



The Law Firm's Guide to Facebook Marketing





77%

of small businesses use social media for sales, marketing and customer service¹

Social

Why Social Matters



Over the last decade, social media has become omnipresent. Facebook, in particular, has emerged as a vital marketing channel.

Facebook offers law firms a conversational, relationship-focused platform to target, reach and engage with real people over time and throughout the client lifecycle.

The majority of online adults use social media. They skew somewhat younger, more urban and suburban, better educated and more affluent – but rapid growth has been seen across all demographic groups. For example, **over 37% of seniors (65+) and well over 50% of rural consumers are social media users.**²



Since June 2013, Facebook has added
500,000
 new advertisers **every 6 months**,
 the majority of whom are small and
 medium-sized local businesses³

The largest social media platform, **Facebook now hosts 65 million business pages worldwide and that number is growing.**³ Facebook offers a large and highly engaged audience, a diverse set of ad formats and advanced targeting capabilities to drive measurable business results.



In North America, over
240 million
 people use Facebook monthly
150 million
 people use it every day⁴



Establishing a Presence on Facebook

It all starts with a professional, active Facebook Page.

The vast majority of consumers today expect businesses to have a Facebook presence.⁵

A Facebook Page is the hub for all marketing and client activities on the platform.



An effective Facebook Page should include:

- Accurate, up-to-date business information
- High-quality photographs
- Regularly updated content
- Timely interaction with your engaged audience



An example of a complete Facebook Page with photos, events, contact info and more.

What to include on your Facebook Page:

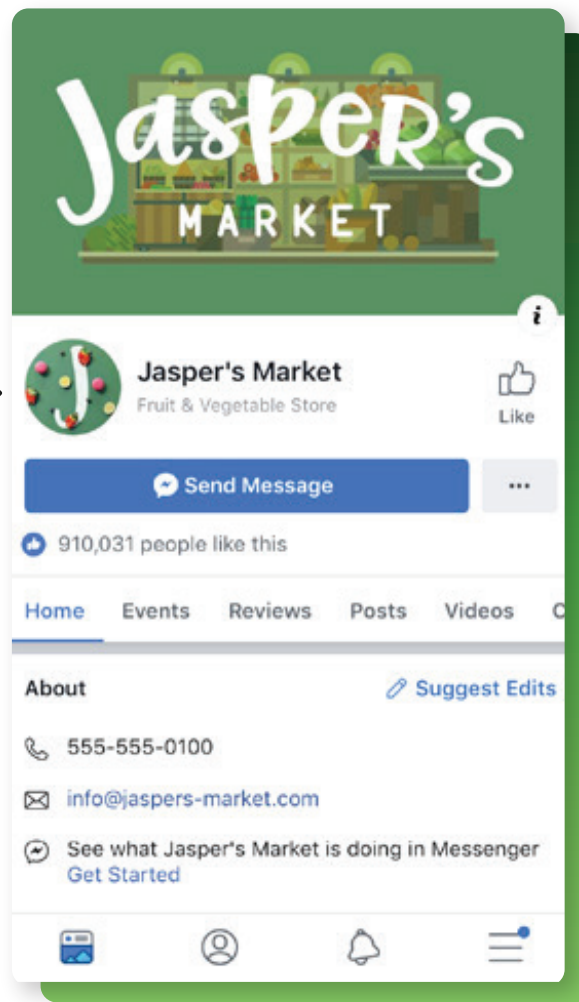


Consistent business information – The branding, company information, and contact information published on Facebook, on a firm’s website and on the major local directories must match. This information includes: name, address, phone number and hours of operation (as applicable).



High-Quality Profile Images – A practice’s profile and cover photo are usually the first things people see when they visit their page. They should work together to provide a good first impression. By following Facebook's sizing and resolution guidelines, you will look great across all devices.

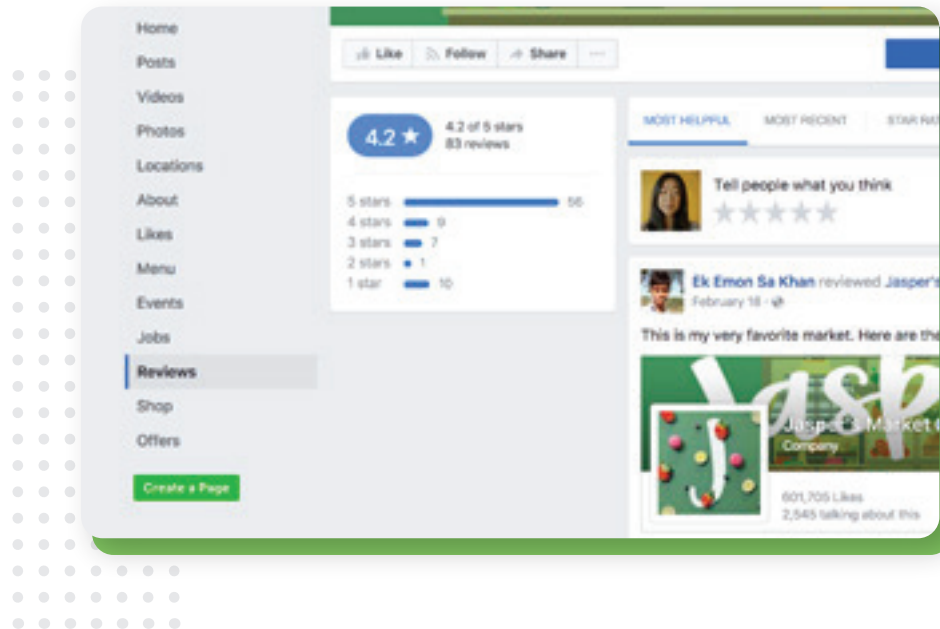
Profile Photo
180 x 180 px →



← Cover Photo
851 x 351 px



A list of Ratings and Reviews – Law firms should set up a Reviews tab on their Facebook Page. Reviews have a massive influence on your clients’ decisions. Positive reviews should be requested, shared, posted and featured in ads.



Tools that save time and enable self-service – Clients appreciate attorneys that value their time. Facebook Pages should therefore include several ways for visitors to quickly contact your business, including buttons such as “Call Now” or “Send Message.” Where appropriate, Facebook Pages should also include tools that make it easy for clients to transact, such as making reservations or appointments or e-commerce.



Reaching and Engaging Clients

The next part of the marketing process is to build a program that reaches and engages your clients with content and advertising.

“Using the Facebook Custom Audiences tool, a law firm should upload and import a list of the email addresses of their existing clients to the platform.”

Reaching existing clients

Start collecting Fans on Facebook by inviting your existing clients to like your Facebook Page. Using the **Facebook Custom Audiences tool**, a law firm should upload and import a list of the email addresses of their existing clients to the platform. The tool matches this client list to Facebook users and sends them notifications or suggestions to become Fans by Liking the Page. A practice’s client list should be updated on an ongoing basis, as it will provide the business an unparalleled range of insights and the basis for campaigns targeting existing clients as well as new clients who “look like” existing clients.

Engaging clients with content

Clients have a much more favorable view and willingness to interact with business Pages that include a fresh stream of updated content and comments than with business Pages that do not.

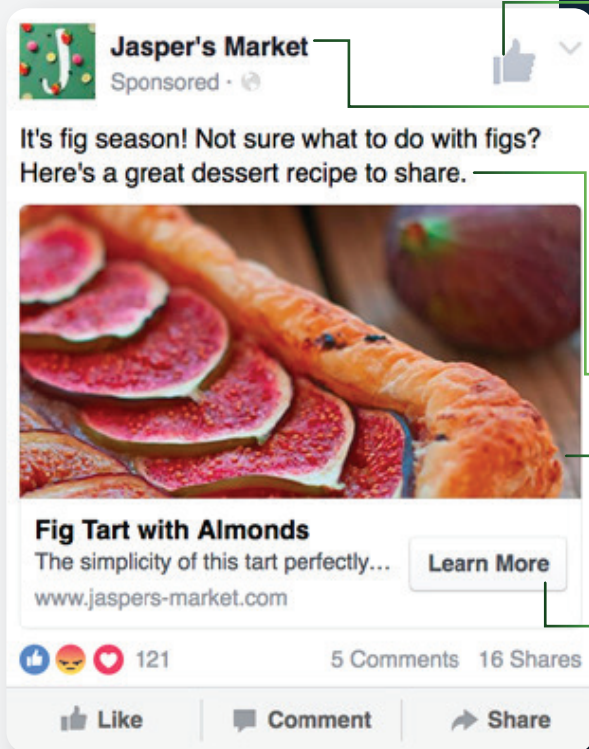
A study of the top 20 brands with the most loyal Facebook followers found that these companies frequently post content that matters to their audience - content that:

- **Is consistent with and expected from the brand**
- **Appeals to clients’ interests and lifestyle**
- **Engages them in "shareable" activities**

Reaching clients with ads

Facebook has developed a powerful ad targeting platform with multiple ad formats. While Facebook ads look different depending on the ad type and the device they're seen on, they each include elements designed to engage clients.

Mobile Facebook Ad



1

Social Information

When available, people will see if their friends have engaged with your firm.

2

Business Name

The name of your practice always shows prominently.

3

Text

Grab interest with more info about what you're advertising.

4

Images and Videos

Compelling images and videos encourage your target audiences to engage.

5

Call to Action (optional)

A customizable button encourages people to click.

Right Column Facebook Ad



1

Images and Videos

Compelling images and videos encourage your target audiences to engage.

2

Text

Grab interest with more info about what you're advertising.

Choosing an ad campaign type



Ask yourself:

What am I trying to achieve?

What will bring my business value?



For some businesses, the answer is “new clients.”

For others, it’s “get my business or services seen.”

Whatever your goals, there are three ad campaign options that work for most law firms:



Local Awareness campaign - designed for clients who want to do business with you right now.

By customizing your call to action — Call Now, Get Directions, Learn More or even Send a Message — you are providing relevant local context to connect people online who will do business with you offline. You are driving those who click on your ad deeper "into the sales funnel" from awareness to engagement with your practice.



Website Clicks campaign - designed to drive clients to a specific page of your website, Ads will drive to a "conversion event page" on your site where clients can read about services...make an appointment...or any other number of actions.



Lead campaign - designed to capture client information for services with a lengthy onboarding process.

It is recommended that you focus on collecting basic information about the prospect (to increase the likelihood that forms are completed).

Selecting the right audience

Facebook's marketing appeal is its audience reach and targeting abilities. Facebook has demographic data from every single user profile: age, location, gender, school attended, marital status, etc. It has data about behaviors and interests: posts liked, videos viewed, Pages liked and so on.

Brands and large marketers use this data to target the precise audiences they want. They also use it to find "lookalike" audiences across the country. All that data and targeting can also be used by law firms to build a "lookalike audience" from prospects who are responding to your ad. You essentially "clone" the people who like your firm to find more of them to market to.

There are a number of ways to do this, but the easiest is to "pixel" your website – add code to your site to track the people who visit. Facebook refers to this process as building a "custom audience" because it's unique to your business.

Facebook will look at the common qualities of the people in your source audience (e.g. demographics and interests), find more people that "look like" them and show them your ads.



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Communicating with your Clients

While a professional presence and a targeted ad strategy are essential to a successful Facebook marketing campaign, a well-managed communication strategy is the key to client loyalty. A recent study found that **71% of consumers who have had a good social media customer service experience are likely to recommend that business to others.**⁶

Whether responding to a comment in a post or answering a message directly, an open and personal line of communication with clients will help drive business and build a longterm relationship. In fact, **69% of people say being able to message a business helps them feel more confident about the brand.**⁷ To execute an effective communication strategy, you must seek, monitor, and respond to client inquiries in a professional and timely manner.

Here are five best practices:

1

Monitor and Respond to All Feedback – It is essential to monitor and respond to all client reviews, posts, comments and messages. It provides a sense of prompt, attentive service.

2

Respond in a Timely Manner – When possible, know in advance when you will be available for communication with your audience. Within Facebook Messenger, you can turn on Messaging when you are ready and able to respond quickly. To help set customer expectations, Facebook allows you to display typical response time: “typically replies in minutes”; “typically replies within an hour”; “typically replies within hours”; etc.



3

Respond with a Professional,

Conversational Tone – The voice used to communicate with your audience is important. Law Firms should aim to strike the right balance between professional and personal. Communication should be written in the same way you might speak to someone in person. You want your message to come across as respectful and friendly. Be helpful, to the point and clear about the inquiry to which you are responding. To further personalize your message, always sign your name (and not just the name of the practice).



...aim to strike the right balance between professional and personal.”

4

Seek Feedback from Clients – It is important to solicit feedback from clients whenever possible by embedding a link to the Business’ Ratings and Reviews page in a Facebook message.

5






Respond to All Negative Feedback ... Discreetly – If users post a negative review or adverse comment on your Facebook business Page, respond publicly with a brief message acknowledging the issue and follow up with a private message to resolve the issue so that the author does not cause future problems. Ultimately, you can remove spam or comments from “trolls” from the Facebook Page, but removing valid negative comments from real clients should be a last resort. A mixture of positive and negative comments gives a Page authenticity. Ideally, the client’s issue can be resolved and the client can remove the negative comment (or reply to highlight a positive resolution).

Checklist



Doing business effectively on Facebook is a multi-step process, requiring a unique mindset and an understanding of the platform’s targeting parameters, which will allow you to cultivate loyal clients.

To maximize the results of your Facebook Marketing campaign:

-  **Import your offline client list to the Facebook Platform** in order to identify and invite fans to like your page—this provides the foundation for your marketing efforts.
-  **Develop, post and promote compelling and relevant content** that will be useful to your clients—post on an ongoing basis to keep clients and prospects coming back, and to keep you top of mind.
-  **Choose an ad campaign type** that aligns with your business objectives.
-  **Seek and monitor feedback from your clients and respond to it in a conversational and timely manner**—your clients will expect this, and they will go elsewhere if you don’t deliver.
-  **Reach out to existing clients via email, Facebook Ads and Messenger to continuously re-engage your base**—this helps to accomplish the goal of cultivating an ongoing relationship with clients.



Better results working together

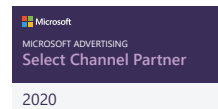
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This content was adapted from our earlier guide developed by Localogy and Hibu

¹SCORE-infographic-How-Your-Small-Business-Can-Succeed-with-Social-Media.pdf, 2018

²<http://www.pewinternet.org/fact-sheet/social-media>

³https://s21.q4cdn.com/399680738/files/doc_financials/2016/Q4/FB-Q416-Earnings-Transcript.pdf

⁴https://s21.q4cdn.com/399680738/files/doc_financials/2018/Q4/Q4-2018-Earnings-Release.pdf

⁵<http://www.socialmediaexaminer.com/social-media-research-shows-what-people-expect-from-brands>

⁶<https://www.brandwatch.com/blog/marketing-provide-great-customer-service-via-social>

⁷<https://www.facebook.com/business/news/insights/why-messaging-businesses-is-the-new-normal>

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