



Internet Business Development Oklahoma Bar Association 2016

Kevin O'Keefe
CEO & Founder, LexBlog, Inc.
Seattle, WA
kevin@lexblog.com
[@kevinokeefe](#)

- Traditional marketing vs business development
 - Marketing
 - Advertising
 - Yellow pages
 - Television
 - Radio
 - Billboards
 - Buses
 - Image building
 - Office
 - Collateral material
 - Support of worthwhile causes
 - Business Development
 - Building a name
 - Quality of work
 - Writing
 - Speaking
 - Relationships
 - Networking
 - Civic Boards
 - Bar associations
 - Social activities
 - Time with clients and prospective clients
- Internet marketing vs business development
 - Marketing
 - Websites
 - SEO
 - Newsletters

- Content marketing
- Social media (as distribution tool)
- Business development
 - Building a name
 - Building relationships
 - Lasts a life time
- Develop strategy/goals
 - With one year understand how to use the Internet to grow my business
 - Understand how to use blogging/social media to become a better lawyer
 - Within two years to have grown my name so I am recognized as a leading and trusted authority in an area of the law I truly enjoy
 - Grow my network of relationships
 - Authorities with similar interests
 - Referral sources
 - Influencers
 - Bloggers
 - Reporters
 - Association leaders
 - Conference coordinators
 - Have fun
 - Not look lame on the Internet
 - Making money
- Blogging
 - Independent publication
 - Not part of website (20 reasons)
<http://kevin.lexblog.com/2016/08/26/twenty-reasons-your-law-blogs-belong-outside-your-firms-website/>
 - Branded by title of publication
 - Niches rule
 - Become 'Go to Lawyer'
 - How to identify?
 - What type of work would I like to do?
 - What type of clients would I like to do that work for?
 - Strategic opportunities - look to the future, not the present
 - Successful law bloggers in other states or cities
 - Trust that is established leads to work beyond niche
 - Listen
 - Feedly as news aggregator
 - Blogs

- Columns
- Subjects
- Twitter with targeted news providers
- Engage
 - Reference and link to what others are writing or writing about
 - Add your commentary
 - Builds followers
 - Meet people you want to meet
 - Influencers
 - Bloggers
 - Reporters
 - Associations
 - Association leaders
 - Conference coordinators
- Good posts
 - Brief
 - Clearly titled
 - Imagery
 - Conversational
 - Not an article/alert
 - Professional, yet informal
 - Be yourself
 - Commentary vs legal summaries
 - Can buy summaries
 - Cannot buy what's in your head
 - Ghost written?
 - Unethical as misleading under ethics rules on advertising
 - You engage and network as a person
 - Powerful learning tool
- Distribution
 - Email subscribers
 - Targeted email shares
 - Clients
 - Referral sources
 - Prospective clients
 - Business associates
 - Bloggers/reporters
 - Social media sharing
 - Must share others' items first

- Twitter
- LinkedIn
- Facebook
- Search
 - Blog = Better Listing On Google
 - Principals of SEO
 - Use of sound publishing technology
 - Indexing properly by titles
 - Signs of influence
 - Citations/links from others
 - Social sharing by others
- Examples of good blogs
 - Dallas Divorce - Michelle O'Neil
<http://www.dallastxdivorce.com>
 - FMLA - Jeff Novak
<http://www.fmlainsights.com>
 - Iowa Business Law Rush Nigut
<http://www.rushonbusiness.com>
 - Hilary Bricken - Cannabis Law
<http://www.cannalawblog.com>
 - Jason Shinn - Michigan Employment Law
<http://www.michiganemploymentlawadvisor.com>
- Social media
 - Principals
 - Decentralized/personal vs law firm
 - It's not about you, shine a light on others
 - Trial and error
 - Ethical challenges are inflated
 - Have fun
 - LinkedIn
 - Make profile rock
 - Intro tells a story
 - Details completed on all schools/positions
 - Why you went there
 - What you learned
 - Everyone goes in as connection
 - Accept relevant requests to connect
 - Connect with those you meet on and offline
 - Personal notes through LI messenger responding to requests and making requests to connect

- Share in status updates
 - Helps algorithms know your interests and people who would like to connect with you
 - Network among those who like and comment
- Messaging
 - Built into LinkedIn
 - Not obtrusive
- Bring LI engagement offline - coffee, lunch, drink, office visit
- Twitter
 - Become intelligence agent
 - Follow sources and subjects on Feedly
 - Share your posts giving attribute to the source
 - Engage
 - Retweeters
 - Replies
 - Followers (being careful)
 - Twitter lists
- Facebook
- Measuring success
 - Not all search rankings
 - Not traffic
 - Grow my reputation as 'go to lawyer' in niche/locale?
 - Growing my network?
 - Using social media/blogging as a learning tool
 - Am I enjoying myself?
 - Revenue