Social Media Marketing: What’s In It for You?

2015 INTERNATIONAL MEETING
Why me as speaker...

**B&P**

*The leading Italian PR Firm*

**B&P Legal**

*Market leader in Consultancy to Law Firms*

The international track record

- Baker & McKenzie
- Eversheds
- Pavia & Harcourt LLP
- King & Wood Mallesons
- Simmons & Simmons
- Freshfields Bruckhaus Deringer
Social Media Revolution
Embrace A New Culture And Its Values!

Authenticity
Trasparency
Dialogue
Respect
Collaboration
Social responsibilitiy
Creation of value

Try not to become a man of success but rather a man of value
Albert Einstein
To get information, people trust search engines more than traditional media.

- **Search engines**: 72% (+8)
- **Traditional media**: 64% (+2)

«millenials» trust them even more.
THE
REPUTATION
ECONOMY

HOW TO OPTIMIZE YOUR DIGITAL FOOTPRINT
IN A WORLD WHERE YOUR REPUTATION
IS YOUR MOST VALUABLE ASSET

Founder and CEO of reputation.com

MICHAEL FERTIK
AND DAVID THOMPSON
Key to your web reputation is (a lot of) engaging, visual, shareable equity content
Key to your web reputation is (a lot of) engaging, visual, shareable equity content /2
Key to your web reputation is (a lot of) engaging, visual, shareable equity content /3

BUILDING RELATIONSHIPS
The Opportunity is Out There For You

Networking

Effective positioning

Employer branding

Thought leadership
Key Social Platforms for Legal Firms
All Am Law 50 firms are on LinkedIn and Twitter

- Google+: 94% active
- Linkedin: 100% active
- Twitter: 90% active
- Facebook: 64% active

30% hanno una pagina attiva
Social media engagement is not a matter of size

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Beware: Your Boss Is Social!
Online boundaries between Personal and Professional are blurred
Key Social Project Pillars (besides Content Production)

Social Media Policy

Respect the Policy
Key Social Project Pillars (besides Content Production) /2

Social Media Policy
Key Social Project Pillars (besides Content Production) /3

Social Media Training
Tips and tricks

**DO**

- Mobile first
- “Follow us” on firm’s website
- Develop “snack” social content
- Open accounts for storing valuable non-promotional content
- Build a community with a “pull” approach (if you build it, people will come)
- Involve partners, associates and employees
- Invest and update frequently

**DON’TS**

- Broadcast approach
- Begin if not fully convinced
- Forget a solid Social Media Policy
- Use promotional content
- Ignore what people say about you and the subjects you care about
- Staff inadequate people on the social media team
- Follow the latest technology trend
- Be afraid
At least, in case of web reputation problems...
NO EXCUSES
In case of interest...

Please contact us for:

• Consultancy
• Social media training
• Social media guidelines

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And now, nice visit to Vatican Museums
Thanks for your attention
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