
Social Media Gearing Up in 2015

Analysis of Social Media Trends in Southern California Law Firms



Conducted by

**EXTREME
MARKETING**

Professional Services Marketing Consultants

Analysis of Social Media Trends in 2015

ANALYSIS OF RESULTS

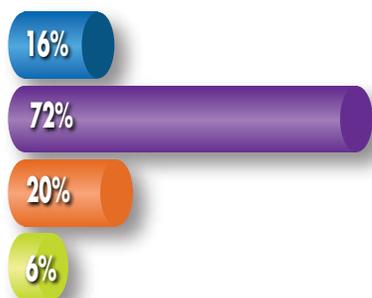
Over the past three years, over 70% of the respondents continue to actively integrate social media into their marketing mix while admitting they are still learning about how all of this fits together. And while LinkedIn continues to be the most often used social media channel, a surprising 53% of the attorneys indicated they rarely or never share status updates.

Blogging provides ongoing content creation and raises Google search ratings. From 2013 to 2014 the number of firms blogging, that responded to this survey, increased to 23% from 10%. It was surprising to find out that this year showed a drop to 16% in the number of law firms blogging.

This year we added a new question about the number of firms planning to share video posts. A surprising 65% of firms indicated they were not planning to do so. We are anxious to see how things trend in 2016.

1 What are your firm's feelings about social media?

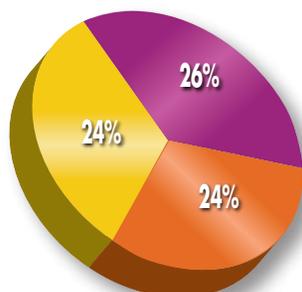
Respondents able to make multiple selections.



- We are not using social media and do not plan to do so in the near future.
- We are actively integrating and learning about social media.
- We don't have time and think clients don't really care. They have questions as to how it serves as an asset.
- We think our e-alerts or newsletters are enough.

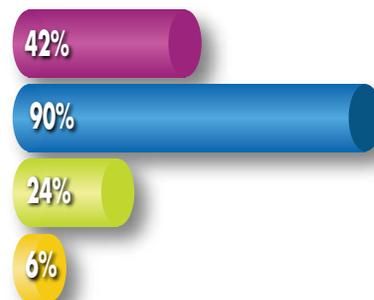
2 Social media is an important component in my personal business development marketing mix.

- Strongly Agree
- Agree
- Disagree/Strongly Disagree



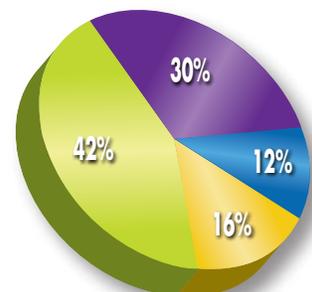
3 Which of the following are you or your firm regularly using?

Respondents able to make multiple selections.



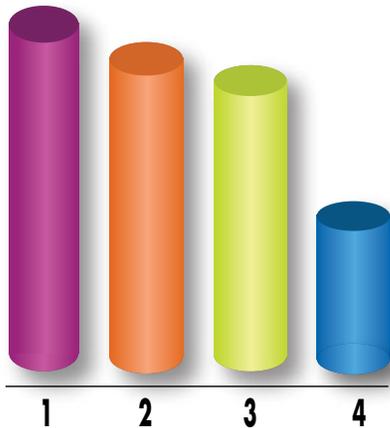
- Facebook
- Twitter
- LinkedIn
- None

4 Do you or your firm use blogging as a marketing strategy?



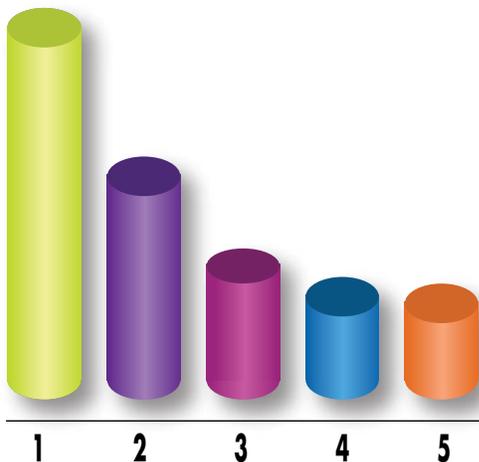
- We do not blog nor do we intend to do so in the near future.
- We are not quite there yet but are considering starting a blog.
- We post at least weekly if not more often.
- We post at least once or twice a month.

5 How attorneys spend their time on social media.



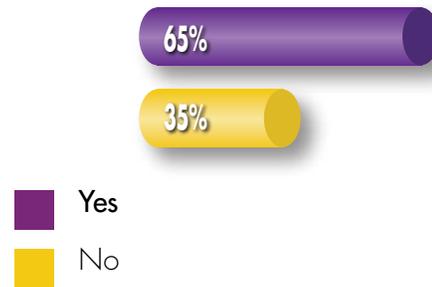
- Sharing and posting content.
- Gaining knowledge about clients and potential clients.
- Staying abreast of new trends in social media.
- Responding to posts or comments.

6 Attorneys rank the following as the most important benefits of social media.

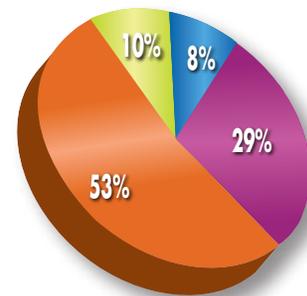


- Raising firm visibility
- Increasing website traffic
- Developing business leads
- The benefits of social media marketing are unclear
- Providing industry expertise

7 When you write a blog post, publish an article or white paper do you post (repurpose) on more than one social media channel?

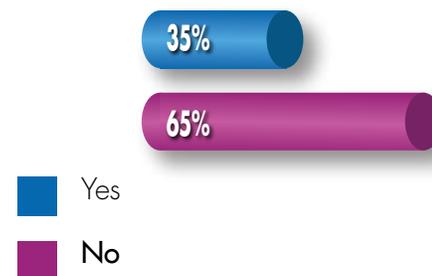


8 Since LinkedIn is the go-to business social network, how frequently do you share a status update post on LinkedIn?



- More than once a week
- Weekly
- Approximately Monthly
- Rarely/Never

9 Have you or do you plan to share video posts?



- Yes
- No

ABOUT EXTREME MARKETING

Merry is a founding partner with Extreme Marketing and a leader in professional services marketing and business development solutions. With over 20 years of experience she provides clients with tools to grow relationships and to successfully identify, court and convert targets into clients. In addition to proven business development and revenue generating programs, Merry designs and implements social media programs, brand development, websites and client satisfaction programs all targeted to generate new business.

With extensive experience in change process management, Merry is often called upon to assist firms implement comprehensive marketing programs. She has interviewed hundreds of clients for large services businesses across the country. Her work includes a variety of training programs in business development, client retention and satisfaction programs, advanced facilitation skills and presentation skills.

Merry has been an active member of the Legal Marketing Association (LMA) serving as national Vice President and Co-Chair of the international LMA conference. She is a frequent national speaker and author and has published articles in numerous national periodicals such as the *National Law Journal*, *Corporate Legal Times*, *ABA Journal*, *Strategies*, *Amlaw Alert*, *Law Firm Governance*, and *Marketing for Lawyers*. In 2012 Merry was inducted into the prestigious College of Law Practice Management.



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