

Social Media PR, the Legal Marketing Business & Web 2.0 Weenies

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Writing. Speaking. Blogging. Social Media for Business.
Tim Berry's Huntington Post article [Social Media Business Bulls**t](#),



hits the nail on the head.

- “It’s sort of like signing up for a toll-free telephone number and discovering, soon after, that it doesn’t ring. Nobody calls without the whole time and effort involved in making them call. Having a Facebook page, a twitter account, or a blog can’t do anything more than give you a forum. You have to have something to say, and more than just once, to make that matter. It takes time and effort.”

I wrote this white paper which contains the “keys to the kingdom” for getting a business’ social media platform up and running. I’ve given it to several business owners and administrators and a college professor, who were thrilled to receive it.



Why do I give away all of this information for free? Because I do everything I advise legal marketers for my own business. I know first-hand the amount of time, effort, writing skill, research, and public relations savvy it takes to perform social media tasks well and enable the platform to produce for you. Success is not in the knowing how – It’s in the doing.

Recently, I had the owner of a legal social media platform approach me to create a business plan, for tiered social media services; with the basic services being distinguished as:

“X# of Tweets per Day + X# of posts per week = x# of potential new leads per week.

Needless to say, I declined to write the plan and straight-forwardly informed him that social media just doesn't work that way. Anyone who advises you otherwise, fits in as a subtitle to Berry's article.

Attorneys have practices to operate, business owners need to run their business. This is where the services of a professional social media PR service consultant comes in. The good ones aren't difficult to spot, because the proof's in the pudding. Michael Gray's [Web 2.0 Weenies and Bulls**t Social Media Economics](#), that Berry references, couldn't possibly be any more straight...

- **“Social media should make you more productive, more efficient, and more profitable, by allowing you to extend your reach and message to the people who are in your target market and are interested in what you have to say. Social media should not be used to waste time and money on awareness and branding exercises broadcasting messages that are unremarkable to the uninterested masses.”**

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