• The power of an effective network
  – How the landscape changed
  – How this can be relevant to you
  – How to get started
• Van Benthem & Keulen and Social Media
• Discussion
THE POWER OF AN EFFECTIVE NETWORK
A TECHNOLOGY PERSPECTIVE
THE RISE OF THE NETWORK SOCIETY
Two important mindshifts

1. A conversation is interaction
2. You have to create value to take value
Community Manager—Facilitator, coordinator, touchstone, gardener....

1. People
This is mandatory
First and foremost Community Managers need to be people people.
They should be good at:
- Listening & Writing
- Conflict resolution
- Facilitation and coaching (inclusive)
- Encouraging and engaging
- Social networking
- Teaching

Self motivated and passionate

2. Content
Community Managers will need to contribute and organize information for their communities, they should be compulsive sharers and understand basic Information Management principles.

3. Organization
Adept and herding felines, Community Managers are also project managers who can break big tasks down, create schedules, perform meeting logistics, plan, delegate and coordinate in a sometimes dynamic,

4. Technical
Knows enough to choose the right tool for the job and to use it appropriately. Social Media, Wiki, email, forums, IM, Blogging, Microblogging, RDIMS, etc.

Thick skin & zen state of mind
Mild mannered, compassionate, enthusiastic and supportive.

1st MINDSHIFT: INVEST IN CONVERSATION MANAGEMENT
THE INBOUND MARKETER vs. THE OUTBOUND MARKETER

“NEW MARKETING” is “any marketing tactic that relies on earning people’s interest instead of buying it.”

Communication is interactive and two-way.

Customers come to you:
- Via search engines, referrals, social media

Marketers provide value.

Marketer seeks to entertain and/or educate.

“OLD MARKETING” is “any marketing that pushes products or services on customers.”

Communication is one-way.

Customers are sought out:
- Via print, TV, radio, banner advertising, cold calls

Marketer provides little to no added value.

Marketer rarely seeks to entertain or educate.

EARN YOUR WAY IN
BIG DATA ERA = MORE NOISE THAN EVER BEFORE: STAND OUT BY DELIVERING VALUE
It's not information overload. It's filter failure.

- Clay Shirky
2nd Mindshift: Give Value to Take Value
"..our competitor has a Facebook page so we need one too..."

"..we need a Twitter strategy..."

"..we like to increase our share of conversation..."

"..Twitter can be a good sales channel..."

"..our competitor has a Facebook page so we need one too..."

"..we need a Twitter strategy..."

"..we like to increase our share of conversation..."
HOW SOCIAL MEDIA CAN BE RELEVANT TO LAW FIRMS
1. Thought Leadership
2. Collaboration
3. Network
4. Recruitment
5. Lead generation
6. Intelligence gathering

* Public opinion
1. Thought leadership
2. Collaboration
3. Network
“Of 600 advisers involved in the trial, 40% brought in new clients through social media”
Sales & Marketing Careers at Microsoft

Imagine

Our company was built by people like you—people with a belief in the boundless potential of software. And you'll find that even as a global company, Microsoft employees have one thing in common: Passion for life, passion for creating quality products, and the passion to realize their own potential. Your future awaits—join us for a rich, rewarding career and lifestyle.

Join us. Help individuals and organizations understand how Microsoft technology can benefit them... and maybe even change their life - Apply today.

Jobs you may be interested in...

Senior ERP Presales Consultant, Microsoft - Zaventem, BE
Job Category: SalesLocation: Zaventem, BEJob ID: 783202-73055Division: SalesMicrosoft Dynamics ERPMicrosoft Dynamics ERP business solution software... more

Service Delivery Manager, Microsoft - Brussels, BE
Job Category: Services & ConsultingLocation: Brussels, BEJob ID: 779828-70731Division: Services & SupportService Delivery Manager... more

Young Graduates Program - Sales, Microsoft - Zaventem, BE
Job Category: SalesLocation: Zaventem, BEJob ID: 785014-74297Division: SalesMicrosoft Academy for University Hires (MACHS)Sharing Our Products.... more

CoE Dynamics AX Architect, Microsoft - Belgium - Non Location Specific, BE
Job Category: Services & ConsultingLocation: Belgium - Non Location Specific, BEJob ID: 779441-71622Division: Services &... more

5. Recruitment
6. Intelligence gathering
Anonymous:
This case won’t be won through legal means.
Political pressure will dictate which way it goes.
HOW TO MAKE SOCIAL MEDIA SUCCESSFUL FOR YOU
SOCIAL MEDIA POLICY

1. Introduction

The ever-changing and inherently public nature of online communication presents a range of challenges to the Group in safeguarding our commercial activities, our brand and reputation, our customers and, most importantly, the security and safety of our employees.

We recognize that you will use social media channels outside work time in a private capacity. However, such use can still have an impact on your employment. You are required to act in the Group’s best interests at all times and this extends to your participation in and use of social media channels.

2. What are social media channels?

Social media channels include social networks, video/photo sharing sites such as Twitter, online forums and discussion groups, wikis, blogs, micro-blogging tools, and any other web sites that facilitate the publishing of user generated content (e.g. Tumblr). These channels offer individuals the opportunity to connect with people, create and share information and ideas, and develop relationships through online communities and networks.

Material posted by others

Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage the Group and its reputation. For example, your friend could post an inappropriate comment about the Group on your Facebook page or create a blog about the Group.

If you become aware of any such material you should immediately notify your manager and the Media & Communications team via email on media_inquiries@cba.com.au. You must also provide the Group with all reasonable assistance in relation to any investigation into such material and in relation to the removal or deletion of such material.

This policy is effective from 1 December 2010.

SELF ASSESSMENT: SOCIAL MEDIA IS EVIL
Social media and marketing Intern

Posted by: Jane Plan Ltd | Public profile
Region: Central London
Location details: Fulham, SW6 6SE
Job Sector: Media / New Media
Period: 1 - 4 Months
Type: Part-time
Remuneration: Expenses
Post date: 15/06/2012

Description

We want to increase our social media presence as well as getting more visibility for our brand, and are looking for an intern who is passionate about social media and marketing to help us grow our online presence - Starting IMMEDIATELY.

We are a young fun company and you will have a real opportunity to make an impact.

Responsibilities

Daily updates of social media platforms
Communicate exciting social media news
Put together bi-monthly newsletter
Answer clients questions on social media platforms
Internet research to find and engage with social media communications
Update website, as needed
Track website statistics

SELF ASSESMENT: SHIFT RESPONSIBILITY
• Who are we trying to build a relationship with?
• What is our current relationship with this audience?
• What do they need that they are currently not getting?
WHO ARE WE TALKING WITH AND HOW CAN WE PROVIDE VALUE?

• Potential clients?
• Current clients?
• Students?
• General public?
• Law professionals?
• Journalists?
• Staff?

• Build reputation
• Provide reassurance
• Explain cases
• Provide background
• Build personal brands
• Give access and insights
• Collaboration tools
WHAT DO THEY NEED THAT THEY CURRENTLY ARE NOT GETTING?
INVEST ON FOREHAND IN YOUR DESIRED RELATIONS: CREATE PERSONAS AS BENCHMARK
OBJECTIVES
• Research & learning
• Lead generation
• Increase brand or issue awareness
• Reputation management
• Get your fans to talk about you
• Branding your staff as experts on a cause or issue
• Getting feedback from your clients
• Building a community around a topic
• Recruiting students or experts
• Get press coverage
• Connect with other like minded organisations
• Keeping up to date with a particular issue
• Coordinating people in action or a project
A MEASUREMENT MODEL FOR SOCIAL MEDIA
Measurement Model with Metrics

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Engagement</th>
<th>Influence</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Branded Mentions</td>
<td>&gt; Comments/Post Ratio</td>
<td>&gt; Active shares</td>
<td>&gt; Request for info</td>
</tr>
<tr>
<td>&gt; Share of Positive Online Discussion</td>
<td>&gt; RTs per 1000 Followers</td>
<td>&gt; Likelihood to Recommend</td>
<td>&gt; Visit the Website</td>
</tr>
<tr>
<td>&gt; Search Rank</td>
<td>&gt; Repeat Visitors</td>
<td>&gt; Writing positive review</td>
<td>&gt; CV upload</td>
</tr>
<tr>
<td>&gt; Twitter Reach</td>
<td>&gt; Follower Mention %</td>
<td>&gt; Ratings/Reviews</td>
<td>&gt; Download whitepaper</td>
</tr>
<tr>
<td></td>
<td>&gt; Comment Sentiment</td>
<td>&gt; Change in Attitudes, Opinions</td>
<td>&gt; Make a Donation</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>&gt; Attend an Event</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>&gt; Vote for/against</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Possible Financial Impact/ROI</td>
</tr>
</tbody>
</table>

Non-Financial Impact
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Exposure</th>
<th>Engagement</th>
<th>Influence</th>
<th>Action</th>
<th>Research Approach</th>
<th>Key Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase share of positive coverage from 15 to 25% by year-end 2010</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>Media monitoring and content analysis</td>
<td>Net Positive Score</td>
</tr>
<tr>
<td>Create active involvement of 80% userbase linkedin group</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>Content analysis</td>
<td>Comment to post ratio, IPM, favorability</td>
</tr>
<tr>
<td>Increase perception of state capital group as a ‘thought leader in business law’ from 5 to 18% in the next six months</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td>Primary research – benchmark attitudinal study</td>
<td>Association (%) with ‘Is a leader in business law issues or behavior</td>
</tr>
<tr>
<td>Recruit students and experts directly via website or social media</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>Web analytics</td>
<td># Cv’s uploaded</td>
</tr>
</tbody>
</table>

**DEFINING VALUE & ROI**
THE PILLARS OF A SOLID CONTENT STRATEGY

- BUSINESS GOALS
- USER NEEDS
- BRAND
- TONE OF VOICE
- TAGGING GUIDELINES
- SEARCH ENGINE OPTIMIZATION
- 3RD PARTY CONTENT
- Subject matter experts
- Formats (5 questions from)
- Bloggers / brand journalists
- Events
- Cases / whitepapers
- 3\textsuperscript{rd} party content
- Curated content
- Co-created content
START CONNECTING YOUR CONTENT TO TOUCHPOINTS
• Paid activation
• Social media integration
• Social media outreach
• Community management

DON’T FORGET TO KICKSTART YOUR CONVERSATION: ACTIVATE!
• Self Assessment
• Audience analysis
• Goal & Objective setting
• Measurement plan
• Content strategy & execution
• Delivery platforms
• Activation
SO FORGET THE TECHNOLOGY PERSPECTIVE
&
REMEMBER THE POWER OF A NETWORK IS LEVERAGED THROUGH BEING SOCIAL
AGENDA

• Background Van Benthem & Keulen

• Social media related to our marketing strategy

• Social media related to acquisition

• Social media in recruitment

• Social media for the purpose of market research

• Lessons learned
BACKGROUND VAN BENTHEM & KEULEN

- About 65 legal professionals
- Number 31 in The Netherlands
- Broad range of legal services incl. civil-law notary
- Our goal: to increase marketshare in the segment of larger companies
  Trend of larger companies differentiating their legal work
- Our main target groups:
  - Company lawyers
  - HR managers (employment law)
SOCIAL MEDIA RELATED TO MARKETING STRATEGY

- Marketing strategy: building relations by sharing knowledge
- Cornerstone of this strategy: permanent education for company lawyers (Iura Actua) and HR managers (Masterclass Employment Law)
- Iura Actua
  - Contract law, company law, intellectual property law, competition law, procurement law and employment law
  - Two meetings per legal area
  - 350 company lawyers participating (20% - 25% target audience company lawyers)
- Clients and prospects are invited
- Company lawyers meet our attorneys: people do business with people
- Masterclass Employment Law has the same format
SOCIAL MEDIA RELATED TO MARKETING STRATEGY

• Social media
  – Reinforcement of strategy sharing knowledge
  – Reaching part of target audience not participating in permanent education

• Specific Linkedin Group Iura Actua
  – Almost all 350 company lawyers are member

• A similar Linkedin Group Masterclass Employment Law

• Value of these Linkedin Groups:
  – Sharing information about Iura Actua and Masterclass Employment law
  – Platform for discussions
  – Adding legal content (connected to our blog Legal Update)
WELKOM

"Als modern bedrijf dat "zorgen voor duurzame kwaliteit en eenvoud" als uitgangspunt heeft herkennen wij ons in de aanpak van Van Benthem & Keulen. Meedenken met het bedrijf en vanuit de klant, toplit".

Piet Mens, Raad van Bestuur AFAS Software

LEGAL UPDATE

14-06-2012 Een rode kaart van de Kansspelautoriteit voor de voetbalpool?

14-06-2012 De Flex B.V. wordt met ingang van 1 oktober 2012 van kracht

08-06-2012 Aandacht voor de medezeggenschap

06-06-2012 Wetswijziging WMO in strijd met Europese aanbestedingsregels?
Legal Update. "De Flex B.V. wordt met ingang van 1 oktober 2012 van..."
Datum: 14 juni 2012 Afgelopen dinsdag heeft de Eerste Kamer de...

Legal Update. "Wetswijziging WMO in strijd met Europese aanbestedingsregels?"
Wetswijziging WMO in strijd met Europese aanbestedingsregels? vik.vul Datum: 9 juni 2012 Hoewel de wijziging van de Wet Meeblijvende Ondersteuning (WMO) al is aangenomen door de Eerste en de Tweede Kamer, heeft minister-presidents staatssecretaris Veelhuzen van Santen (VWS) de wetswijziging...
posted 11 days ago

Mario Rovers 11 days ago • Mario likes this.

Legal Update. "De nieuwe Cookiewet is een feit!"
De nieuwe Cookiewet is een feit! vik.vul Datum: 14 mei 2012 Helaas wordt de Cookiewet vanwege de Telecommunicatiewet, ter implementatie van enkele Europese richtlijnen, versoberd.
posted 1 month ago

John Thomissen 1 month ago • John likes this.
SOCIAL MEDIA RELATED TO MARKETING STRATEGY

• Content is king

• Starting point is our blog Legal Update

• Editorial board with chairman (partner) responsible for our blog

• Per week several items

• Leveraging these items:
  – Posting in our own Linkedin Groups
  – Mentioning in your status update within Linkedin
  – Posting in selected Linkedin Groups where our target audience is present

• Twitter account used for other news items (new deals, meetings)

• Linkedin Groups for inviting participants seminars
SOCIAL MEDIA RELATED TO ACQUISITION

• Linkedin powerful tool for acquisition:
  – Making networks visible
  – Asking your ambassadors for introductions

• Linkedin workshops for our attorneys

• Identical format Linkedin profile
  – Same positioning of our law firm
  – Personal branding
  – Twitter account will be integrated

• Attorneys encouraged building a network

• Increasing use of Linkedin for acquisition

• Using Linkedin for building databases
SOCIAL MEDIA RELATED TO RECRUITMENT

- Students are mainly using Facebook
- This year we will build a Facebook page
- Items of our blog Legal Update combined with other news items (meetings, courses for students)
- Establishing a sounding board of students
- Vacancies posted in specific Linkedin groups
  - Mentioned in my status update
  - Send out as a tweet
- Social media used for speeddating
SOCIAL MEDIA FOR MARKET RESEARCH

- Not used frequently

- A few times used our LinkedIn Groups for asking questions

- Using Tweetdeck following tweets about Van Benthem & Keulen

- Attorneys using Google alerts for following their clients
LESSONS LEARNED

• At the beginning of a discovery trip, building up first experiences

• We are sure that social media is not a hype
  It enables interacting intensively with stakeholders

• It is not a miracle tool
  Has to be an integrated part of your strategy
  Invite your clients

• In our case: supportive to our strategy of sharing knowledge

• Content is king and has to be organized
  – Editorial board with a partner as chairman

• Leveraging your content in several social media

• ROI in Euro’s or Dollars difficult to measure (social media drives traffic to website, number of discussions, retweets)