



“Social Media Marketing for Lawyers”

By Foong Cheng Leong

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Agenda

What can your legal practice generate from social media?

How to leverage social media for your legal practice?

Case Study: What has Malaysian lawyers benefited from social media.

Key to successful campaign



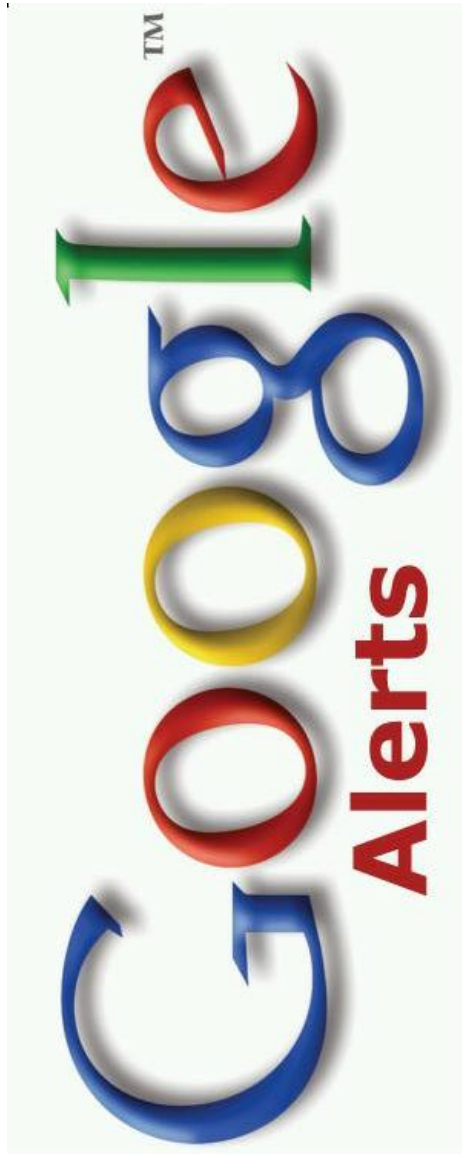
- Target Market
- Business sources?
- Read
- Write
- Thick skin

What can social media generate?

- Leads
 - Direct or indirect clients
 - Speaking / Writing arrangements
 - Potential Employees?
- Goodwill and reputation
 - Brand awareness
 - Expertise awareness

How to leverage social media for your legal practice?

<p>Social Marketing Management</p> <p>shoutlet, SYNCAPSE, vitruve, Involver, hootsuite, Social Publishing Platforms, Flowtown, Spreadlax, awareness, tweet, tapli, Socialware, hearsay, MUTUALMIND, SPROUT SOCIAL, offerpop, Social Promotion Platforms, Social Amp, Seismic, Strutta, votigo, FanZilla, SocialAppHQ, extole, CaumSea, Zuberance, BuzzAgent, CaumSea</p>	<p>URL Shorteners</p> <p>bity, tinyurl.com, TinyURL.com</p>	<p>Stream Platforms</p> <p>UberMedia, TweetDeck, twinn, Aol Lifestream...</p>	<p>Twitter Apps</p> <p>btwitpic, tweetmeme, StockTwits, wefollow, Listorious, Cadmus, flikipl, tweetvid</p>
<p>Social Advertising Platforms</p> <p>TBG, Lexity, spruceMEDIA, Acceptly, BLING, epic social, SOCIALTYZE, nanigans, SAM, Taykey, Ybrant, KENSHOO, Marin, EfficientFrontier</p>	<p>Analytics</p> <p>AWM.SM, bluefin, kontagent, Campaigner, mizpanel, COUNTRYS, webtrends</p>	<p>Content Curation</p> <p>hunch, memolane, Summry, Storyfy, Flipkart, SkyGrid</p>	<p>Facebook Apps</p> <p>BranchOut, snapto, smile, causes, booshaka, LIKEMSTER, badoo</p>
<p>Social Ad Networks</p> <p>OnePlot, rockyou, across, LIFESTREET, rockyou, AGRAPH, meck, degrees</p>	<p>Social Brand Engagement</p> <p>social/vibe, mylikes, adly, appsavvy, DynamicSocial, sharethrough</p>	<p>Social Commerce Platforms</p> <p>Payment, Moontoast, SHOP TAB, Live Gamer, dotbox, Storenvy, shopigniter, FLUID, VendorShop, e-wala, malyon</p>	<p>Facebook Gaming</p> <p>Playdom, zynga, MeebGames, socialpoint, DIETA, SUPERFRISKY</p>
<p>Social Intelligence</p> <p>PostRank, Trendr, ATTENTIVITY, VISIBLE, actively, volvox, colligent, synthosis, brandwatch, ALTERNIAN, NETBASE</p>	<p>Social Scoring</p> <p>KLOUT, empire/ence, PeerIndex</p>	<p>Social TV</p> <p>PHILIP, DASH, missa, DefBlue, clipsync, INFO-NEW, tweekfish</p>	<p>Social Search & Browsing</p> <p>TOPSY, Search, Ashbank, StumbleUpon, greplin, spokeo</p>
<p>Social Business Software</p> <p>lithium, jive, intelligent, External (Customer) Facing, Ingage, Satisfaction, LeverageSoftware, huddle, Internal (Employee) Facing, cubetree, acquia, xlool, Yammer, maxie, socialcast</p>	<p>Blogging Platforms</p> <p>Cumbla, posterous, Blogger, WordPress, Joomla!</p>	<p>Social/Mobile Apps & Games</p> <p>Waze, LIME, Foodspotting, glu, iFIS, refero, glogland, iFIS, iFIS</p>	<p>Social Networks - Other</p> <p>LinkedIn, TAGGED, my, plawo, Path, HUBBO, orkut, Google+, #hashable, renren, friend.ly</p>
<p>Social Data</p> <p>GNIP, DATASIFT, RapLeaf</p>	<p>Community Platforms</p> <p>GRUUPS, Tack Apps, mixit, groupit</p>	<p>Social Shopping</p> <p>GiantHerd, Zazzy, zappli, Swipoly, LOCKERZ, SUPPLY, iBooker, iBooker</p>	<p>Content Sharing (Reviews/Q&A/DocShare)</p> <p>topix, yelp, Angie's list, Scrib, fotopedia, DocShare</p>
<p>Social Ad Networks</p> <p>OnePlot, rockyou, across, LIFESTREET, rockyou, AGRAPH, meck, degrees</p>	<p>Social Referral</p> <p>socialref, socialref, socialref, socialref</p>	<p>Plug-ins/Widgets</p> <p>bunt, ShareThis, spinback, jonvon, Tearing, echo, PowerReviews, widgetbox</p>	<p>Photo Sharing</p> <p>SmugMug, flickr, Daphnoshed, ZangZing, iStockphoto</p>
<p>Social Ad Networks</p> <p>OnePlot, rockyou, across, LIFESTREET, rockyou, AGRAPH, meck, degrees</p>	<p>Traditional Publishers</p> <p>ABC, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, AOL, CONDÉ NAST</p>	<p>Community Platforms</p> <p>GRUUPS, Tack Apps, mixit, groupit</p>	<p>Photo Sharing</p> <p>SmugMug, flickr, Daphnoshed, ZangZing, iStockphoto</p>



email updates of
the latest relevant
Google results
(web, news, etc.)
based on your
choice of query or
topic

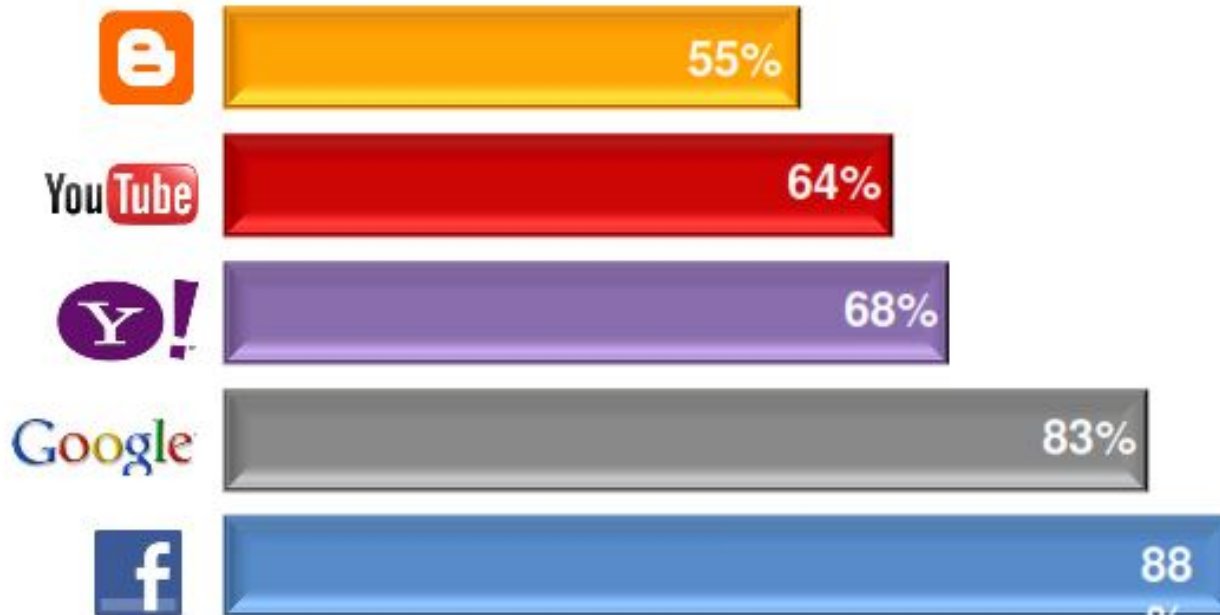


Internet population

Malaysia population - 26,160,256

64.7% of Malaysian use the Internet. Internet users - 16,900,000

(%Reach)



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Over 13 million users
- Malaysia ranks 17th in the world
- 76% of Internet population use Facebook
- 49% of users log in daily
- Average number of friends: 364

Source: eGroupM Malaysia

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

53% Male – 47% Female

18 – 24 makes up 35% of users

25 – 34 makes up 28%

35 – 44 makes up 11%

Source: eGroupM Malaysia

Linked



eConnection

eGroups



Chinese Attorney (who works if commerce (export/import laws)...


Hello Linkdein friends, I would like to know if you provide a recomendation for a law office in Beijing, China, who works if commerce (export/import laws).Please send me your references.

Thank you

19 hours ago

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Estimated Malaysian users : 700,000+

LinkedIn usage in 2011 by the UK top 50 law firms

Rank (by fee income)	Firm	UK LinkedIn page	Personnel on LinkedIn 2011
1	Clifford Chance	http://www.linkedin.com/company/3954	2,589
2	Linklaters	http://www.linkedin.com/company/4304	2,654
3	Freshfields Bruckhaus Deringer	http://www.linkedin.com/company/4782	2,153
4	Allen & Overy	http://www.linkedin.com/company/4600	2,869
5	DLA Piper*	http://www.linkedin.com/company/4422	4,493
6	Lovells	http://www.linkedin.com/company/5829	2,025
7	Herbert Smith	http://www.linkedin.com/company/7278	1,164
8	Slaughter & May	http://www.linkedin.com/company/13912	350

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Fashion snaps from news sites: a copyright fair dealing or infringement?

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In late September 2011, Kate Middleton, the Duchess of Cambridge, wore a Collette Dinnigan dress to the wedding of a close friend. Dinnigan, understandably keen to publicise this, had her press agency issue a media release which included photographs of the Duchess wearing the dress. The photographs belonged to Ikon Pictures, a

London-based agency. A copyright fair dealing for the purpose of reporting the news, or copyright infringement? Read on... [read more »](#)

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Personal Data Protection Act to be introduced next year

By LOH FOON FONG
foonfong@thestar.com.my

KUALA LUMPUR: The long awaited Personal Data Protection Act 2010 will be enforced next year.

Information, Communications and Culture Minister Datuk Seri Dr Rais Yatim said the Ministry was in the process of getting "the right personnel with the right expertise" to set up the Personal Data Protection Department.

The Act was gazetted into law in June last year.

Dr Rais said the Act, when enforced, would safeguard people's personal information from being abused by organisations that collect and process personal data of individuals.

He said this after the Get Malaysian Business Online (GMBO) launch Tuesday.

[Source: The Star Newspaper]

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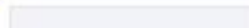


Key Dates



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Personal

@Ambiga_S - 12,600
@edmundbon - 4,500
@syahredzan - 3,300
@malikimtiaz - 2,600

Firms

@Allen & Overy - 8,000
@DLA Piper - 7,400
@Allens & Linklaters - 2,500
@Taylor Wessing - 2,300
@FCLCo - 89

Court?

@illinoiscourts - 2,300
@SupremeCtofPA - 1,500



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Apps?



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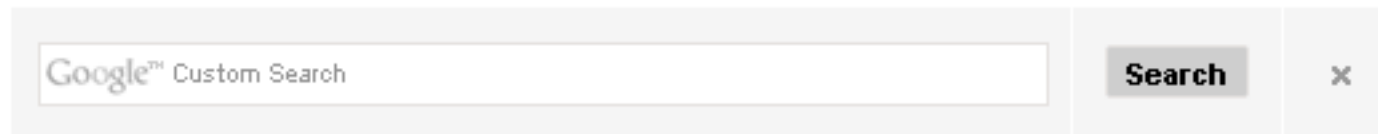
UNREPORTED CASE LAW

SEARCH

Foong Cheng Leong & Co – Unreported Case Law Searches

Search unreported cases from the Malaysian High Court, Court of Appeal & Federal Court.

The search box below will provide search results from the Malaysian Courts website. For example, if you are searching for case regarding trade marks, insert the words "trade marks" in the textbox below and click on the "Search" button. The search will yield all indexed pages with the words "trade marks" and may include unreported cases where the words "trade marks" is mentioned.



The image shows a search bar with a light gray background. On the left is a text input field containing the text "Google™ Custom Search". To the right of the input field is a dark gray button with the word "Search" in white. Further to the right is a small gray square button with a white "x" symbol, used for clearing the search.

The search is powered by Google Custom Search API. The Google Custom Search API currently limits searches to 100 results per query, and 100 free queries per day.

To refine your searches, please read the [advance search operator](#) for details.

<http://foongchingleong.com/foong-cheng-leong-co-unreported-case-law-searches/>

trade marks|

Search

x

All

High Court Cases Only

Court of Appeal Cases Only

Federal Court Cases Only

About 116 results (0.26 seconds)

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Apr 16, 2012 ... trade marks to the Applicant together with the goodwill of the ... The Applicant had been recorded in the Register of **Trade Marks** as the ...

kl.kehakiman.gov.my/sites/kl.kehakiman.gov.my/attachments/FBK-2.pdf

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Case Studies

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Blogs : 2 blogs.

- Legal article
- Personal blog.

Case Studies



@Krue174

krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Facebook (2 pages)

Ask The Lawyer (to promote his book)

Khairul, Suhaila & Hazlina (to promote his legal firm).

Case Studies



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Partner of Khairul, Suhaila & Hazlina

1. What are the social media tools you use?

Others: Twitter : LinkedIn :Google Plus,
Foursquare, Tumblr, Pinterest

2. Most effective

Blog, Facebook and Twitter

Case Studies



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Partner of Khairul, Suhaila & Hazlina

3. Benefits

a. Lead generation

People message me a lot through my blog and Facebook asking questions about conveyancing matters and my book. From my blog, highest traffic is my explanation about difference between Malay reserved land and Bumiputra Lot

Case Studies



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Partner of Khairul, Suhaila & Hazlina

3. Benefits

b. Goodwill and reputation

I am known on Twitter as a lawyer who is well conversant about housing, property and conveyancing. I use Facebook and Twitter to talk about property by linking articles and giving comments about the issues.

Case Studies



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Partner of Khairul, Suhaila & Hazlina

c. Direct work from clients or referral

I had occasions where I was called to give talk and write article due to my reputations on social media. I did a talk for PERDA, Penang land authority and write articles for Malaysian Insider.

Case Studies



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krue1-legalcat.blogspot.com

Partner of Khairul, Suhaila & Hazlina

c. Direct work from clients or referral

Individuals and companies approached me through blog comments and twitter to ask me to do work for them. I am doing housing project conveyancing work due to my reputation.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

1. What are the social media tools you use?

I use Twitter and Facebook. The former more than the latter. I use Twitter to give my views on recent developments and issues on wide areas of social-political-legal concerns.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

1. What are the social media tools you use?

For Facebook, I use my wall to share the articles I have written and also media reports that carry my comments.

Case Studies

@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

2. What are the most effective social media tools to you?

Twitter, definitely. I have been lucky enough to build a significant presence on Twitter. Although not intentional, it has the side effect of increasing my profile nationwide.

Case Studies

@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

3. How did these social media tools benefited you in term of:-

a. Goodwill and reputation

My comments and opinions on Twitter have for some reason accumulated goodwill and reputation for myself as a social-political-legal commentator.

Case Studies



@syahredzan

<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

b. Direct work from clients or referral

Through my presence on Twitter I have received work from clients on the social network itself or referrals from people on Twitter.

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<http://refleksiminda.wordpress.com/>

Partner of RamRais & Partners

4. What type of work was generated from these social media tools?

A variety of work. I have handled a few matters relating to defamation through clients from Twitter. I have also been referred criminal briefs from the people I know from Twitter. Lastly, public interest matters have also come to directly from the people on Twitter.

Thank you

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