

# LinkedIn for Law Firms

## "Your Silent Salesman"

### Strategies & Tips for Firm Profile Success

June 14, 2023 | 12-1PM

Via Zoom | Free to ALA Members

*Space is limited. Please RSVP as soon as possible.*

Learning Objectives: Business/Thought Leadership, Recruiting, SEO Optimization, Lead Generation

CLM® Application Credit: 1 hour(s) of Organizational Development

CLM® Application Credit for Functional Specialists: 1 hour(s) in the subject area of Legal Industry/Business Management (LI) towards the additional hours required of some Functional Specialists to fulfill the CLM application.

CLM® Recertification Credit: 1 hour(s) in the subject area of Legal Industry/ Business Management (LI)

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#### Overview

- **Discover what a strong LinkedIn profile can do:** Put into place a simple strategy that can inform potential clients, enhance recruiting efforts, even engage legal peers for referral work.
- **Understand why LinkedIn should be your go-to social media platform:** Explore the benefits it offers in terms of business and thought leadership, recruiting, discoverability, and lead generation.
- **Learn actionable tips for optimizing your LinkedIn presence:** Including utilizing the LinkedIn mention system, leveraging employee notifications, creating showcase pages for practice areas, and more.



#### About the Presenter

**Tom Gabor** | Marketing Director, High Swartz LLP

Tom is the marketing director at High Swartz LLP. His experience includes content marketing, brand strategy, design, and reputation management while utilizing search engine optimization (SEO) techniques, legal copywriting, social media, email marketing, and public relations. Prior to legal marketing, Tom spent 15 years as a graphic designer and art director with a specialization in branding strategy. Tom has a knack for leveraging various digital platforms to enhance a brand's online presence and drive meaningful engagement and looks forward to sharing his techniques.



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