



## Customized Social Media for Plaintiff Attorneys

*Leverage award-winning content from the Let America Know e-newsletter program with a level of social media service that is right for you.*

### Nurture Relationships the RIGHT Way

Lots of lawyers do social media, but very few lawyers do social media *right*. With any of our five **LAKconnect** social media packages, you can create a professional and engaging presence on Facebook, Twitter, LinkedIn, Google+ and Google My Business that fits your social media IQ.

Choose from the following plans:

#### **DIY Basic**

Receive eight prewritten posts each month based on *You Should Know*, the flagship Let America Know e-newsletter for plaintiff attorneys. Simply cut and paste each post and the suggested link directly into any or all of your social media platforms. Several of the posts are written to drive traffic to the online version of your Let America Know newsletter. Up your game even more by customizing each post with your own spin. Investment: \$25/month (free with \$49.95/month LAK membership)

#### **Autopilot Starter**

Don't have the time (or patience) to set up a schedule for your monthly Let America Know social media posts? Then let us do it ALL for you! Engaging Let America Know posts will automatically appear twice a week every month in the social media accounts of your choice, including Facebook, Twitter, LinkedIn or Google+ Knowing that posts with images draw more likes and shares, we will also include appropriate images with each post. Investment: \$90/month (*\$67/month Select Member Pilot for six months*)

#### **Autopilot Booster**

Start with Autopilot Starter and kick it up a notch with a monthly boost as well. Let America Know will evaluate your monthly social media posts and identify a post to boost on Facebook, increasing your exposure and reach beyond your existing page followers. Each boosted post can be targeted to new followers based on geographic, demographic and lifestyle characteristics. No additional work on your behalf, just additional results. Investment: \$150/month (*\$112/month Select Member Pilot for six months*)

#### **Custom Marketer**

Like the Let America Know e-newsletter, each of our prewritten posts focuses on the health, safety and legal rights of your followers. Each post will reflect positively on your professionalism and knowledge. But if you really want to take your social media

presence to the next level, you should put the *social* in *social media* by sharing information about yourself and your practice.

To that end, the *Custom Marketer* level includes one planning/consulting meeting each month with Let America Know writers and you or your staff to discuss posts from your practice, your accomplishments, your public service activities, your events ... really anything that better connects you with your followers. We will then draft four customized posts with suggestions for eye-grabbing graphics and, once approved, sprinkle them throughout your schedule of eight monthly newsletter posts.

Building audience by adding new likes and followers is also a social media imperative. Thus, we will identify your best performing Facebook posts each month and apply a \$25 boost to one top performer. Each boosted post can be targeted to new followers based on geographic, demographic and lifestyle characteristics. Investment: \$199/month (\$149/month *Select Member Pilot for six months*)

### **Google Post Gold**

Most law firms depend on Google search to generate a significant number of potential clients each month. A critical link in that chain is the Google Knowledge Panel, the box that displays photos and key information from your law firm in the right column of Google's local search results page. Clicks to your website, calls to your office and requests for directions are generated directly from the Knowledge Panel.

THE BIG NEWS! Google recently added a powerful new marketing tool to the Knowledge Panel called Google Posts. Essentially mini-billboards for your practice, these posts run every seven days and include customized images, content and links. With *Google Post Gold*, we will work with your marketing team to create a new Google post for your Knowledge Panel each and every week. We will also monitor your Knowledge Panel metrics and track the best performing posts for future placement.

Of course, you will also receive all the social media services included in the *Custom Marketer* level as part of your *Google Post Gold* membership. Investment: \$299/month. (\$224/month *Select Member Pilot for six months*)

### **Why Let America Know?**

Good question. There are plenty of other companies out there that provide many of these same services. What we have that they don't is Let America Know trust earned over more than eight years publishing e-newsletters for hundreds of plaintiff attorneys throughout the country. Add to that our content partnerships with several state trial associations and the American Association for Justice and you know this is content vetted exclusively for plaintiff attorneys.

Choose LAKconnect to market your practice AND improve the image of the trial lawyer profession.