

Chicago Daily Law Bulletin®

Volume 158, No. 252

Strong marketing requires the 'follow-up'

One of the most difficult and important tasks in attorney marketing is what I term the "follow-up." The best "follow-up" is one that involves providing information to a contact that furthers the business needs of that contact.

For example, in the last two weeks, I presented two seminars on the issue of social media law. The seminars attracted a number of clients and potential clients, and by the evaluations, were extremely well-received. After all the hard work that went into those presentations, the task I am now facing is turning my new contacts into new business for both me and my law firm. I know from experience that this can only be achieved with the "follow-up."

Some strategies and ideas for "follow-ups" that can result in better business relationships include:

- Find a way to connect with contacts who value the information that you can provide. As an employment attorney and litigator, I regularly counsel on issues relating to employees' use and misuse of social media in the workplace. I have authored numerous social media policies for my clients. I know this is a rapidly changing area of the law that is of interest to business of all kinds today.

As such, I put together a seminar that I presented to clients that covered new developments in the law and suggested strategies for implementing

enforceable social media policies. I also reached out to new contacts through trade associations and community groups in which I participate and let them know about my presentation.

- Be available to answer basic questions after any seminar or presentation. After my most recent seminar, two prospects approached me after all of the other participants left to ask for general advice on drafting a social media policy in their workplace in light of recent cases I had discussed.

I explained that social media policies that generally prohibit the use of defamatory or discourteous language could be deemed violative of the National Labor Relations Act's protection of employee communications regarding the terms and conditions of employment.

I also provided general suggestions for drafting enforceable policies. In the next couple of weeks, I plan to followup with

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MARGO'S MASTER PLAN



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these and other contacts from the seminar for coffee or a meal to have an even more specific discussion about their business needs in this area of the law.

- Make a regular practice of updating contacts on new developments in the law. Now that I have a list of contacts with an interest in social media law, I will endeavor to send those contacts information and new case law that could affect their business. Keeping up to date on the law takes time, but it ensures that I will be ready to tackle any new issue or new client in this area.

- Enlist the help of other clients and other attorneys at your firm who may have information of interest to your contacts.

For example, my firm now has a group that offers services in the area of Internet litigation. Attorneys in this practice have experience in corporate and intellectual property law, which, along with my area of expertise in employment law, can be relevant in drafting and enforcing social media policies in the workplace. I can provide a service to my contacts by connecting them with these skilled attorneys who have an expertise outside of my own practice.

- Do not hesitate to ask for business. After providing my new contacts with general information to help them understand social media law, the last step in the process is to communicate to those contacts the specific legal work that I can perform and how that work can help their business.

It makes sense that the attendees at a social media law seminar would be in need of assistance in drafting a social policy and counseling employees on that policy. However, I know that I need to ask for business to get the business. Reminding my contacts and clients that now is the time to put a social media policy in place and that I am the one best positioned to perform that task for them is probably the most important step in the "follow-up."

By my work and diligent "follow-up," I hope to continue to expand the number of businesses that I can help comply with the law and better manage their employees.