

ENGAGEMENT BUILDER



ENGAGE YOUR MARKET. AMPLIFY YOUR BRAND. DRIVE YOUR BUSINESS.

Your law firm's brand is the key to your business success. Engagement Builder uses a combination of targeted content and strategic promotion to help amplify your brand so that you can be the law firm that people know by name. At its core, Engagement Builder operates on two principles:

MEETING YOUR CLIENTS WHERE THEY ARE

Internet users are already on social media. Engagement Builder includes paid and organic tactics to make sure that your firm is seen by legal consumers.

DEMONSTRATING YOUR EXPERTISE

Once people find you, they have to trust you. Engagement Builder offers unique, compelling content that positions you as a trusted advisor to potential clients.

HOW DOES ENGAGEMENT BUILDER WORK?

It all starts with highly targeted content tailored to your firm's practice area and expertise. Weekly blog posts are created and promoted organically on the four major social networks: LinkedIn, Twitter, Facebook and Google+. Additional visibility is provided through monthly paid social media campaigns – all on your behalf, and all on accounts that your firm owns and controls. We even make managing multiple accounts easy with FindLaw's social media platform.

You don't have to be an expert to benefit from sophisticated marketing. Let FindLaw provide the tools, services and intelligence you need to engage your market, amplify your brand and drive your business.

DID YOU KNOW?



People who search for your law firm by name are twice as likely as generic searchers to actually contact you.

Source: FindLaw Customer Website and Search Traffic Study



Forty percent of legal consumers start their search for an attorney with an offline referral from a family member or friend.

Source: FindLaw 2015 Consumer Legal Needs Survey

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For more information, contact your FindLaw Consultant | 1-844-525-4355

