



RED DE FIRMAS

Online marketing is not enough!

By Pepe Toriello

Invest time in networking and business development

Online is not everything.

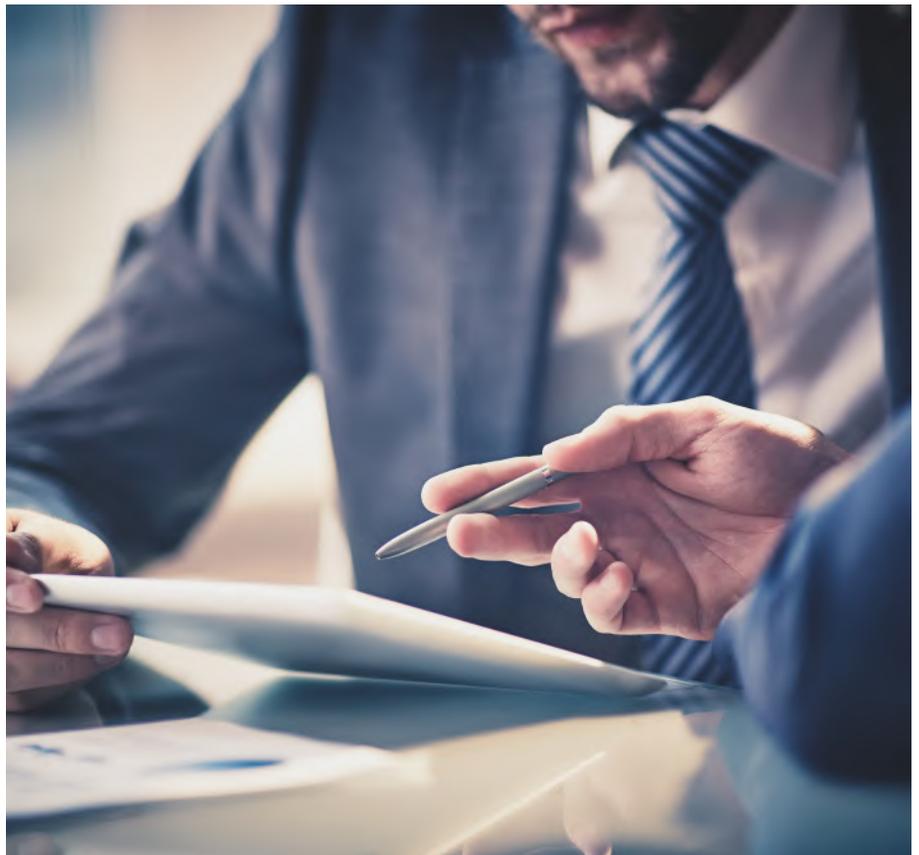
Maybe this sounds like something against everything I have written about in this guide. However, it's true!

There is nothing like personal contact with your clients or prospects. There will always be one day that you have to face them in the same room.

This moment can be crucial for you to close a new deal or not.

Having personal contact with your clients and prospects can also be very helpful for your content marketing strategy.

You can take advantage of this opportunity to discover information about your target market directly from the source.



Networking events

Avoid falling into the big mistake of just giving away business cards like a ninja or talking about your firm's practice areas.

Take your time and ask questions to people there.

Ask them about their company, about their industry, how they operate, and what are the main issues they are facing.

You can then use that information, do some research, and give them some advice they will genuinely appreciate.



Public speaking

Public speaking is one of the most potent ways to improve your personal brand and to position yourself as an expert in your field.

Public speaking is an excellent tool for networking because it allows you to share your experience with broader audiences.

One excellent recommendation on how you can take advantage of the time you spend on stage is by using your slide deck to collect leads.

Here are a few tips on how to do it:

•Include your social media profile in every deck. Most people just put this information on the last slide, but you have to consider that not everyone will stay for your whole presentation.

•Give away a piece of content you created. It is a bit trickier, but creating a [landing page with ConvertKit](#) can help you collect emails very quickly. The only thing you need is to have a piece of content in PDF format to share with your audience and place the URL in one of your slides.

Events inside the law firm

Why paying or wait to be invited as a speaker when you can make an event on your own?

Perhaps this is one networking tool that not many firms take into consideration. However, you should!

There is nothing more personal than inviting people to your house. Same works at work.

You can host a small event or breakfast in your office and invite people you are interested in meeting.

Take advantage of the information you gathered for your content marketing strategy and speak about trending legal issues that your audience will be interested in.



Invite influential people as guest speakers to increase the interest in your event and be the best host in town.



Start working on your law firm online marketing strategy

Raising your brand awareness or improving your client's loyalty is a long-term strategy.

The most important thing to remember is that you have to be relevant and consistent while executing your marketing strategy.

We all want to bring new clients to our firm. Closing a deal requires a lot of effort and patience.

However, if you have a great marketing strategy, execute it correctly, and have excellent people skills, you will be successful.

Remember that B2B sales do not close as fast as we wish. Consider that you will take around 6-8 months on average to work on your prospects.

Continue giving away valuable content and gain the trust of your prospects.

I hope you found value in this guide.

-Pepe



About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

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About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

We help lawyers to implement legaltech tools service and to develop content marketing strategies to deliver a better client experience.

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