

There is a conversation taking place over on Twitter that I thought you might find interesting. Larry Bodine, legal marketing professional and creator of the LawMarketing Listserv, wrote an entry on his blog titled "Twitter Not Effective For Law Firms."

As you might guess with a title like that, Larry's blog entry has been shared by more than a few on Twitter. Larry posted it on Twitter, and on his listserv, taking advantage of multiple marketing media that exist.

One of the first people to share Larry's message was Daniel Schwartz. As you will see below, he Tweeted a link to Larry's article, followed by his own question, "Will it ever be effective?" He didn't necessarily agree with Larry's philosophy, but was encouraging conversation, which is the purpose of Social Media. I shared a few thoughts with him, which I will share with you here in their original 140-character Twitter state.

(Original Tweet from Daniel sharing Larry's article link)

Reading: Twitter is not effective for law firm marketing <http://tr.im/mpVW>

Question: Will it ever be effective?

(My response)

Will marketing ever be effective? Abandoning a mktg tactic after only a few months is not marketing.

(Daniel)

Fair pt. But mktg 2 an audience only effective if th audience is there; many in-house counsel not on Twitter ...

(Nancy)

But referral sources cld be here, or will be here. Remember how long it takes some to become comfortable here..start now &...

(Nancy-cont'd)

..bld your network, or tribe as Seth calls it, build relationships, hone your communication skills, invite GC to join you.

(Nancy-cont'd)

GC also aren't camped on your blog, or waiting w/baited breath 4 ur next email or phone call, so you go out & offer...

(Nancy-cont'd)

..something of value 2 cause them 2 follow, or open ur email, or visit ur blog, or take ur lunch invite...it's up 2 you/us.

(End Twitter exchange)

In other words...as with other marketing and communication vehicles, I would urge all of us to give them time, to invent uses for them, and to put in to them effort equal to what we'd like to get out of them. To read a few studies and random statistics that lead us to jump on the all-too-easy bandwagon is not using the creativity and marketing knowledge available to us.

Let the conversation continue!