

LinkedIn. Twitter. Facebook. iPhone. JD Supra.

To help attorneys effectively leverage social media to market themselves and their firms, and develop new business, eLawMarketing now offers the following services:

Social Media Workshops

Presented on-site or remotely via Webex, social media workshops: (i) examine the value of social media from a business development standpoint; (ii) explain the culture of social media; (iii) explore the mechanics of successfully using LinkedIn and Twitter for marketing (e.g., contributing content, participating in conversations, promoting expertise, building networks); (iv) review methods of measuring the success of social media efforts; and (v) highlight legal and professional pitfalls to be avoided.

Custom Facebook Pages

As Facebook's membership has skyrocketed, more businesses are seeking to engage their target audiences through Facebook Pages. We can design a custom Facebook page for your firm that provides access to: general firm information and attorney profiles, samples of written work product, links to recent blog posts, a list of upcoming firm events, and more.

Custom iPhone Applications

We can build a cost-effective, custom iPhone application, branded exclusively for your firm, to provide clients and other contacts access to your firm's information and expertise wherever and whenever needed. The application enables mobile delivery of firm content (e.g., articles, news) in a user-friendly, readable format.

JD Supra

We help firms get set up on JD Supra, which syndicates the legal content of its members across LinkedIn, Twitter, and Facebook, as well as traditional media channels. Syndication of firm content through JD Supra maximizes web exposure and optimizes search engine rankings.

Get Started With Social Media Today

To learn how your firm can begin using social media as a marketing tool, please contact us today at 866.833.6245, or sales@elawmarketing.com.

Teaching Lawyers to Leverage Social Media

eLawMarketing runs webinars and seminars to help your attorneys understand how social networking tools can be used for marketing and business development.

