

COVID-19 LAW FIRM MARKETING GUIDE

MARKETING STRATEGIES
TO HELP YOU RESPOND TO
THE COVID-19 PANDEMIC

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C O V I D - 1 9 R E S P O N S E G U I D E

WEBSITE

Your website is the hub of your online activity. And during COVID-19, it is the base camp for your marketing efforts.

SEO

SEO can be technical, but we're going to simplify a few strategies you can focus on during this time.

SOCIAL MEDIA

Right now, Facebook usage is up, more people are at home on their devices and the world is searching for leadership, guidance and entertainment.

PAID ADS

COVID-19 presents a great opportunity to capture the attention of your prospective clients.

EMAIL MARKETING

Email is one of the most powerful ways to reach your referral partners, clients, former clients and prospective clients.

WEBINARS

Conducting and recording webinars is possibly one of the most scalable ways that lawyers can share information, resources and insights.

BUILDING ONLINE COMMUNITY

For lawyers, the time for developing online relationships has never been better.

Responding to COVID-19

COVID-19 presents a lot of challenges for lawyers. Many have been forced to close their doors. Some are limiting in-person meetings. Court dates, depositions and settlements have all been delayed. Phones have stopped ringing. Website visits are down.

We get it - this is a scary and uncertain time for every lawyer. But it is also a time of great opportunity.

Over the last two weeks, we have seen our clients, friends and colleagues show tremendous resolve in the face of seemingly insurmountable challenges. Lawyers, legal professionals and vendors across the industry have pulled together in the most unexpected ways to adapt to this new business environment.

This is time that every lawyer should be taking a step back and re-evaluating their business and how they serve their clients. We are all being forced to evolve, adopt new technologies and bend to the needs of our communities. In the end, the legal profession will be stronger and better because of it.

Will you adapt and thrive? Or will you stick your head in the sand and struggle to survive.

Before COVID-19, there was a table that all of us were sitting at (or maybe wish we were sitting at). Everyone knew each other's place. There was a hierarchy. There were influencers, thought leaders and champions of the industry. Breaking in was difficult. Working your way to the top of the table was impossible.

But now the table is gone. The old way of doing things, the old way of thinking, is out the window. No one is certain where they belong, or where they will be sitting once COVID-19 is behind us.

For lawyers everywhere, this presents an opportunity to step up, demonstrate leadership and shape the future of their practice and the profession.

The best part? You can start RIGHT NOW. In fact, you NEED to start now if you want to come through COVID-19 ahead. You don't need to be on stage giving a keynote speech or published in the latest journal. With your phone and your laptop, you can create resources, videos and content that serves the needs of your community, clients and friends and literally change the trajectory of your firm.

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In this short e-book, we are going to break down best practices, strategies and pro tips to help your law firm reach new clients and build good will within your community. You won't find gimmicks, hacks or complex click-funnels- just good, solid marketing that we believe every lawyer should be focusing on during this pandemic.

We will cover:

1. Making COVID-19 updates to your website.
2. The foundations of SEO.
3. Social media strategies that build authentic online relationships.
4. The importance of email marketing.
5. Pivoting Facebook and Google Ad strategies in response to COVID-19.
6. Creating webinars and Zoom meetings for your clients and prospective clients.
7. Developing authentic online relationships through online groups and virtual happy hours.

Let's get started!

Updating Your Website

This is a time to get back to the basics of good digital marketing. For lawyers, that means having a website that provides resources, information and an easy way for clients to contact them.

Your website is the hub of your online activity. It tells people who you are, what you do and how they can get in touch with you. It is the funnel by which you convert visitors into leads. And during COVID-19, it is the base camp for your marketing efforts.

Here are three things you can do to update your law firm's website in response to COVID-19:

1. **Write an announcement or blog post.** Over the last few weeks, we have helped countless law offices craft responses to the COVID-19 crisis. In fact, we ended up creating a template announcement, like the one below:

Daily media coverage is keeping the COVID-19 virus top of mind. While our society faces a serious health challenge, I wanted to reach out to you personally and assure you that, as of today, our office remains open for all of your legal needs.

There is no higher priority to us than the safety of our clients and employees. We are closely following the Centers for Disease Control and the World Health Organization to stay well-informed of this evolving situation.

Our office is taking proactive measures to manage illness. From cleaning offices and common spaces to limiting in-person communication and contact, our law office is one of the safest places you can be in a season of higher exposure to illness.

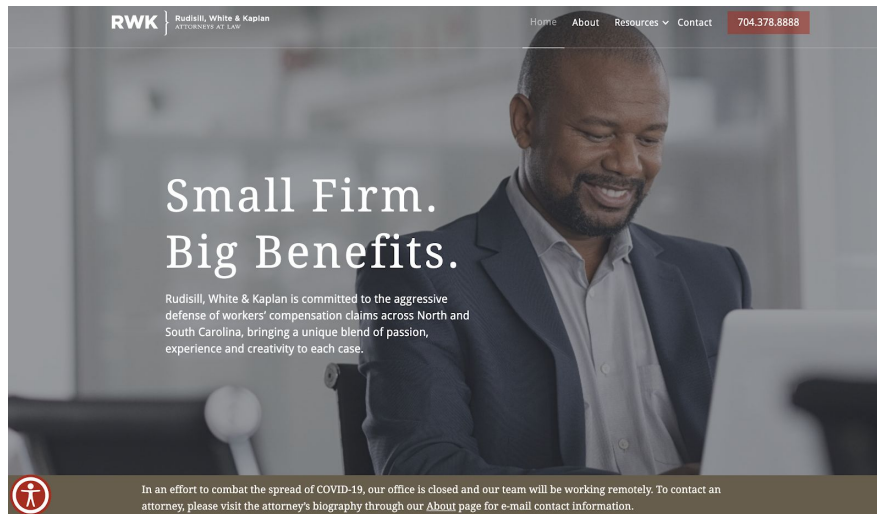
We are currently holding in-person meetings on an as needed basis, and are available to meet via phone or teleconferencing via _____ (Zoom/Google Hangouts/Other). If you are a current client and feel sick, please call our office to reschedule your in-person meeting. This is especially true if you have a fever, cough, sneezing, or shortness of breath. The same applies if you have had any of these symptoms in the last 48 hours.

Rest assured, we are monitoring this situation closely as it develops, staying abreast of the current recommendations from local and national health organizations. We will continue to post updates as they occur and will keep you informed of any changes. With your cooperation and patience, we hope to be able to continue to serve you, but more important, minimize the potential spread of the disease.

2. **Create an announcement bar to alert visitors to changes to office hours or contact information.** In addition, we have been working to add announcement bars to the home

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page of each website, linking to information regarding COVID-19. The announcement bars are simple, but they are prominently placed with clear calls to action (like the one below).



3. **Embed a video on your home page.** If your website is video enabled, a simple video shot on your smartphone or laptop can be added to the home page. This is a great way to speak directly to your visitors and tell them how you plan to continue to serve clients during this time.

Beyond that, your website's blog is the perfect home for COVID-19 related resources and updates.

For example, you could create blog posts to share information about court closures, legislation changes, local ordinances and other matters affecting your community. Or, you could create content to specifically address questions that your clients may have.

For business attorneys, a blog post on business interruption insurance may be appropriate. In the case of personal injury, information about the statute of limitations may be helpful for prospective clients.

Regardless of your practice area, there are surely ways in which you can use your experience and expertise to create meaningful content for your community.

Search Engine Optimization

Search Engine Optimization is a long term strategy, and often takes time to see results. However, the COVID-19 pandemic is not an excuse to neglect your ongoing SEO strategy. Even as many law firms scale back their marketing efforts, this time presents a great opportunity to double down on marketing projects that were previously placed to the side.

SEO can be technical, but we're going to simplify a few strategies you can focus on during this time. Your SEO efforts are two-fold: on-site SEO and off-site SEO. We will discuss both below, but the basic idea is that your law firm's website and your local listings should be optimized to rank for keywords and local searches.

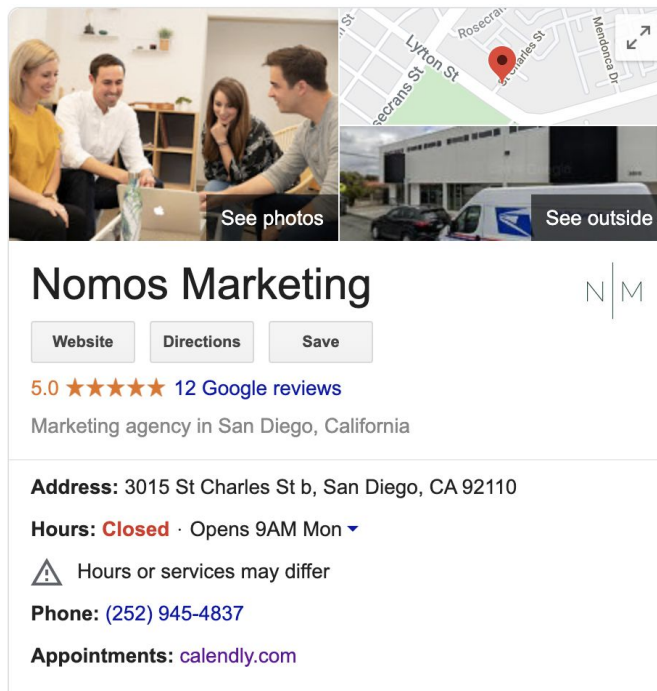
Local SEO

Attorneys are quick to forget that even if they can serve an entire state, they are still considered local businesses. Local SEO, even in today's digital age, is just as important than ever. Ensuring that you rank for local searches is incredibly important when designing your SEO strategy. Why? Consider these stats from Google:

- 20% of all searches are for local businesses
- 40% of all mobile searches are for local businesses
- 50% of mobile searches for local businesses are followed by a website visit or another type of contact
- 97% of consumers search for local businesses online

The best place to start is with your Google My Business listing. These are the listings that show up in Maps results when someone searches for a local attorney. Optimizing your Google My Business profile is an easy way to improve your search rankings, as opposed to improving rankings for pages on your law firm's website.

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Steps to building out Google My Business:

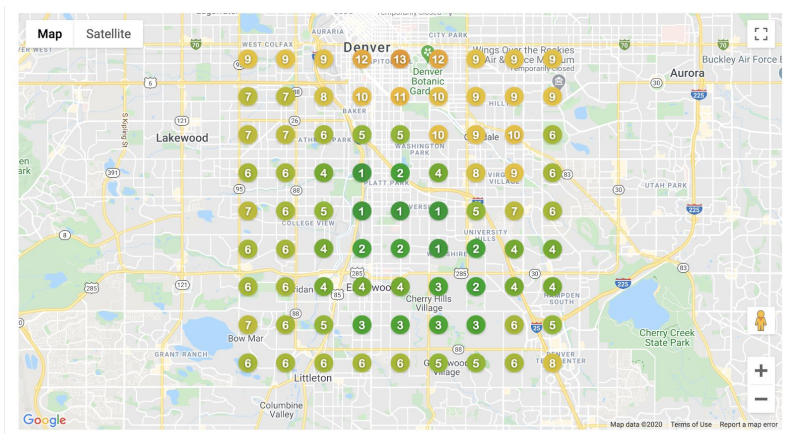
1. **Verify your listing.** Google will either send a text to your phone or a postcard to your office address with a code that can be entered on your dashboard to complete the verification of your practice.
2. **Name, Address & Phone Number.** The name, address and phone number, or NAP, of your practice should be consistent on your Google My Business page, your website, other web pages and directory listings.
3. **Categories.** Choose a GMB category that best describes your law firm. Categories may include Bankruptcy Attorney, Divorce Attorney or Employment Attorney.
4. **Description.** Give a brief description of who you are, what your law firm does and the community you serve.
5. **Photos.** Add photos of you, your office and your branding to complete your profile and give it a custom look and feel. (Pro tip: Geotagging is the process of adding precise global positioning data, such as specific latitude and longitude, to an image found online. Turn on location settings on your phone, then take photos of your office and upload them to your GMB account to boost local search.)

Citations

Once you have your law firm's Google My Business page completed, you can shift your attention to online citations. Citations are mentions of your practice's Name, Address and Phone number on other websites. Here is a quick strategy that you can use to begin building out citations for your law firm:

1. Include the NAP on your website's contact page and footer.
2. Claim top level directory listings, such as Avvo, Yellow Pages, Yelp.com and citysearch.com
3. Claim legal specific citations from around the web, such as Findlaw and Justia.
4. Claim local directory listings on website's like your local chamber of commerce's website or Manta.com.

Pro Tip: If you are wondering how you are ranking for local search, you can get hyper-specific with tools such as Local Viking (www.localviking.com). This tool allows law firms to see how they are ranking for search terms on a granular level. If you want to learn more about how this works, or would like us to run a report, email us at tyler.roberts@nomosmarketing.com with the subject line "Local SEO."



Optimizing Your Website

Optimizing your website to rank in search engine results starts with your law firm's homepage and the top-level service pages. This is where we include keywords that your prospective clients will be using to search for services offered by your practice. Content is an obvious place to start, but there are some more technical SEO tactics that should be addressed to ensure that content ranks.

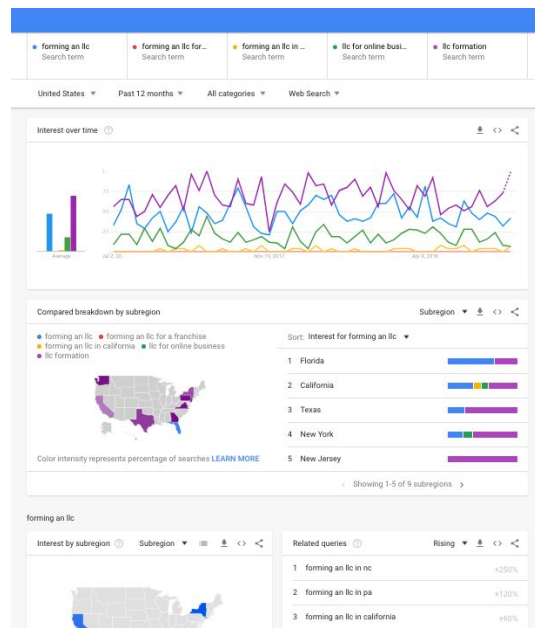
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To keep this guide brief and actionable, we have created a checklist of on-site SEO action items that you can use to improve your rankings during COVID-19.

On-site SEO Checklist:

1. **Optimizing Title-Tags.** An optimized title tag for your website's pages will include 3 pieces of information: the service description, your location and the name of your law firm.
2. **Meta Descriptions:** This is the text that Google shows in the search results that describes your services. This should be roughly 100 characters long.
3. **H1 Tags:** All of your pages should have an H1 tag, which is a descriptive headline that includes the primary keyword the page should rank for.
4. **Content:** Your website pages should have between 500 to 1000 words to really compete in search engine rankings. The pages should be descriptive, easy to read and relevant to search queries for your services. Each page should also have at least one mention of the primary keyword you would like it to rank for.

Pro Tip: Are you unsure of what primary keywords you need to rank for? Try using Google Trends (trends.google.com) to see what search terms people in your city and state are using to search for attorneys.



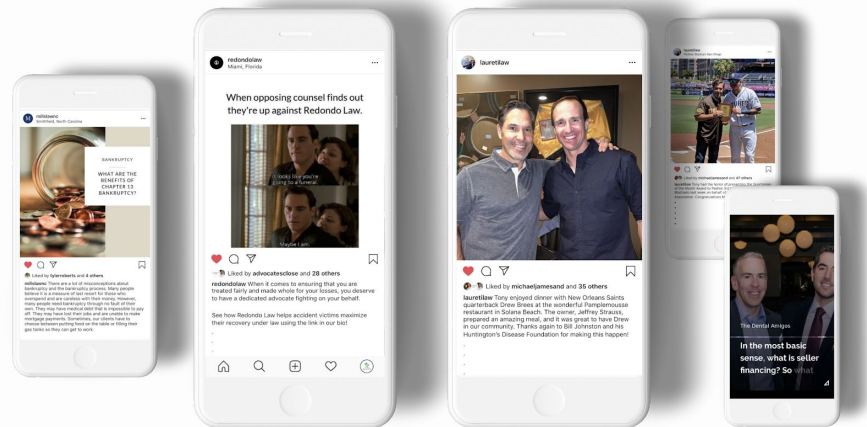
If you don't have time or the technical chops to check on these core pieces of SEO, NOMOS Marketing can help. We are offering a free SEO analysis to every law firm that requests one. Email tyler.roberts@nomosmarketing.com today with the subject line "Free SEO Analysis."

Social Media

If you are not already on social media, then you're late to the party. Fortunately, it's never too late to join. Platforms like Facebook, Instagram, LinkedIn and Twitter are powerful tools you can use to connect with your community during the COVID-19 crisis. Right now, Facebook usage is up, more people are at home on their devices and the world is searching for leadership, guidance and entertainment.

For example, a simple post telling your audience about your plans to close your office, work remotely and communicate electronically is another easy way to let people know how your office is handling the Coronavirus crisis. But there are many things you can do beyond this to engage your followers and build authentic online relationships.

Pro Tip: 45% of ad revenue on Instagram is focused on Instagram Stories. You can use Instagram Stories to share photos and videos, ask questions and create polls - all which drive up organic engagement.



Content

Now is the time to double down on consistent and authentic content for your social media posts. Your clients are online now more than ever, and social media provides your law firm with a platform to provide updates about your practice, but more importantly, to nurture your relationships and start or continue conversations online.

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Action items: Commit yourself and your team to creating social media content to share with your patients and followers. Use these prompts below to curate a collection of authentic content — video has proven to be more effective than just images alone, so we challenge you to have a mix of both.

Here are 5 prompts to get you started:

- **(Home) Office Tour:** Are you still working in your office? Take photos or create a video walking through your office giving your followers a behind the scenes look at your law firm.
- **COVID-19 Updates:** Answer questions that your clients may have about how COVID-19 is affecting their case, business, divorce or other legal matters.
- **Hobbies & Interests:** Do finally have time to tinker on your passion project? Share it with your followers and show them what you like to do outside of practicing law.
- **Businesses You Love:** Right now, small businesses in America are hurting. Show your favorite local business some love by tagging them in a post and sharing how others can support them during this time, such as buying gift cards, shopping online or ordering take-out.
- **Family Time:** One of the benefits of working from home is spending more time with family. Share what your family is doing to spend more time together and ask your followers how they are spending this time to connect with loved ones.

Authentic photographs

Let's face it, just about everyone is working from home. Consider posting photos of your home office, giving followers a sneak peak into your day-to-day life during COVID-19. Use this as a way to show how you are working hard to respond and resolve their legal matters. If you have pro camera equipment, great! But don't think for one second that it is necessary for creating high quality visual content. Using the camera on your smartphone will be more than adequate for capturing moments to share on your social media profiles.

Pro Tip: If you don't have an aesthetically pleasing office, or simply don't want to take your own photos, you can use tools like Canva (www.canva.com) to design branded social media posts using one of the thousand free templates they offer.

Video Content

One easy way to create a more human connection during this time of social distancing is to create very brief videos shot straight from your phone or laptop camera. The video can then be uploaded to your website, shared on social media and linked to in your email.

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Why video? Video gives lawyers a chance to stand out among the chatter and present themselves as community leaders. Video content can also help you demonstrate leadership, provide reassurance and show how you and your office are preparing to handle COVID-19 in the weeks to come.

Pro Tips:

1. For the clearest message possible, keep your video under 2 minutes.
2. Avoid backlighting and look for a place in your office or home that is away from the window, or where natural light can shine toward your face.
3. Introduce yourself and start the video with a positive, clear message and action plan.
4. Highlight what your office is doing to respond to the crisis. For example, you might say.
5. Let clients and colleagues know how you plan to conduct business.
6. Provide contact details.

You don't need to have a professional video editor to create authentic video content, but tools like Magisto (www.magisto.com) allows you to create high quality videos in just minutes.

Paid Digital Ads

Right now, paying for ads may not be a top priority. With many small businesses, including law firms, having to make tough decisions about payroll and overhead costs, it can seem like Pay-Per Click (PPC) Google Ads and Facebook Ads are expenses that simply need to be put on pause.

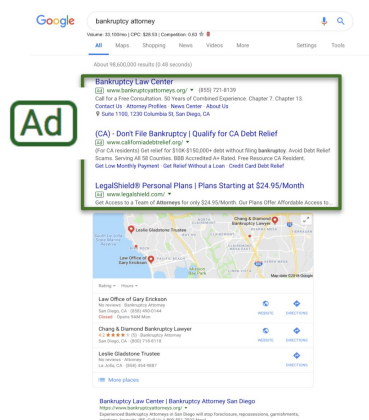
But when everyone zigs, that is when you zag. If you have a practice area such as business, employment, bankruptcy or divorce, COVID-19 presents a great opportunity to capture the attention of your prospective clients.

Google and Facebook make it very simple to create ad campaigns, but realizing an ROI on DIY strategies is difficult. To really make an impact and grow your business, you need a strategy that works - and that strategy is going to look very different during the COVID-19 pandemic.

Google Ads

In response to COVID-19, your law firm should change its PPC strategy to address the changing needs of your prospective clients. This might involve including COVID-19 related keywords, but it could also mean allocating your budget to cover practice areas that you believe will be in higher demand. Consider these examples:

- An employment lawyer may create a campaign related to search queries involving the Payroll Protection Program, or other search terms related to the stimulus bill.
- An insurance dispute attorney may create a campaign related to business interruption insurance disputes.
- A business attorney could create a campaign focusing on contractual disputes.



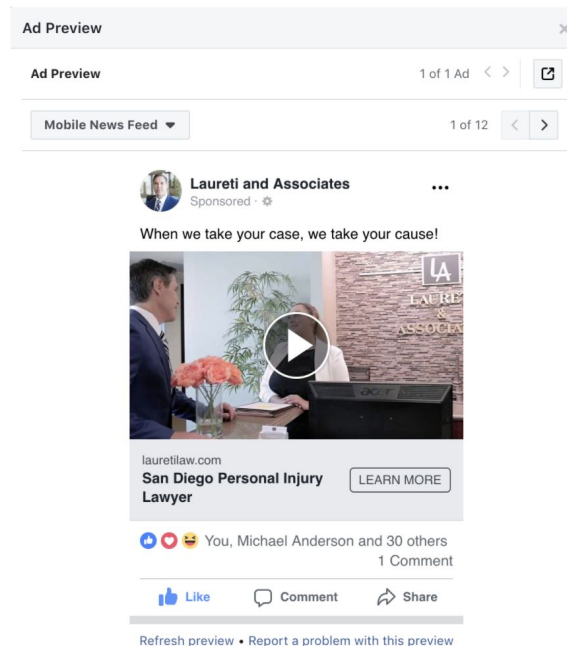
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Another key component of a successful PPC campaign is the creation of a dedicated landing page. Landing pages are the funnel through which visitors contact your firm. To be effective, they must be directly related to the search query and be designed for conversions. Here are a few tips to make sure your landing page is optimized for conversions.

1. Focus on one topic related to your campaign.
2. Create strong calls to action "Above the Fold"
3. Add testimonials.
4. Offer and emphasize value.
5. Add a video.
6. Include case results.
7. Define a path for conversion, including forms and clickable phone numbers.

Facebook Ads

Facebook usage is up, but revenue is flat. Why? Because everyone is scaling back their ad spend right now. Lawyers, on the other hand, should be running to boost posts and develop targeted ad campaigns.



Like your PPC campaign, Facebook ads should directly address the needs of your ideal client during this time. Rather than a direct ask (Injured? Call today!), you should use your ads to start

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a dialogue. Use boosting, targeted ads and remarketing to develop capture attention and follow up with users that interact with your ads.

So, what would a successful Facebook ad campaign look like? Consider the example below:

A business law attorney is anticipating that there will be questions about employment issues, business insurance and commercial leases. She develops a resource, such as a dedicated page or blog posts, that addresses those issues. Once her website is updated, she then creates a short 30 second video using her smartphone acknowledging that these are questions business owners may have. She creates a brief description with a strong call to action, then boosts the video to her community. Not only will this ad generate more engagement for her post, but it will also drive traffic to her site and increase opportunities for conversions in the form of form completions and phone calls.

The attorney in the example above is smart. Why? Because she used a video for her ad. A little pro secret is that you can retarget users who watched your video and engaged with your post months later once COVID-19 has passed.

Pro Tip: Using video, you can remarket to Facebook users that have watched your video and build “look alike” audiences that can be targeted at a later date.

Email Marketing

If ever there was a time to use your email list, it is now. Email is one of the most powerful ways to reach your referral partners, clients, former clients and prospective clients.

At the most basic level, Email is a great way to not only share what you are doing over the course of the next few weeks, but also check in on your clients and colleagues to see how they are doing. Responding to the COVID-19 crisis is a community effort - we're all in this together. Letting others know that you are thinking of them and genuinely concerned about their health and safety is a class-act move that will be remembered when this crisis passes.

Beyond that, email is a great way to share resources and information related to COVID-19. Right now, your clients are hungry for information that will help them through this challenging time. If you are an employment lawyer, keep your clients up to date on the latest laws and policies affecting employment decisions and payroll. If you are a criminal defense attorney, let your clients know about court closures, teleconferencing options and other policy changes that can be used to benefit their case. If you are a personal injury attorney, let your clients know how you plan to pursue negotiations or conduct discovery even when you are not in the office.

Even if you do not have a subscriber list through Mailchimp or ActiveCampaign, you should still send an email checking in on your clients, former clients and colleagues letting them know you are thinking of them and that, despite COVID-19, you are available to help. Here are a few other topics you could cover by email:

- Updates to legislation
- Court closures
- Employment issues
- Helpful resources and links
- Invitations to webinars

If you need help, NOMOS Marketing works with lawyers to create and build email lists to help them reach their clients and prospective clients. You can give us a call and we will share our workflow and a few email marketing secrets we have learned along the way.

Pro Tip: Segmenting your email list is the best way to organize your recipients by practice area. If you practice personal injury, criminal defense and estate planning, you can segment your email list into these three groups. This ensures that emails related to personal injury topics only reach personal injury clients, for example.

Webinars

Conducting and recording webinars is possibly one of the most scalable ways that lawyers can share information, resources and insights with their clients and prospective clients. In one 1-hour webinar, lawyers can reach hundreds, if not thousands, of viewers right from their home or office. Webinars can be streamed live on Facebook for increased visibility and recorded for later use.

Lawyers that use webinars demonstrate authority and leadership while also creating a valuable learning experience for their viewers.

If you have never hosted a webinar before, now is the time to learn. Your clients and prospective clients are currently at home, isolated from the world outside as the COVID-19 crisis develops. They are craving opportunities to learn and to improve their situation, whatever that may be. Consider the following examples:

- **Business Law:** In the case of a business owner, they may be looking for resources and information that will help them navigate a complex and challenging business environment.
- **Personal Injury:** For a personal injury victim, they may be looking for information about how they can pursue compensation while in quarantine.
- **Family Law:** Couples who were thinking about divorce prior to COVID-19 may find themselves in an uncomfortable living situation, unsure of what to do next.

Regardless of your practice area or focus, webinars are a great way to provide valuable information that people are searching for. The best part? Setting up a webinar has never been easier. For the sake of providing specific, actionable advice, we are going to focus on Zoom.

What is Zoom?

Zoom is a leading video conferencing solution trusted by companies, both large and small, all over the world. You can use Zoom for teleconferencing, virtual meetings and video webinars. Features include screen sharing, chat, cloud recording and registration pages.

Creating A Zoom Account

To get started, you will need to create a Zoom account. There are multiple options, including a free option that allows you to hold virtual meetings. To access advanced features, such as

webinars, you will need to upgrade your plan to one of the paid options. However, these are moderately priced and can be customized depending on what you need.

Setting Up A Webinar

Once you have created a Zoom account, the next step is to schedule a webinar. You will have the option of creating a title and description, then you can set a date and duration for the webinar. If you want viewers to register for the webinar, you have the option of setting up a registration page.

There are other options you can select as well. To ensure that your webinar is well managed, we recommend that you select the following options:

- Enable join before host
- Enable a waiting room
- Record the meeting automatically

By selecting these options, you can ensure that you will have control over the meeting and that your viewers have the best experience possible. After the webinar has been created, you will have the ability to update email settings, upload your logo and banner for the event, and select a live streaming option through Facebook or YouTube.

Inviting people to your Webinar

Now that you have created a new Zoom webinar, it is time to start promoting it. If you chose to require people to register for the meeting, then you can copy the registration link and share it with your email list, social media followers and LinkedIn connections. When they click on the link, they will be taken to the dedicated landing page where they will add their names and email addresses. Once they hit submit, they will then be registered for your webinar.

Conducting A Webinar

Simply setting up a Zoom webinar and inviting people to join is just the first step to a successful virtual event. The challenge of hosting a great webinar is all in the execution. If handled properly, a webinar can help you stand out as an authority on the topic you will be discussing. If handled poorly, it can have the opposite effect.

Here are a few quick tips to ensure your webinar is a positive, productive experience for your viewers:

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Prep your office or desk for the webinar. The benefit of webinars is the face to face interaction that viewers get with the host. That being said, good housekeeping can go a long way in ensuring your presentation is professional and free of distraction. Before your webinar, make sure that the space you plan to record in is clean. Also, check your camera and microphone to ensure they are both working. Lastly, make sure you have a strong internet connection.

Send a reminder. Prior to your Zoom meeting, you should send a reminder to all registrants about the date and start time of the meeting. You may send one 24 hours in advance, then another an hour before the start time. In some cases, it may be appropriate to send an email as the webinar is starting, especially if viewers can watch it live streamed on Facebook or YouTube.

Start on time. It is always a good idea to launch your webinar a few minutes early to troubleshoot any potential technical issues.

Encourage viewers to ask questions. Zoom has a chat feature that can help make your webinar more interactive. Encourage viewers to ask questions, or respond to your questions by leaving comments.

Share links to resources and information. Do you plan on sharing resources and information in your webinar? If so, have the links on hand and drop them into the comments section for your viewers.

Develop a slide presentation. If you are planning to host your webinar on your own (no guest speakers), then it may be helpful to have a visual aid, such as PowerPoint slides.

Send a follow up email to registrants. Once the webinar is over, you should follow up immediately with registrants, even those that didn't attend. In your follow up email, thank them for attending the webinar and encourage them to reach out if they have any questions. In this email, you should also include a link to the recording, just in case they want to share it with a colleague or reference the webinar later on.

Send a follow up email to non-registrants. After your webinar, you should also send an email to everyone who did not register for the webinar. You can send them a link to watch the recording, but have them register for the webinar before they can view it. This is a great way to double-down on the webinar and maximize exposure to your content.

At NOMOS Marketing, we help lawyers all over the country plan, promote and execute webinars through social media, blogging and email marketing. If you have any questions about the strategies and tactics outlined in this article, we encourage you to reach out for a no-obligation strategy call.

Building Online Community

Now more than ever, people are searching for authentic online relationships. They are at home, isolated from friends and family, looking for community. For lawyers, the time for developing these online relationships has never been better.

Building community online is a lot simpler than you may think. In fact, depending on your interests, practice areas or location, most of the work has probably already been done for you. The key is getting online and actively participating.

What does an online community look like? It could be a number of things, including closed and open Facebook groups, Slack channels, virtual happy hours and good ole' fashioned chat forums. This is where hundreds, if not thousands of like minded attorneys and individuals congregate to discuss what is going on in business and in life.

Facebook Groups

If you are searching to build online relationships, joining Facebook groups is a great place to start. There are many Facebook groups for lawyers, for example, where attorneys from all over the country share helpful tips and resources. And during COVID-19, these groups have never been more active or more helpful.

In addition to Facebook groups for lawyers, there are also Facebook groups created for other industries, interests and communities. For example, if you serve farmers, you could join Facebook groups created specifically for farmers. Facebook groups are a great way to learn about what your clients may be experiencing and providing value to those communities by responding to questions and sharing helpful information.

Then there are Facebook groups created for different interests and hobbies. Ride a motorcycle? Like to sail? Love crafting? Whatever your after-hour passion may be, there is probably a Facebook group for it. In these groups, it is important to refrain from wearing your "lawyer hat" - it's all about engaging with people with similar interests and developing those authentic online relationships.

Pro Tip: Create a closed Facebook group for your people in your community that you identify as ideal clients. Are you a family law attorney? You could create a local Facebook group dedicated to sharing tips for home education, co-parenting during quarantine or dealing with divorce during COVID-19.

Slack Channels

Slack is a collaboration hub that can replace email to help you and your team work together seamlessly. It's designed to support the way people naturally work together, so you can collaborate with people online as efficiently as you do face-to-face.

However, Slack is also great for non-work related communications. In fact, there are a number of closed Slack channels for lawyers where attorneys communicate asynchronously about a range of topics. In fact, Slack allows users to build out channels dedicated to different topics, meaning that one Slack group could talk about a variety of topics that you could engage with.

Pro Tip: Create your own Slack channel and invite other attorneys in your jurisdiction to join. In your slack channel, encourage members to share information about the local and state court system, recent state orders and other issues that may be affecting the legal community and the clients it serves.

Virtual Happy Hours

Virtual happy hours are popping up everywhere. Honestly, they may be better than the real thing. Rather than going to one location with a limited number of people, you can now hop between multiple virtual happy hours and connect with hundreds of people all over the country. The best part? You're able to join from the comfort of your home with drink in hand.

Virtual happy hours are typically conducted on Zoom, Google Hangouts or a similar type of teleconferencing software.

Pro tip: Host your own virtual happy hour for colleagues, friends and family. You can set up a free Zoom account and send the link to your contacts. Simply set a date and time. To keep the virtual happy hour organized, come prepared with questions you would like to ask, then conduct a round robin discussion so everyone has a chance to speak. And, if you are feeling generous, you can buy everyone's drinks. How? Simply ask participants for their Venmo username and send them \$5.



The Time To Start Is Now!

There is a lot packed into this short e-book. We know that it can seem overwhelming, especially with everything else that is going on in the world right now. Our hope is that you can take away some actionable next steps to begin moving your law firm forward in the face of immense economic challenges.

About NOMOS Marketing

NOMOS Marketing is a full-service marketing agency, meaning that we handle every aspect of our clients' marketing needs including web design, branding, social media, SEO and PPC. Over the last month, we have helped our clients transition their marketing strategies to respond to the COVID-19 crisis, creating high quality content for their websites, blogs, social media accounts and email marketing.

Schedule A Marketing Consultation

If you have read this ebook and have questions on which strategies are right for your law firm, we encourage you to contact our office today. You can schedule a free marketing consultation on our website at www.nomosmarketing.com. Together, we can look at your market, goals and strengths to build a winning marketing strategy.

Stay safe. Stay healthy.



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