

Brace yourself for the backlash against social media marketing

The hype surrounding social media marketing is about to peak. And you should all begin preparing for the backlash. Headlines will soon turn from “The Marvels of Social Media” to “Blogging Fails to Deliver Results.”

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The law firm pedigree bubble is bursting. New opportunities emerge.

According to William Henderson, a professor at Indiana University, the perceived value of Ivy-League pedigrees is diminishing – and success will go to those attorneys and firms that *show hard evidence of their ability to deliver better value.*

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A contrarian view of social media for lawyers: You don't need to be social

Most social media experts say that *the key* to developing business using social media is to engage people (i.e., be “social”). *We disagree with them.*

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About Great Jakes

Great Jakes creates web-centric marketing strategies for law firms and other professional service firms. The firm was founded in 2002 by brothers Dion Algeri and Robert Algeri (pictured at right). Visit us at www.greatjakes.com



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