LAW BUSINESS

**Business Consulting For Law Firms
Since 2004**

How do female lawyers generate business via social media networks

A webinar presented by the IBA Women Lawyers' Interest Group

Presentation by Alexander Gendlin
Law Business
14.01.2021

Introduction of the speaker

Alexander Gendlin

- Founder and Managing Partner of "Law Business, Business Consulting For Law Firms"
- Working in the legal industry since 2004
- Wolf Theiss RA (Head of Business Development & Marketing), DORDA RA (Head of Business Development)
- Seminar lecturer at the University of St. Gallen (HSG)
- Publications in Die Presse, Der Standard, Deutscher Anwaltsverein, Legal Tribune Online, TREND, etc.
- Author of the world's first book on law firm rankings: "Compass Law Firms Ranking" - C. H. BECK, MANZ and STÄMPLFI (CH) publishing house.
- Cadre member of UBS and Credit Suisse

LAW BUSINESS
Business Consulting For Law Firms
Since 2004

- Chambers & Co - Placement and improvement in law firm rankings
- Digital law firm marketing and digital sales for law firms
- Law firm marketing, positioning and profitability
- Legal Tech & Law Firm Digitization
- Litigation PR
- Sales coaching & training for partners and lawyers
- Negotiation training for lawyers

Lawyers and Sales

How lawyers generally behave during Sale

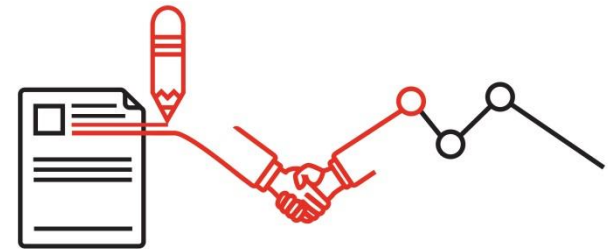### Lawyers generally do not like to sell at all

Risk aversion: Lawyers vs entrepreneurs - Downside vs Upside

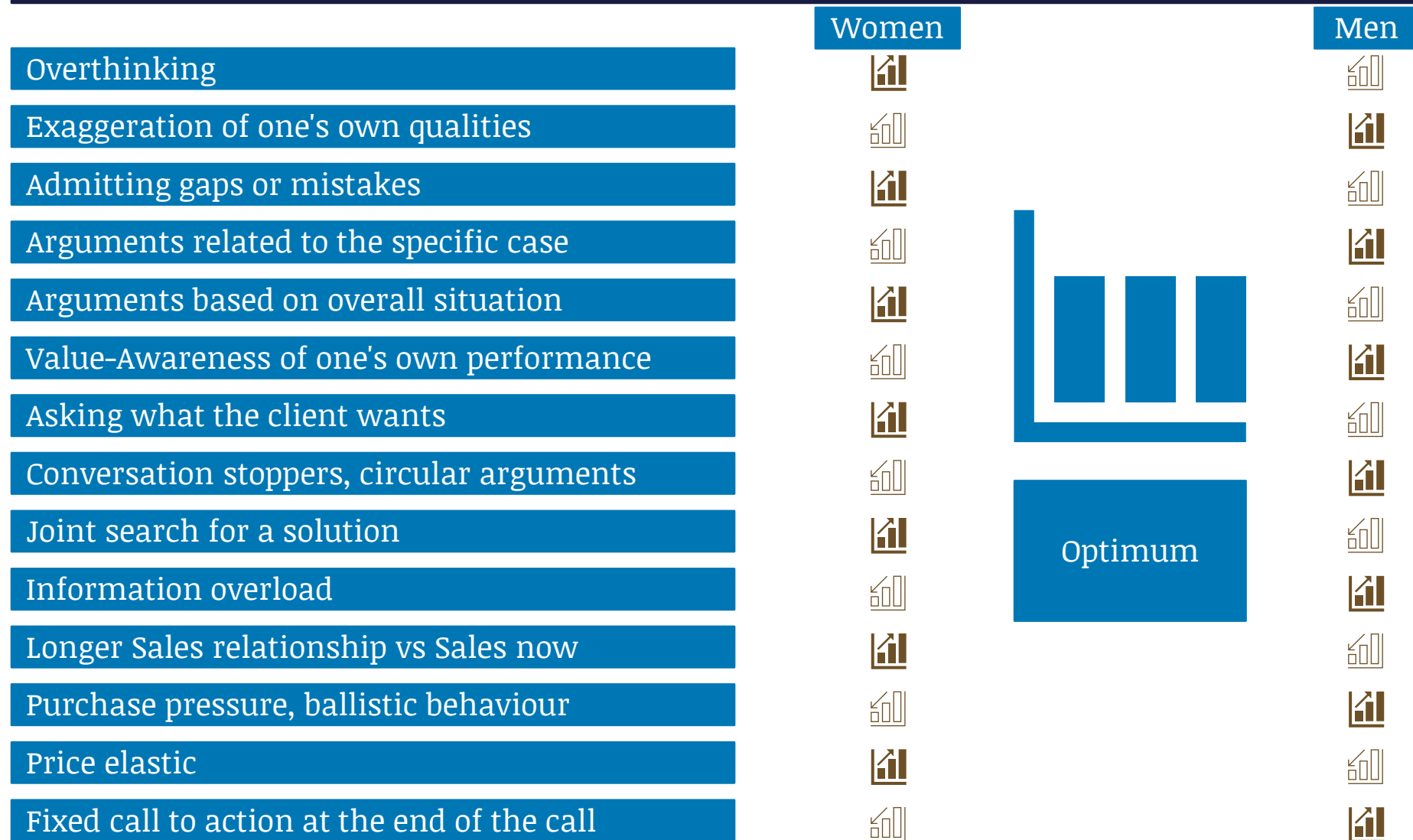### "Live by the book" vs "Outside the box"

Fear of "Sales vs Serious"

Crooked car salesmen

Serious expert

Lawyers and Sales

Sales differences between female and male lawyers – Tendencies

	Women	Men
Overthinking		
Exaggeration of one's own qualities		
Admitting gaps or mistakes		
Arguments related to the specific case		
Arguments based on overall situation		
Value-Awareness of one's own performance		
Asking what the client wants		
Conversation stoppers, circular arguments		
Joint search for a solution		
Information overload		
Longer Sales relationship vs Sales now		
Purchase pressure, ballistic behaviour		
Price elastic		
Fixed call to action at the end of the call		

Optimum

Analysis of the social media networks

	LinkedIn (Microsoft)	Facebook	Twitter
Active User/Month	675 million	2.45 billion	330 million
Age	18-24: 20.3% 25-34: 59.9% 35-54: 16.9% 55+: 3%	13-17: 2.8% 18-24: 15.3% 25-34: 26.3% 35-54: 32.73% 55+: 22.9%	13-17: 9.1% 18-24: 21.6% 25-34: 28.9% 35-54: 28.2% 55+: 12.3%
Gender	43% women, 57% men	54% women, 46% men	30% women, 70% men
B2B campaigns conversion rates	6.1% (World leader) in B2B Responsible for 80 (!) % of all B2B Social Media Leads	4.7% (second overall)	0.9% (third overall)
User	LinkedIn most-used SoMe amongst Fortune 500 companies.	All social groups are represented	All social groups are represented
Most followed	Bill Gates Richard Branson Jeff Weiner (LinkedIn CEO) Ariana Huffington Satya Nadella	Samsung Christiano Ronaldo CGTN (Television Network) Real Madrid Shakira	Lady Gaga Taylor Swift Donald J. Trump Cristiano Ronaldo Rihanna
Devices	57% Mobile	98.3% Mobile	85% Mobile
Motivation	89% Industry trends	88% of Facebook users are on the platform to stay in contact with friends and family	Entertainment, passing time, social interaction
Highest Traffic	Wednesday from 8-10 a.m. and noon Thursday at 9 a.m. and 1-2 p.m. Friday at 9 a.m.	Best time to post between 1pm - 3pm on Thursday and Friday	Best time to post Mondays and Thursdays, 1 pm and 3 pm

Before the start
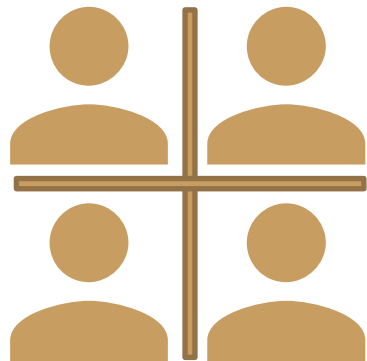
Target Groups	Goals and messages across the target groups	Measured variables

Increasing number of contacts within the target segments

Set profile correctly

Complete and obtain at least 3 recommendations

All Star – This increases the visibility of your own posts by 43%.

Your Dashboard
Private to you

☆ All Star

68	344	52
Who viewed your profile	Post views	Search appearances

💵 **Salary insights**
See how your salary compares to others in the community

🔖 **My items**
Keep track of your jobs, courses and articles

Increasing contact in the target segments

Invitation frequency and acceptance rate – Goal at least middle 4 digits

8,891 followers

Alexander Gendlin **in**
Consulting Law Firms and Patent Attorneys since 2004

First invite acquaintances

Define business target group

Create invitation text

Outsource invitation process to secr., max. 30/day

No automation tools

High invitation frequency, acceptance rate of approx. 60%.

Increasing contact in the target segments

Manage overexposure – Profile viewing options

Increasing contact in the target segments

Manage overexposure – Active status

How to communicate in LinkedIn

Keep LinkedIn professional

https://www.linkedin.com/legal/professional-community-policies
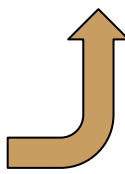
Increasing number of contacts within the target segments

Posts

Short messages

Picture

Link to your own website

Alexander Gendlin
Consulting Law Firms and Patent Attorneys since 2004
8mo • Edited • 🌐

If your law firm website has recently dropped in the Google ranking, it may have been the new core update.

Google Core Update favors "non-legal" wording for Google ranking

👍 5

👍 Like   💬 Comment   ↪ Share   ✈ Send

📊 1,234 views of your post in the feed
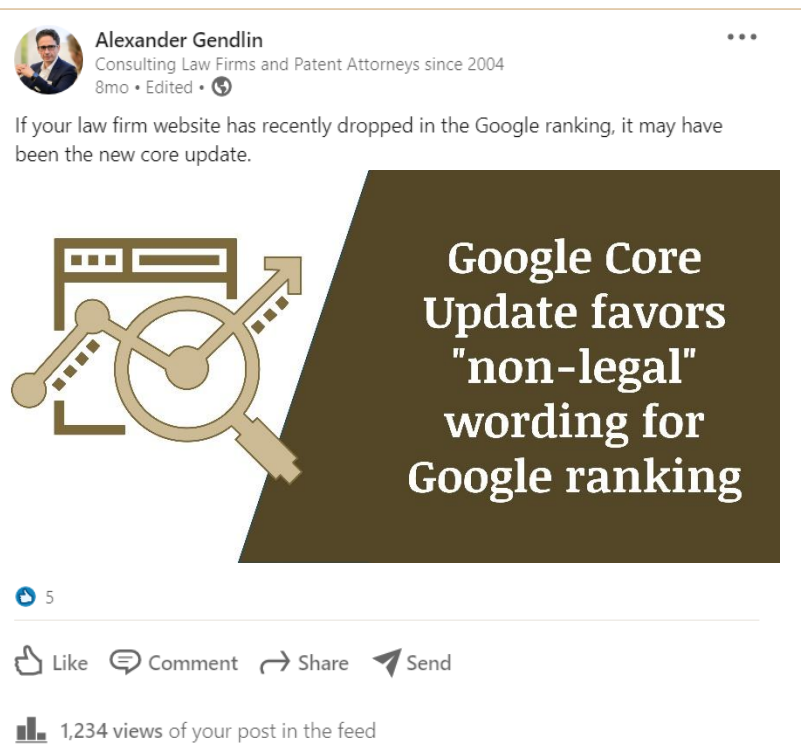
Always up to date

Professional article

Success announcement

Frequency: LinkedIn recommends 20 / month. My recommendation: Max 1 time per week.

Increasing number of contacts within the target segments

Video Promotion and Content

If unsure about success post LinkedIn native videos, not YouTube

People in videos always better than just explainer graphs with charts

Maximum of 30 seconds with links to further material on your website

Concrete content that benefits the target group

No mere announcements such as new partner

Point out own competence and give examples

Attention: Bad videos are also correspondingly more damaging than bad texts

Increasing number of contacts within the target segments

Likes and Comments

Don't like everything with every contact

Professional helpful contributions

Do not blatantly grab attentions for yourself, this is about the poster.

Satya Nadella • Following
CEO at Microsoft
3w •

Vaccine delivery is a complex challenge, and I'm grateful to everyone working tirelessly to address it. FedEx Surround, built on Azure, will help make these critical deliveries more dependable and efficient worldwide.

FedEx | Microsoft

FedEx tracking technologies help ensure the safe delivery of vaccines around the world
Judson Althoff on LinkedIn • 3 min read

13,436 · 157 comments

Like   Comment   Share   Send

As a member of the oil & gas industry, I am proud that our products were used in the manufacturing of the vaccine, the refrigeration of the vaccine, the storage of the vaccine, the injection of the vaccine and for being 100% required for the physical distribution and delivery of the vaccine including all the vehicles carrying the vaccine. #naturalgas #usenergy #factsmatter #thankful

Band Wagon much?

Increasing contact in the target segments

LinkedIn Sales Navigator Additional Search Filters

Lead Filters	Account Filters
Function	Department headcount
Seniority level	Department headcount growth
Years in current position	Company headcount growth
Years at current company	Number of followers
Company type	
Company headcount	
Industry	
Posted content keywords	

Increasing contact in the target segments

LinkedIn invitation text
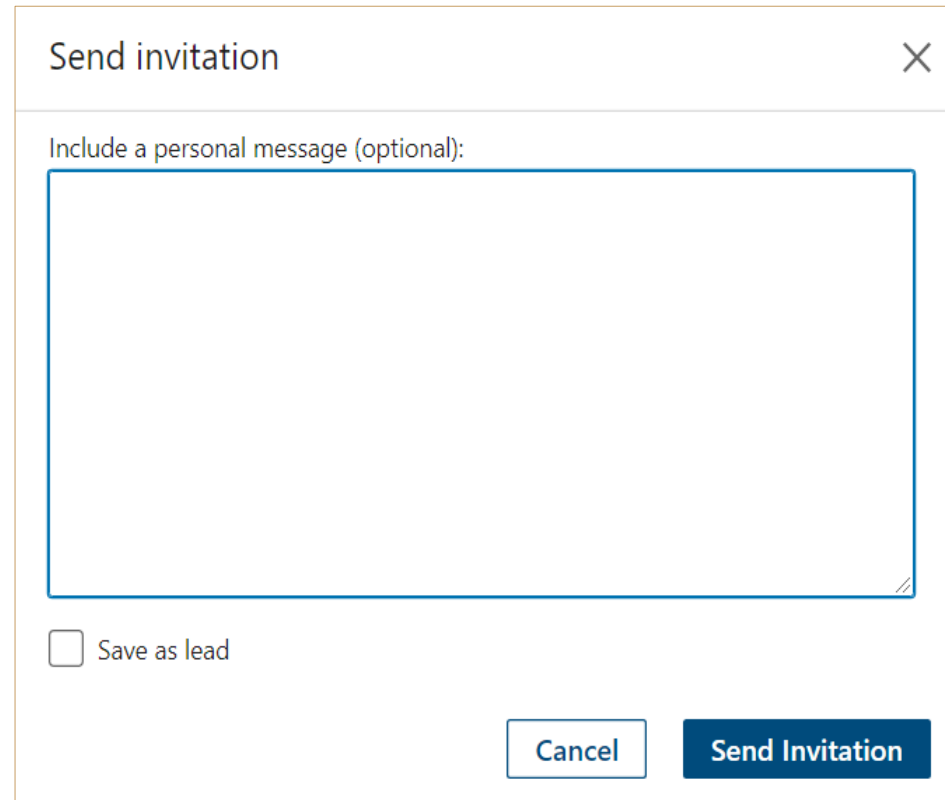
Limit 140 characters, transparent, clear, honest, unintrusive

Not overtly casual and artificially enthusiastic

"Dear Mr/Mrs/Ms Smith, I am a real estate lawyer from London and would be happy about a LinkedIn connection. Best, Angela Jones."

"Dear Mr/Mrs/Ms Smith, as a colleague from country AB I like to expand my legal network outside my country's borders and would be happy about a LinkedIn connection. Best, Angela Jones."

"Dear Mr/Mrs/Ms Smith, we are in the same LinkedIn group ABC - lets connect! Best, Angela Jones."

Send invitation ✕

Include a personal message (optional):

☐ Save as lead

Cancel   **Send Invitation**

LinkedIn Mailing Text

Find a point of reference

Christine Lagarde 🔗 · 1st

+ Follow   · · ·

President of the European Central Bank

2w · 🌐

I am pleased to see that an agreement on post-Brexit trading arrangements between the EU and UK has been reached and can now go to the Council of the European Union for approval and the European Parliament for ratification.
While I still regret the UK's decision to leave, the deal is important especially in this moment of high uncertainty.
Thank you to the negotiating team for trying hard for a deal until the last hour.

👍🌿💗 15,803 · 816 comments

Usable info   References   Call to action

"Dear Ms Lagarde, although I am very happy that a Brexit agreement has been reached, a major legal factor for the Brexit is ABC and will have as consequence DEF. One can avoid this by GHI.

My law firm has been doing GHI for clients such as Brand name 1, Brand name 2 and many others. I myself have published a book on GHI (link). Please see our client's voices at link.

I would be happy to speak to you on that matter free of charge and can send you time-suggestions for a teleconference. Best, Angela Jones."

Creating points of reference – What not to do

New InMail	Using **1** of **60** remaining credits
Subject (required)	
Type your message here...	

InMail

1,900 characters possible

LinkedIn recommends 500

"Dear Mr/Mrs/Ms Smith, you don't know me but please buy something…"

Conducting Sales

Leaving LinkedIn

Specific questions to a possible offer

Never send an offer without talking first – People often do not know themselves what they need exactly

Through questions actual need is revealed

Especially through the hard questions

Conducting Sales

Personal conversation via telecommunication

Before the Sale	Meeting room with resources
	Define goals for the meeting
	Define sales and cross-selling signals
	Define exit scenarios
	Coaching or practise with colleagues
During the Sale	Identify sales signals
	Self-perception (over/underselling etc.)
After the Sale	Define after sale measures
	Record data in a structured way
	Debriefing with coach / colleagues

Thank you for your time!