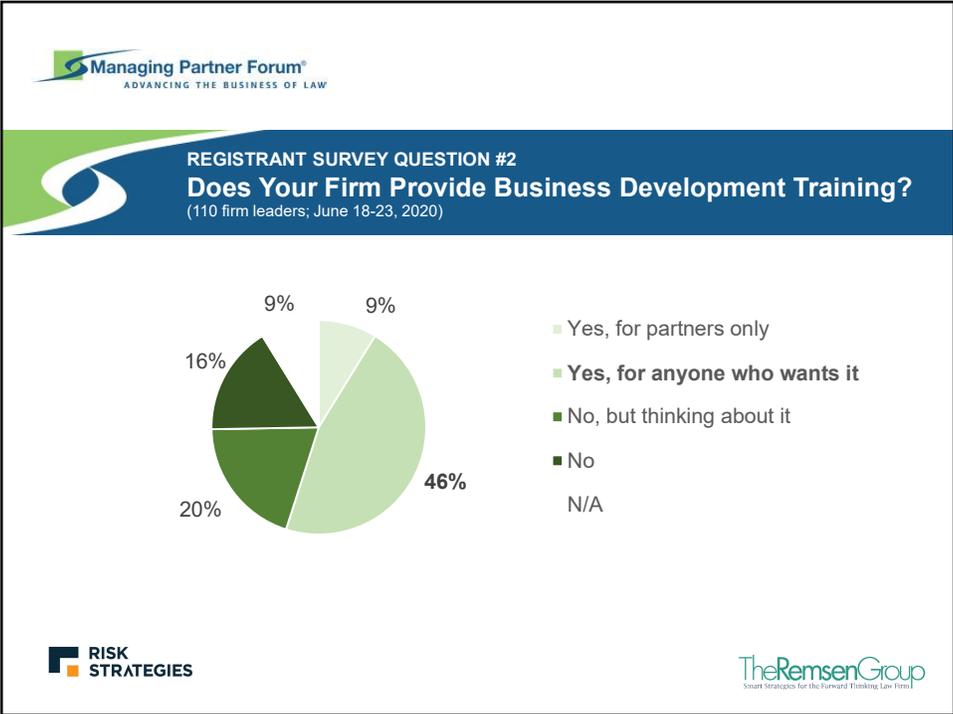
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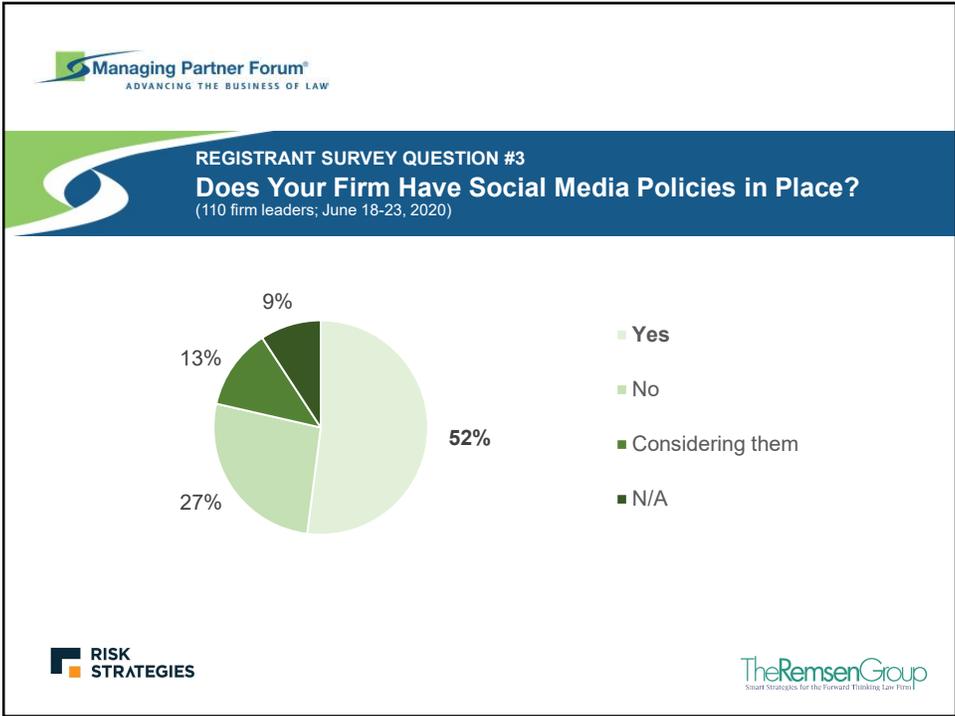
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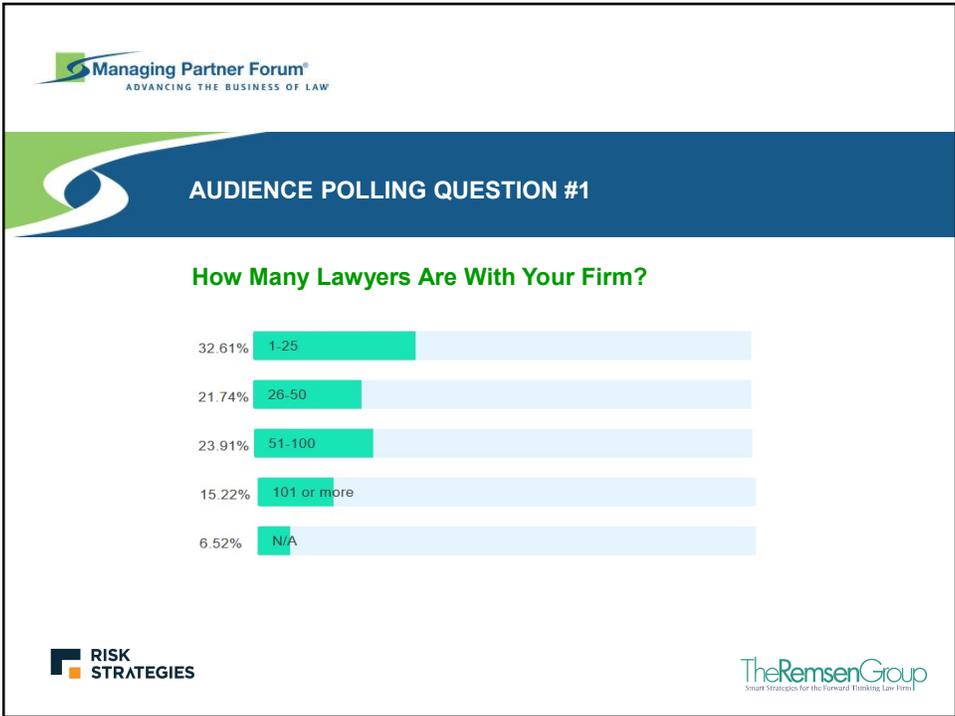
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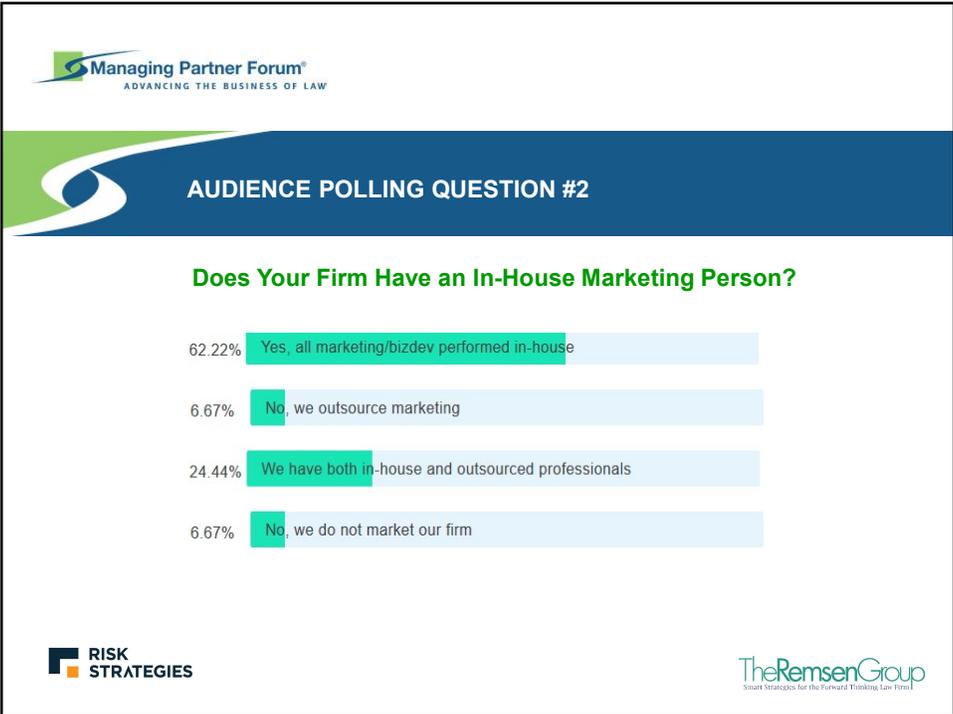
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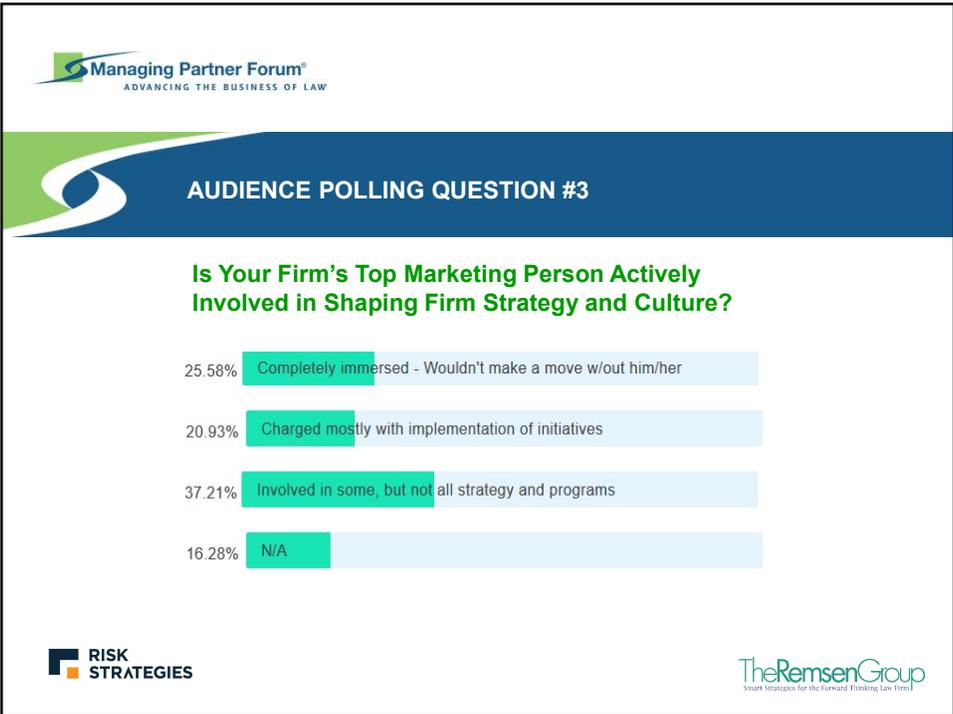
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Marketing During the Pandemic

How may I be of service?

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Relationships Matter

bar association
colleagues **clients**
ALUMNI former clients
PROFESSIONAL ASSOCIATIONS boards
law school friends **community**

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Dos & Don'ts

Do

- activate marketing resources
- organize your team & approach
- work 1:1 with clients
- participate in social networking (LinkedIn)
- present and develop content
- help clients find their silver lining
- show that you care

Don't

- neglect marketing
- wait to return to "normal"
- push an agenda
- neglect referral sources
- be inwardly focused

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Social Networks: The Silver Lining

- Surge in use of Social Networking during pandemic
 - LinkedIn use up 27%
 - 690 million users, representing 50 million companies
 - 169 million users are U.S.-based
- Develop (or amplify) your personal brand
- Demonstrate value to your network
- Share content
- Increase awareness of your firm and its capabilities

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Making Memories ... Virtually!



"People don't care how much you know until they know how much you care."

Theodore Roosevelt

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AUDIENCE POLLING QUESTION #5

Which Digital Marketing Tactics Does Your Law Firm Deploy?
(Select all that apply.)

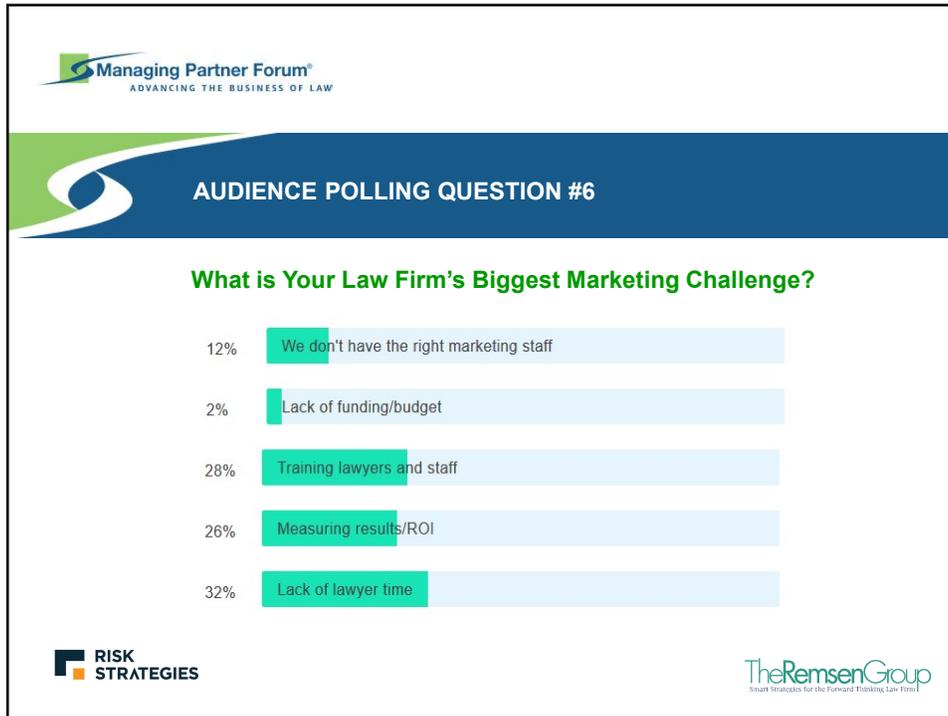


Tactic	Percentage
Social media	91.3%
Online advertising/pay per click	19.57%
Podcasts	19.57%
Webinars	60.87%
E-newsletters/alerts	78.26%

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Marketing During a Pandemic:
Do's and Don'ts

- ✓ Focus on helping, not selling
- ✓ Focus on low hanging fruit
- ✓ Invest in training your team and automation technology
- ✓ Think narrow not broad
- ✗ Focus on multiple marketing objectives
- ✗ Use a "one size fits all approach"
- ✗ "Set it and forget it"

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Adjust Your Content Marketing Strategy: Education and Support are Most Important

- Client-centric
- Provides guidance or value
- Non-promotional
- Relevant & Timely
- Free of jargon
- Easily consumable
- Shareable

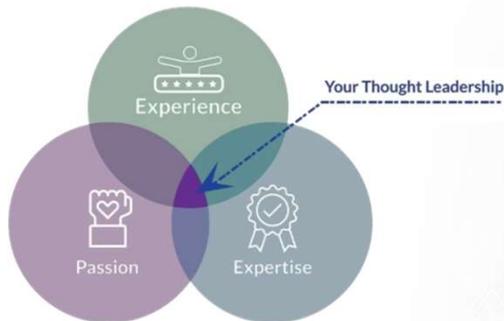


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Leverage social media to raise awareness of your knowledge and experience



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Transform your website into a lead generation platform

- ✓ Consider CRO (conversion rate optimization)
- ✓ Create and offer lead magnets
 - checklists, guides, ebooks, webinars, audits
- ✓ Test and adjust
- ✓ Measure and extract insights

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How Lawyers Can Use Social Media to Build Their Brand & Grow Their Practice

The on demand webinar addresses the following:

- How to use social media to raise awareness of your knowledge and experience
- How to connect with influencers that can refer new clients to you
- Tips on building an effective LinkedIn profile
- How to use LinkedIn to strategically grow your network
- What are the best social media channels for your practice
- and much more...

[Access On Demand Webinar](#)



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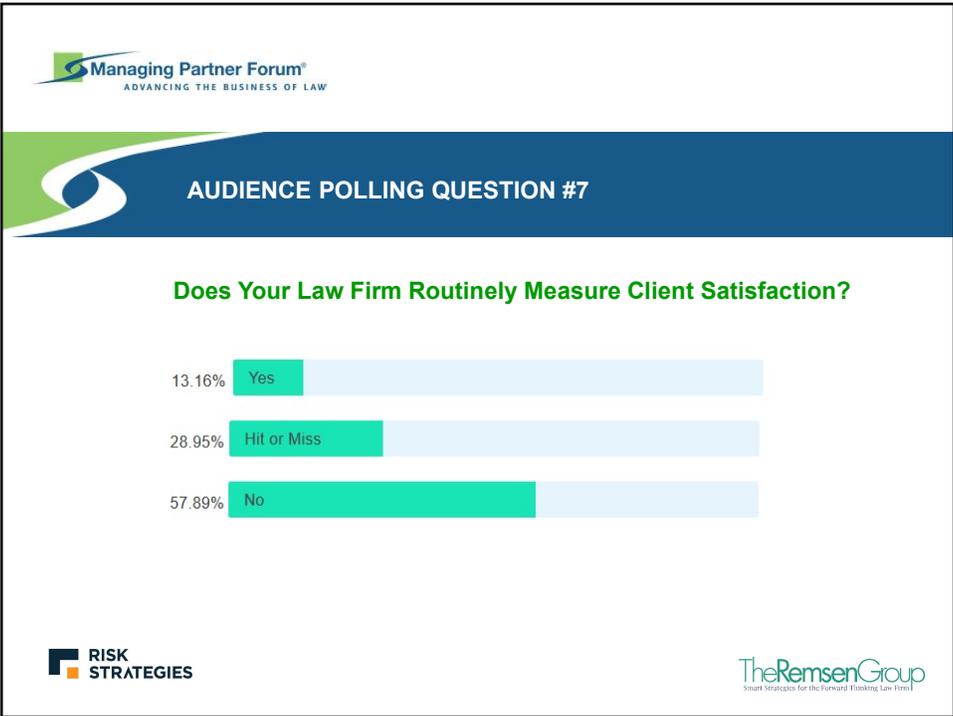
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AUDIENCE POLLING QUESTION #7

Does Your Law Firm Routinely Measure Client Satisfaction?

Response	Percentage
Yes	13.16%
Hit or Miss	28.95%
No	57.89%

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ACTION IS WITH CURRENT CLIENTS

- It takes 5-7 times more time, effort and energy to generate a new matter from a new client than from an existing client
- 80-85% of next year's business will come from current clients
- 80/20 Rule – 80% of revenue comes from 20% of clients
- It takes 8-11 impressions to convert a prospect into a client
- Happy clients are the #1 source of referrals for most law firms



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GUIDANCE FOR LAW FIRM LEADERS

- Demonstrate Care for People, Clients and Community
- Stay Educated and Updated
- Think Strategically
- Communicate Clearly and Frequently
- Keep Open Communication Lines
- Stay Cool, Calm and Collected
- Refer to the Experts
- Maintain Credibility, Reliability and Intimacy



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- MPF Website – www.ManagingPartnerForum.org
- *The MPF Weekly*
- MPF Webinars and Handouts
- Next Up: Stay tuned!
- MPF Leadership Conference – Sept 30-Oct 1, 2020
- MPF Listserv and MPIE Conference Calls
- Webinars for Your Firm or Organization



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Guy Alvarez
212.634.7657
guy@good2bsocial.com

Uri Gutfreund
212.826.9744
uri.gutfreund@risk-strategies.com

John Remsen, Jr.
404.885.9100
jremsen@theremsengroup.com

Lynn Tellefsen
732.855.6102
ltellefsen@wilentz.com



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Blog Articles:

- [How Law Firms Can Use Paid Social Media for Lead Generation](#)
- [LinkedIn for Lawyers: 10 Steps to The Perfect Profile](#)
- [How Lawyers Can Become LinkedIn Thought Leaders in 10 Easy Steps](#)
- [Law Firm Social Media Strategy: The Ultimate Checklist](#)
- [Instagram Hacks for More Engagement](#)
- [Twitter Marketing Tips & Best Practices for Lawyers](#)
- [Managing Your Law Firm's Facebook Page](#)

Whitepapers & eBooks:

- [2019 Social Law Firm Index](#)
- [Advanced Social Media Strategies for Law Firms eBook](#)
- [The Law Firm Guide to Content Marketing eBook](#)



LinkedIn Profile Guidelines for Lawyers

As the adage goes – people hire an individual lawyer not a law firm. Not only is your online profile critical in forming a prospective client’s first impression but online research indicates that attorney bio pages often account for well over 50% of the page views on a law firm web site.

Stellar profiles have 3 components

- 1 Present your credentials.** This of course is the traditional element of every professional’s LinkedIn "resume". The trick here is to try not to sound like everyone else. Don’t limit your description to purely professional accomplishments.
- 2 Include a personal statement** about why you do what you do. Take the opportunity to say something personal in your profile by explaining why your work is important to you (instead of just telling people you’re good at it).
- 3 Show your personality.** Your GPA in law school and admission to practice in multiple jurisdictions does not say much about who you are. We recommend including something about your interests outside of work, including community involvement, organizations, hobbies or family life.

Section-by-section recommendations

Headline. When you like or share content, or when you send out a connection request, your headline is front and center. Make sure it is working for you.

Consider making this more than “Managing Partner” or “Attorney at Law” and share your value proposition.

Add keywords to your headline so your profile appears in search results. Keywords are the words you type into a search box. Without them your chances of being found when someone searches for those terms is low.

Keywords can include your title, practice area, geographic area, or anything related to the services you provide and the problems you’re trying to solve.

Summary has the first two lines showing, and on mobile, the first 92 characters only. You can have more than two lines--up to 2,000 characters--but make sure the first two are purposeful so viewers are compelled to click to see more.

Your summary needs to tell your story, demonstrate your subject-matter expertise, and that you provide value for your clients. In addition to showing what you do, write about why you do it.

Add a link or media to something specific on your website, like a blog post, video, or interview.

Job description is more important than ever. When people scroll down to read your profile, this is the first section they see. Make sure it is not all about your success and great negotiation skills, but ways in which you help your clients.

Upload rich media to enhance your profile visitor's experience. This can be done in your summary – but is even more impactful in your job description now. Media to consider include videos, or branded collateral, as they help others understand how and why to hire you and help build rapport.

Example

This is the personal profile for one of our clients on LinkedIn. We like the way Laura included a simple personal statement in the description of her practice. If a tax lawyer can do it, so can you.



I am a partner in Denton's Tax Controversy and Litigation practice; I help people and companies in their disputes with the IRS. I defend individuals, partnerships, and corporations in white-collar prosecutions, civil tax cases, IRS controversies and complex financial litigation. I do what I do because I believe that the government should treat taxpayers fairly, regardless of the reasons why the government has come calling. I currently represent numerous taxpayers who are facing both civil and criminal issues regarding their reporting of offshore financial accounts and other assets. I've also represented clients involved in some of the largest white-collar criminal tax evasion cases ever brought in the US. My experience includes significant taxpayer victories in civil tax cases in U.S. Tax Court and federal district court eliminating IRS penalties due to my clients' good faith and reasonable cause. I have also litigated numerous cases addressing complex jurisdictional questions under taxation statutes and setting precedent favorable to my clients regarding taxation statutes of limitations. When I'm not dealing with the IRS and DOJ, you can find me riding my bike, eating at a great restaurant, or playing darts or pinball.

Business Insider

Jack Newsham, June 2, 2020

Peloton rides, beer by mail, and bouncy castles: Here's how Big Law partners are getting and keeping clients during a pandemic



Peloton rides have replaced traditional ways for some lawyers to bond with clients. Peloton

- **A lawyer's network is a key source of business opportunities, but traditional ways to bond outside the office — over cocktails or at sporting events — have vanished because of COVID-19.**
- **Bike rides and beer tastings have gone virtual, with lawyers saying that offering a small digital diversion can open the door to business down the road.**
- **Even a sympathetic ear, a technology tip, or a suggestion on keeping kids entertained can build a relationship, consultants and lawyers say.**
- **[Visit Business Insider's homepage for more stories.](#)**

A lawyer's book of business thrives on relationships. Whether they're forged at conferences or over cocktails, in the heat of closing a complex, time-sensitive transaction or in the sweetness of a courtroom victory, good relationships can lead to referrals and repeat business.

But with the coronavirus pandemic still raging across the US, many courthouses closed and all but the most important mergers and acquisitions put on the back burner, the old way of doing business isn't cutting it anymore. Some business development work already took place online and over emails, but the pandemic has led others to develop clever ways to stay on their clients' radars.

James Lee, a partner at Proskauer Rose who works in the firm's private-equity and mergers-and-acquisitions groups, said he's organized beer tastings with current and prospective clients over Zoom. Each participant got a sampler pack of "good old domestic beers" in the mail, he said — the theme being nostalgia — and a few "friendlies" joined to help spur conversation and avoid the lulls that might accompany videoconferencing with a room full of strangers.

"These smaller-group-setting kind of reach-outs work better," he said. "And we don't make it long. ... It allows people to just get away from some of their responsibilities for 30 minutes and from that, you've gotten certain follow-ups."

In the early days of the pandemic, big law firms took a shotgun approach to marketing, blasting general counsels' offices with webinar invites and client alerts in ways that led to some [public grumbling](#) about the information overload. Deborah Farone, a legal marketing consultant, said firms need to dial down their "broadcasting" and scale up their "narrow-casting" — one-on-one outreach.

For Jeffrey Cohen, the vice-chair of the bankruptcy team at Lowenstein Sandler who counts among his clients athletics companies like Under Armour, industry conferences used to be a reliable way to meet in-house lawyers and other potential clients. Cohen, a marathoner and triathlete, said he would email his contacts to schedule a casual group run from their hotel in the morning, no talking business allowed.

"I don't believe that a client relationship and a personal relationship need to be mutually exclusive," he said. "I've always believed that creating the personal relationship first is the most important."

So with most conferences canceled, he's hit upon a new way to bond with fellow fitness junkies at his firm and outside of it: simultaneous Peloton classes. While there's not much communication during the class apart from the digital high-fives they send each other, it's a shared experience that they can talk about later, and helps offset the sedentary nature of life without a commute.

"It's something fresh, and something you're excited to wake up for," he said. "We have a group text list where the night before, we're like, 'Hey, we're gonna get on the bike at 9 a.m. tomorrow and we're gonna take this class with this instructor.'"

Holly Barocio, a law firm business development consultant at GrowthPlay, said clients were initially in crisis mode, seeking urgent advice on applying for funds from the Paycheck Protection Program and on protecting sensitive data in the transition to working from home. Now, she said, they need help dealing with the new normal. Some lawyers function as informal therapists, she said, while one law firm partner found that buying a bouncy castle on Amazon kept the kids entertained for 45 minutes a day — and immediately told all her contacts about it.

To be sure, no amount of virtual glad-handing is going to replace the need to do good work. Few businesses were ready for a pandemic, and they still have urgent problems to confront. "It really is all about reaching out to clients on a proactive basis and engaging them on solving a problem that needs to be solved," Barocio said.

For bankruptcy lawyers like Cohen, that can mean helping creditors get paid [when retailers go bust](#), as [JCPenney](#), J.Crew Group, and Modell's Sporting Goods recently have. Law firms with a major presence in the oil and gas industry are advising their clients on restructuring. In the private-equity space, Lee and his colleague Jae Woo Park said that even though buyouts have slowed, they can still help clients refinance their debt and navigate how new laws like the CARES Act might affect their specific businesses.

All law firm business doesn't simply boil down to relationships, though. Another key avenue of business can be requests for proposals, or RFPs. Prospective clients often issue them to lawyers in their network, and a typical midsize to large firm responds to several hundred a year.

Matthew Prin, a principal at RFP Advisory Group, said many big corporates have issued RFPs seeking short- and long-term advice for responding to the pandemic across the dozens of jurisdictions where they might do business. But he said the flow of requests for legal work unrelated to the pandemic has dropped off by perhaps half.

"From a business-development standpoint, now's not a bad time to be sharpening your sword, so to speak, and maybe planting seeds with people for the future, but I'm not seeing a ton of opportunities out there at the moment for lawyers to land new clients during COVID-19," he said in an email.

Others see openings in the legal marketplace. While some clients will want to stick with the lawyers who know them best, Farone said they won't hesitate to try someone new if they aren't getting the level of service they need.

"Clients will be loyal to firms that have served them well, but they're going to have — in many cases — new needs ... or they're going to want to reach different markets that they had in the past," she said. "If that firm that they used for years doesn't have that capability, yes, they will be going outside the firm for that."

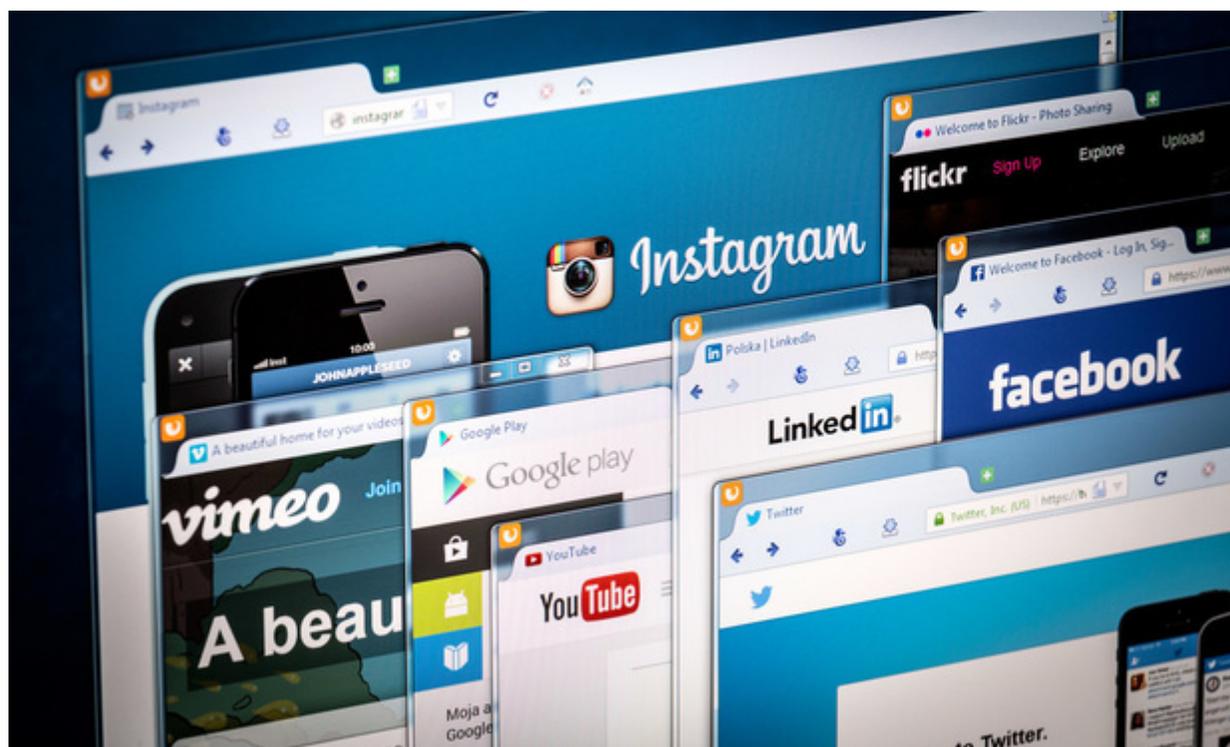
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New Jersey Law Journal

Power Social Media Moves to Take the Market in the COVID Era

Both law firms and lawyers need to develop a clear personality and values to have truly meaningful interactions. Authentic is going to win over generic every time.

By **Amanda Sexton** | June 15, 2020



Bigstock

It's 2020. It's not big news that you need to be on social media. But it's not enough just to have an account and post on it occasionally. It's not even enough just to have a strategy. *(But in case you don't, I want to stress that you need a strategy.)*

So let's assume you have all these things in place and you're still feeling that you need to dig a little deeper for ways to stand out—especially given that in-person networking is likely going to look very different over the coming year. What's next?

What you need is a few power moves to up your game.

Take It Personally

Speaking of brands, your job in 2020 is to treat your social media channels as communities, not press rooms. Yes, you can still share good news, service updates, and operational information. But your primary focus should be to engage your audience.

Both law firms and lawyers need to develop a clear personality and values to have truly meaningful interactions. Authentic is going to win over generic every time.

If you do it right, the opportunity and payoff will make it all worth it. “The pandemic introduced an immediate need for highly responsive and personalized guidance by law firms, and the dramatic spike in social and digital platform use makes them efficient channels, especially in this time of social distancing and remote working,” notes Lynn Tellefsen, Chief Marketing Officer at Wilentz, Goldman & Spitzer.

So how do you generate this personal content? The most surefire way is to present opportunities for your audience to interact with your firm’s brand and lawyers. Audiences are drawn to content that lets them ask questions, share their opinions and, in general, participate. They’re more engaged when they see themselves reflected in what you are doing.

Need a few ideas to start with?

- Ask Me Anythings (AMAs) pertaining to your practice areas
- Any kind of video, live or prerecorded, on the Stories platform
- Sharing user-generated content (reviews, testimonials, social media posts, and blogs are some accessible options)
- Develop or participate in Facebook Groups around your practice area

Use hashtags to capitalize on existing social conversations—this is especially important for Twitter and Instagram, but also works on Facebook. Not only does this give you the chance to gather information on topics to explore, but it also helps you scan for mentions of your firm.

And a final word about social behaviors. Not your clients’ behaviors, but your own. It’s easy to get focused on what you’re doing and forget that your firm exists in a shared social space. As much as you want others to interact with your content, you need to interact with others.

So don’t just sit behind your keyboard and watch the group challenges, memes, and #conversations pass you by. The next time an ice bucket challenge comes around, join in. If you see colleagues tackling new endeavors, share or shout out.

Behavioral Data Analytics on the Rise

There are a couple of ways you can look at data: demographic and behavioral. While demographic data analysis has its place, now is the time to hone in on behavioral data. Metric for metric, behavioral data gives you more bang for your buck. You want to understand how your clients are interacting with you so you better target, segment, and deliver value.

With new consumer behavior patterns emerging from COVID-19 shutdowns, you need to understand the whys of your clients more than ever. Makes sure you’re tracking:

- Click-through activity to landing pages and blogs
- Consultation requests, booked meetings, or any successful CTAs
- Search query information
- On-site engagement

“Given that internet and social media platforms have seen a surge in website traffic since stay-at-home orders have been put into place across the country, the importance of finding creative ways to identify and utilize certain outlets for marketing and branding efforts has been underscored in recent months. Firms are working diligently on their content marketing efforts to cut through the noise and reach users in a targeted way, helping them to remain competitive in the marketplace. Every firm has a value proposition, and our new normal can provide different and unique opportunities to brand your firm and market your practice through the art of storytelling,” says Krista Egan, Marketing Director at Flaster Greenberg.

To be effective in your targeted strategy, incorporating behavioral analysis lets you provide your audience with a higher degree of personalization. From here, it's a cascade effect: your audience receives more valuable content, which leads to higher engagement and retention.

However, for firms looking to make data-driven decisions, whether through demographic or behavioral data, it's imperative that you're compliant with CCPA and GDPR with regard to what personal information is being collected and used.

Beyond compliance issues, marketers have a strong incentive to evaluate whether they're giving their audience enough value. (Your audience needs a good reason to share your information, after all.) So use it to maximize their user experience, provide valuable resources, and generally build a relationship of trust with them.

Paid Is the Name of the Game

Paid social ads are *the fourth most common way* for people to discover new products. Not just online—in the whole, entire scheme of things.

It's clear that we all need to be incorporating paid social into our plans. Our audiences are there. The engagement is there. But where do you start?

Although it depends on your specific strategies and tactics, law firms are likely to see the greatest ROI for paid social on Facebook and LinkedIn. Facebook ads offer law firms a lot of flexibility to generate brand awareness, with its biggest value coming from the ability to granularly select those who would most likely need your services. You can even use geofenced ads, targeting people as they enter or leave specific areas and locations. Its analytics are especially good for figuring out what works and, cost-wise, the price is right for most law firms to invest in Facebook ads.

However, LinkedIn provides huge benefits for firms looking for lead generation as opposed to brand awareness. LinkedIn has a highly educated, professionally oriented user base. According to Hootsuite's 2020 marketing report, 80% of B2B leads generated digitally come from LinkedIn. Within the legal industry, 30% of Am Law firms are using paid LinkedIn, and 92% favor the business networking site over other social media outlets.

Get Your Personal Network Moving

Social media has done wonders for our ability to grow our networks. Imagine the challenge of doing business during COVID-19 if we weren't so digitally connected!

Why do we network? To interact and create dialogue with one another. To build relationships and community. When you connect your personal network with your professional one, you help humanize it and create a shorter distance between your firm and your audience.

One of the best ways to build these connections is through industry-specific communities on LinkedIn and Facebook. Through these networks, you can ask questions, join conversations, share events and resources, and more. It's really as easy as it could get.

LinkedIn in particular is a robust network for these connections. People who engage in discussions within LinkedIn groups get four times more profile views on average than other LinkedIn members. If you're just liking posts or scrolling through, you're not going to get the same return as if you comment and provide helpful insight on posts.

For firms looking to step ahead of the competition in 2020, taking a more personal approach to content and networking, refining your metrics, investing in paid social, and streamlining your channels can pay off.

Amanda Sexton *is the founder of FocusWorks Marketing in Denville, an agency that uses the power of digital marketing to grow brands and businesses. Amanda is also the current Marketing Chair of New Jersey Legal Industry Providers.*

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