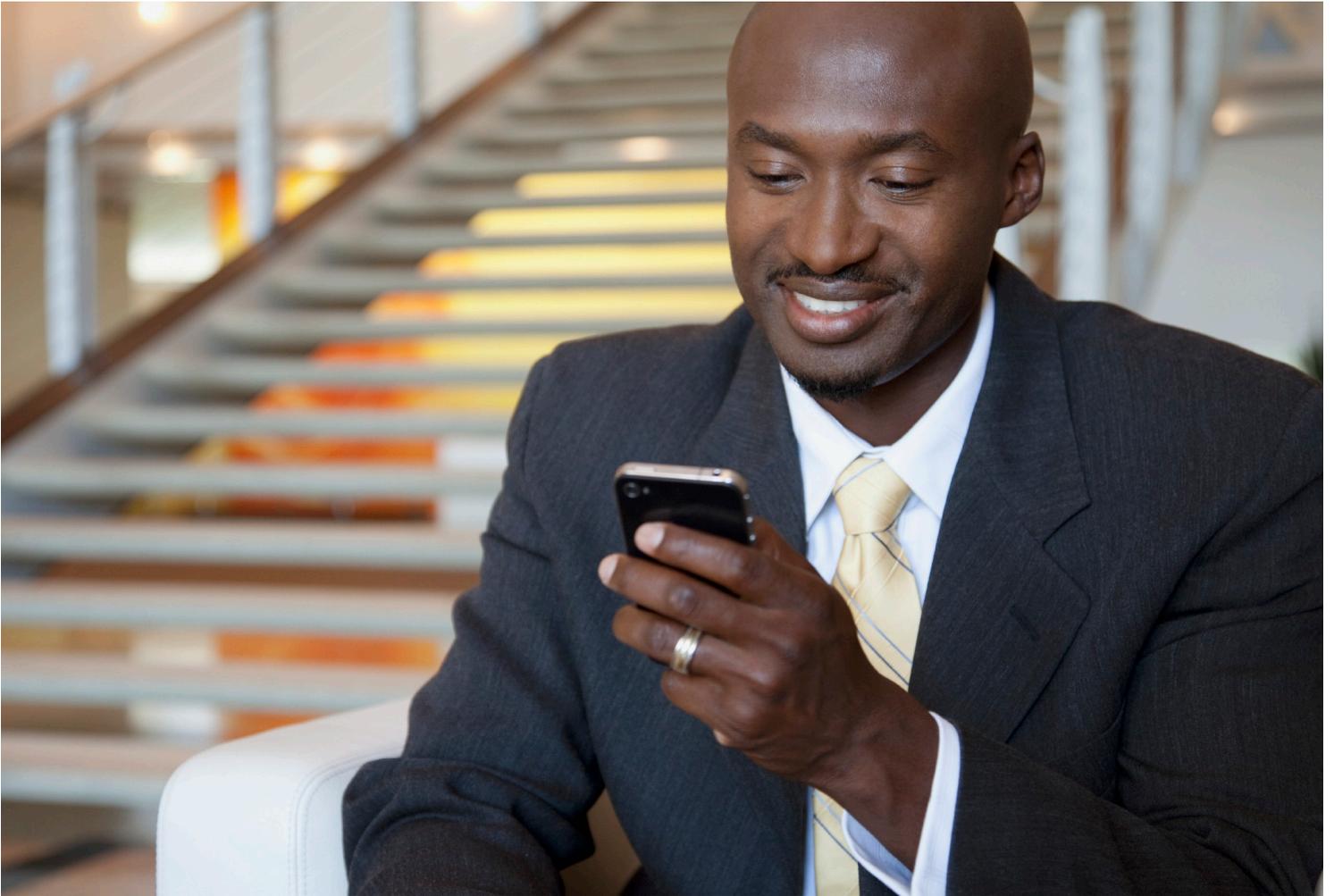


FindLaw®



SOCIAL MEDIA SOLUTIONS  
BE WHERE THE CONVERSATION IS HAPPENING

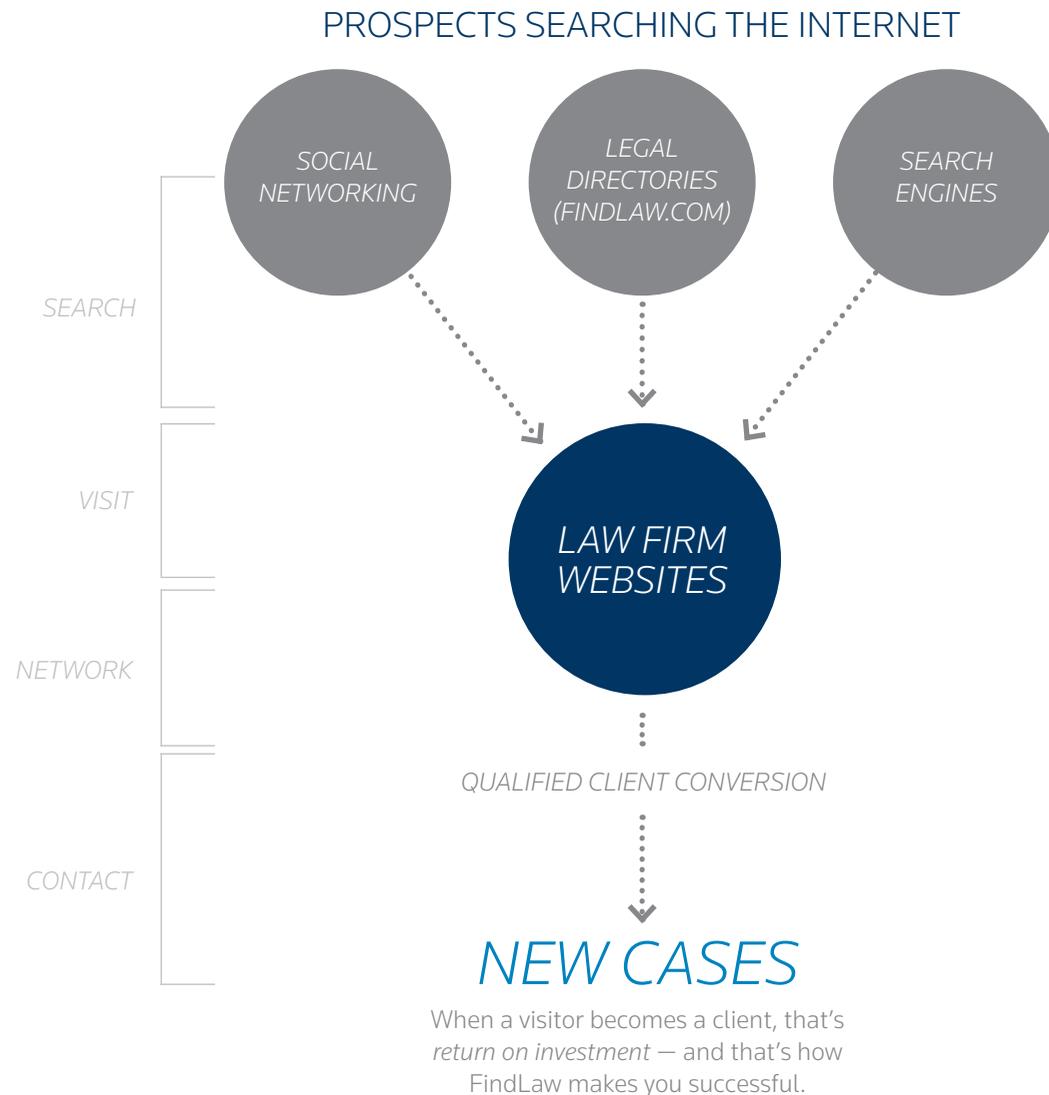


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# WHY FINDLAW?

**WE DELIVER QUALIFIED CLIENTS.**

A combination of experience and dedication, along with well-established assets and capabilities, means FindLaw is the go-to resource for attorneys and law firms seeking a competitive edge and intelligent Web-based solutions. Count on FindLaw to create a customized solution that helps deliver what you need—qualified prospects who become clients.



## CUSTOMER MEASUREMENTS

### STRONG ONLINE PRESENCE

From websites to advertising, FindLaw editors, designers and audience developers will help you create a strong online presence with marketing solutions that attract, support and convert visitors; the more value you add, the more clients will connect with your firm.

### VISIBILITY

Four million people a month visit FindLaw.com looking for legal information or a local attorney.\* When you partner with us, you harness that visibility and the expertise that built it.

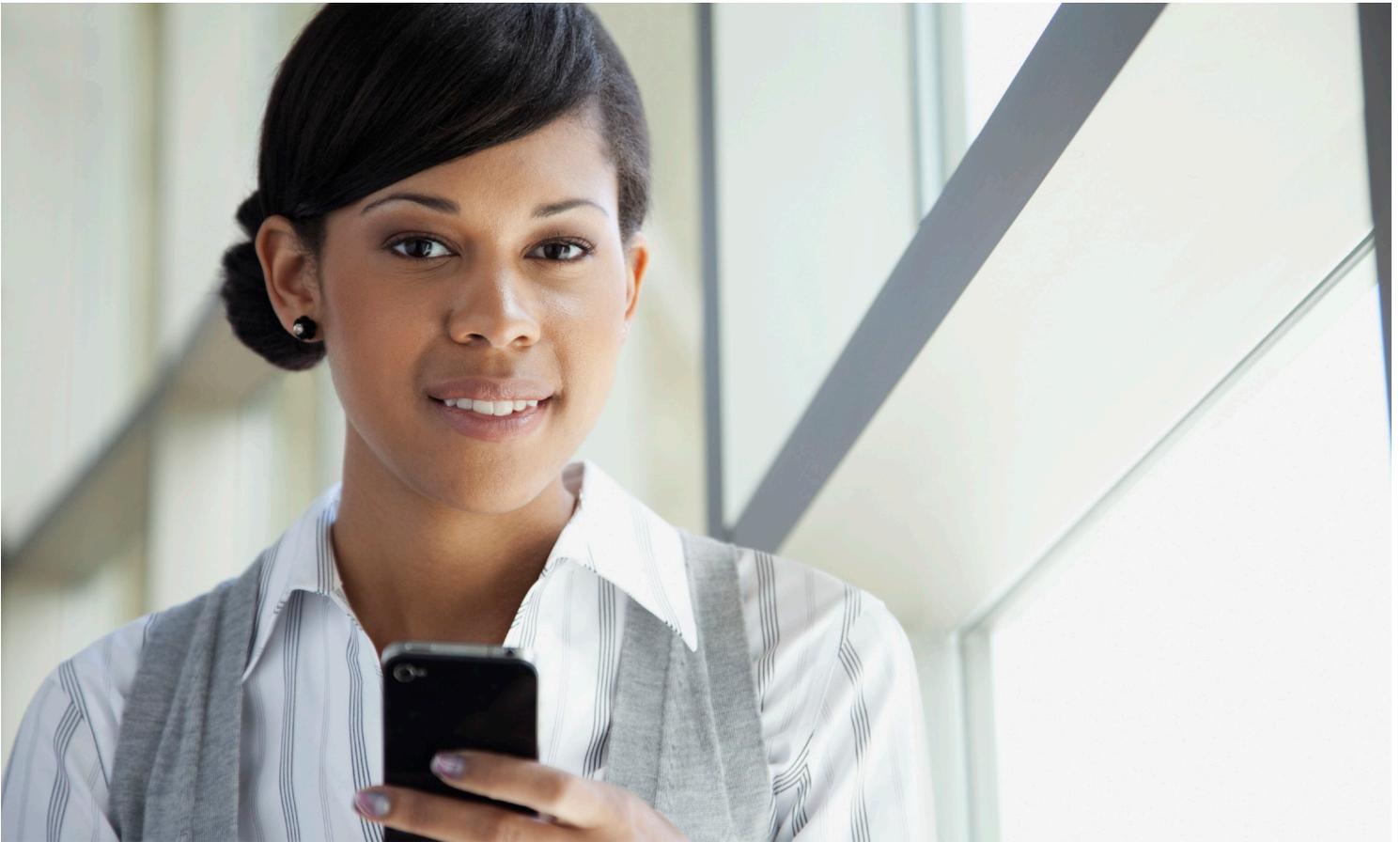
\* Source: Omniture HitBox Traffic Reporting



# LEVERAGE YOUR ONLINE NETWORK

USE SOCIAL MEDIA TO BUILD RELATIONSHIPS AND BOLSTER YOUR BRAND



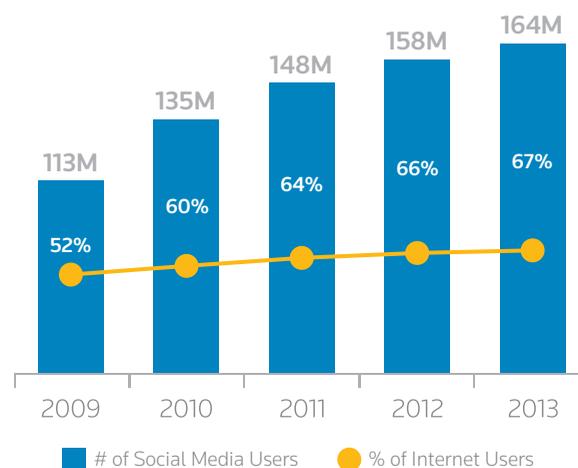


## JOIN THE CONVERSATION

**Increasingly, word of mouth drives business.** Those words are being shared on Facebook, Twitter and other social media websites. By 2013, 164 million users will be participating in social media activities, making up 67 percent of all Internet users.\*

More and more of today's conversations are taking place online. It's important for your law firm to join and positively influence those conversations. In return, your firm will expand its online footprint, enhance its brand, and build a referral network.

SOCIAL MEDIA USERS AND PENETRATION



\*Source: eMarketer, February 2011

\*Source: eMarketer, February 2011

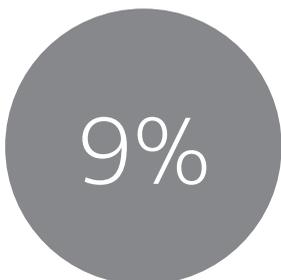
A recent ABA study asked consumers how they find lawyers:\*



would consult  
Facebook



would consult  
a blog



would consult  
Twitter



## YOUR ROADMAP TO NAVIGATING THE SOCIAL MEDIA LANDSCAPE

As traditional word of mouth activities such as referrals and networking events move online, it is increasingly important for law firms to establish a social media presence. Participating helps position your firm as a thought leader and accessible. You'll also generate positive buzz within circles that may expand your networking opportunities and bear new prospects.

Getting established, however, takes a roadmap and resources. With FindLaw Social Media Solutions, we give you the tools

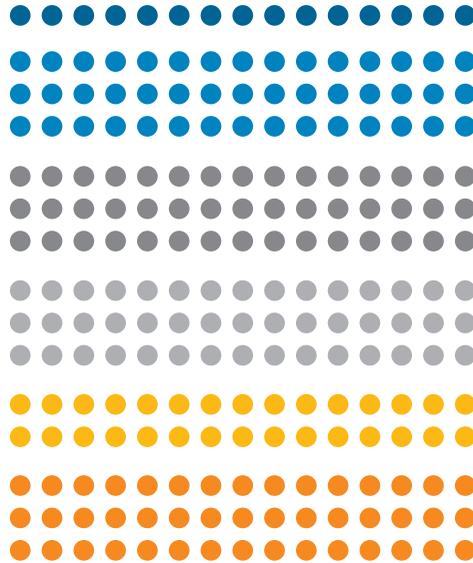
and training to leverage the ever-increasing influence of Facebook, Twitter, LinkedIn, Google+ and other Web-based platforms. Not only do we set up your social media profiles, but we also equip you with a market-leading social media platform and training program as well as network building, alerts and content services. We'll help you create a comprehensive social media strategy that complements your existing marketing activities, ensuring your firm remains a relevant part of the online discussion.

\*Source: ABA, "Perspectives on Finding Personal Legal Services," February 2011

# MAXIMIZE YOUR SOCIAL MEDIA INFLUENCE

FindLaw offers two state-of-the-art social media solutions that build, expand and sustain your online network.

- Profile Setup
- Training Program
- Social Media Manager
- Network Building
- Content Services
- Alert Services



## SOCIAL MEDIA STARTER

Select Social Media Starter, a service that provides the basic tools and knowledge to develop an effective social media strategy.

## SOCIAL MEDIA ESSENTIAL

Subscribe to Social Media Essential, which goes a step further by offering key insights to your progress, and exclusive services that give greater focus and reach to your online activity.

Extend your firm's online footprint, and generate efficient and effective social media activity to influence positive word of mouth with FindLaw's Social Media Solutions.

### PROFILE SETUP

Get an immediate social media presence on popular social media sites like Facebook, Twitter, LinkedIn and Google+. We'll also continue to search for new and relevant channels for your firm and provide suggestions.

### NETWORK BUILDING

Expand your online footprint to include a network of relevant fans, followers and connections—an audience for forging social engagement and exponentially promoting your content.

### CONTENT SERVICES

Use our content creation and idea generation services, based on your firm's geographic location and practice area, to generate engaging social media activity that influences word of mouth and encourages conversations. We'll publish a balanced assortment of content posts and reposts to your profiles up to five times a week to support your social media activity (Essential only).

### ALERT SERVICES

Quickly notify you when your firm has been reviewed or mentioned on the Web.

### SOCIAL MEDIA MANAGER

Manage your social media activity with our robust, exclusive tools. The **Reach and Engagement Views** help you build your network and make relevant posts, reposts and comments, while the **Effectiveness Score** gives you a glimpse of how well you're leveraging social media to drive word of mouth.

### TRAINING PROGRAM

Respond quickly to the dynamic nature of social media marketing with our Social Media Training site, which offers product information, answers to frequently asked questions, and a repository of best-practices articles.

# MAKE THE MOST OF YOUR TIME

## MONITOR AND MEASURE YOUR IMPACT WITH MARKET-LEADING TOOLS

### Social Media Manager

Use this one-stop shop as a central location for managing your social media activity. Nowhere else in the marketplace will you find a more robust set of tools for reaching and engaging a broader online audience.

#### EFFECTIVENESS SCORE

Offers a snapshot of how well your firm is leveraging social media to drive word of mouth.

#### SUMMARY VIEW

Gauges your social media activity against targets and benchmarks, guiding you toward a more effective overall approach (Essential only).

#### REACH VIEW

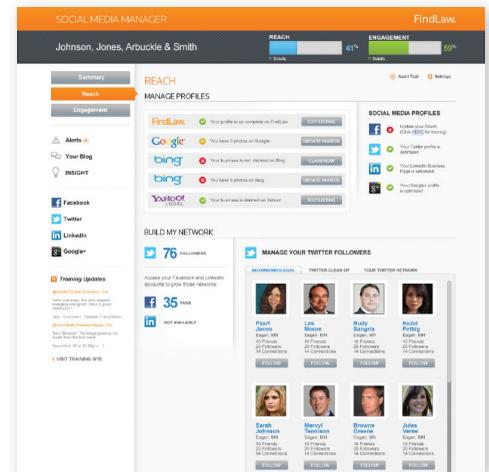
Helps you manage your social media and general Web profiles, as well as build your social media network. Together, these activities will expand your online footprint.

#### ENGAGEMENT VIEW

Enables you to post, repost and comment, so you can efficiently engage in online conversations. You'll increase your brand awareness, positively influence your online reputation and build relationships that may lead to potential cases.

#### ALERTS

Notifies you via your platform, email and SMS text about recent firm reviews that appear on the Web.



### Social Media Training Program

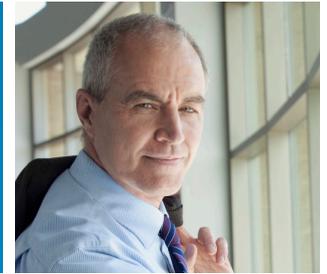
We keep you plugged into social media best practices and leading-edge industry thinking with our exclusive, ongoing training program. Housed within our training website is information on our products, answers to frequently asked questions, and a rich repository of quickly searchable, archived articles.

The big picture? We'll teach you how to write superior social media content, how to best manage your reputation, and how to maintain your social media profiles.

You can depend on our team of social media experts to help you generate fresh content and ideas, providing the support and resources you need to build and sustain your online presence. As the concept of social media marketing continuously evolves, we'll make sure your firm evolves with it.



## SOCIAL MEDIA ESSENTIAL



### PROVIDING THE TOOLS AND RESOURCES TO SUSTAIN YOUR SOCIAL MEDIA STRATEGY

This comprehensive suite of advanced tools and services drills down into your social media strategy to help you evaluate how you're doing, and how you can do it better. You'll also get ongoing network building activities and content services that save you time, multiply your online connections, and ensure your firm stays fresh and current. The result? Increased brand awareness, further establish your firm's expertise, and build quality relationships that may lead to potential cases. Most importantly, you'll position your firm to be included among the 500 billion "word of mouth" impressions happening each year in the U.S. via social media.\*

#### SET UP YOUR PROFILES

We'll get you onboard with the biggest, highest trafficked platforms, such as Facebook, Twitter, LinkedIn and Google+.

#### ANALYZE YOUR OUTPUT

Your **Social Media Manager** provides a central location for the management of your social media activity, helping you and your law firm engage and reach a broader online audience. You'll gain access to exclusive tools and robust training to be effective and efficient.

Included are:

- **Effectiveness Score** – offers an at-a-glance assessment of how well your firm is leveraging social media to drive word of mouth.
- **Summary View** – measures your personal activity against targets and benchmarks, guiding your firm toward more effective social media activities.
- **Reach View** – helps you manage and maintain your social media profiles and further build your network.
- **Engagement View** – enables a firm to efficiently engage in online conversations by posting and reposting content and commenting.
- **Alerts** – notifies you via your platform, SMS and email text about recent firm reviews that appear on the Web.



### NETWORK BUILDING

Social media isn't just a numbers game. You'll wield its power and influence best when you connect with people who really care about and listen to what you have to say. We'll help you identify relevant social media users to follow as well as help you cultivate your online audience, exponentially creating opportunities for social engagement and promotion of your content.

### BOLSTER YOUR CONTENT

Social Media Essential gives you additional assistance to strengthen and sustain your online presence. We'll deliver approximately five practice area specific posts or reposts per week. You'll also gain greater opportunities to promote your firm on FindLaw.com, where each month four million people visit for legal information. We also help you monitor how users interact with your social media content including comments, retweets, and clicks on links.

### LEARN BEST PRACTICES

You'll tap into FindLaw's robust, proprietary Social Media Training site, which includes product information, frequently asked questions, and an overview of industry trends. You'll also gain access to a rich repository of articles that cover topics such as best practices for writing social media content, reputation management recommendations, and social media profile maintenance.

### BUILD A COHESIVE, UNIFIED BRAND

We'll integrate your social media strategy across your firm's online properties, including FindLaw website, FindLaw Profile, and more, so visitors, colleagues and prospects experience a consistent, integrated, and professional brand impression of your firm.

\*Source: Forrester, Peer Influence Analysis, April 2010

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For more information,  
contact your FindLaw consultant  
1-866-443-4635.



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# SOCIAL MEDIA STARTER



## DELIVERING THE BUILDING BLOCKS FOR A SOLID SOCIAL MEDIA STRATEGY

The conversation has moved online. In fact, there are millions of them, going on at all hours of the day and night.

Influencing conversations about your firm and staying relevant means building a presence in social media. Indeed, a recent survey revealed 93 percent of social media users believe a company should have a social media presence.\* With Social Media Starter, we'll give you the basic tools and training to set up, optimize and integrate your firm's profile across key channels. Going beyond mere account creation, we'll equip you with barometers for monitoring the effectiveness of your strategy and a market-leading platform to enable effective and efficient social media activity.

### SET UP YOUR PROFILES

We'll get you onboard with the biggest, highest trafficked platforms, such as Facebook, Twitter and LinkedIn.

### MANAGE YOUR ACTIVITY

With the **Social Media Manager**, you'll have a central location for managing your social media activity, saving you time. The **Reach and Engagement Views** are portals for adding relevant posts, reposts and comments, while the **Effectiveness Score** gives you an overall glance at how well your firm is leveraging social media to drive word of mouth.

**SOCIAL MEDIA MANAGER** FindLaw

Johnson, Jones, Arbuckle & Smith

**REACH** 41% **ENGAGEMENT** 80%

Summary | **Reach** | Engagement

**MANAGE PROFILES**

- FindLaw: Your profile is up complete on FindLaw. [MANAGE LISTING]
- Google: You have 5 photos on Google. [EDIT LISTING]
- bing: Your business is not claimed on Bing. [CLAIM LISTING]
- bing: You have 0 photos on Bing. [EDIT LISTING]
- Yahoo! LOCAL: Your business is claimed on Yahoo! [MANAGE LISTING]

**SOCIAL MEDIA PROFILES**

- Facebook: Update your OAuth. [Click HERE for training]
- Twitter: Your Twitter profile is optimized.
- LinkedIn: Your LinkedIn Business Page is optimized.

**BUILD MY NETWORK**

76 FOLLOWERS

Access your Facebook, LinkedIn and Google+ accounts to grow those networks.

35 FANS

NOT AVAILABLE

**MANAGE YOUR TWITTER FOLLOWERS**

RECOMMENDED USERS | TWITTER CLEAN-UP | YOUR TWITTER NETWORK

Profile Name	Location	Friends	Followers	Connections	Action
Pearl Jones	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Les Moore	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Rudy Sangria	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Hazel Pettig	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Sarah Johnson	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Meryll Tannison	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Browne Greene	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]
Julie Verne	Eagan, MN	10 Friends	20 Followers	14 Connections	[FOLLOW]



## SOCIAL MEDIA STARTER

### LEARN BEST PRACTICES

You'll tap into FindLaw's robust, proprietary Social Media Training site, which includes product information, frequently asked questions, and an overview of industry trends. You'll also gain access to a rich repository of articles that cover topics such as best practices for writing social media content, reputation management recommendations, and social media profile maintenance.

### BUILD A COHESIVE, UNIFIED BRAND

We'll integrate your social media strategy across your firm's online properties, including FindLaw website, FindLaw Profile, and more, so visitors, colleagues and prospects experience a consistent, integrated, and professional brand impression of your firm.

### INTEGRATED CONTENT PROMOTION

For clients with qualified Blog Services and Web Advantage product, FindLaw will automatically promote your blog posts and articles across your social media profiles as well as FindLaw.com for maximum accessibility.

\*Source: Econsultancy, July 2009

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Visit [LawyerMarketing.com](http://LawyerMarketing.com)

For more information,  
contact your FindLaw consultant  
1-866-443-4635.



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## FINDLAW'S INTEGRATED SOLUTIONS DELIVER QUALIFIED CLIENTS

### BLOG SERVICES

FindLaw Blog Services capitalize on the growing importance of social media, enabling law firms to attract new clients with fresh, keyword-rich content.

### ONLINE ADVERTISING

Each month, four million people visit FindLaw.com for legal information or to find an attorney\* — resulting in qualified leads for the law firms that advertise there.

### FIRMSITE® WEBSITES

We design websites with your business objectives in mind, so you convey your unique professional image to potential clients and target just the right kinds of cases.

### CUSTOM VIDEO PRODUCTION AND DISTRIBUTION

59 percent of consumers say video makes them more likely to call a law firm.\*\* From planning to production, FindLaw delivers high-quality custom video.

### WEB ADVANTAGE

Even in highly competitive markets, our advanced Search Engine Marketing strategies can drive a higher volume of qualified prospects to your firm.

### CONVERSION SOLUTIONS

Add the power of engagement to your firm website. Use online chat to stop the shopping experience, and quickly convert passive visits into active business prospects.

### SOCIAL MEDIA SOLUTIONS

Extend your firm's online footprint, influence positive word of mouth and generate efficient and effective social media activity with FindLaw's Social Media Solutions.

\* Source: Omniture HitBox Traffic Reporting

\*\* Source: FindLaw Consumer Online Survey, 2007

## FIND THE SOCIAL MEDIA SOLUTION THAT'S RIGHT FOR YOU

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Your local FindLaw consultant will help you plan the best approach to network with potential clients.

**(866) 44-FindLaw (866) 443-4635 | [LawyerMarketing.com](http://LawyerMarketing.com)**



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