



4 QUESTIONS TO ASK BEFORE HIRING A SOCIAL MEDIA ADVERTISING PROVIDER

A strong social media marketing campaign can improve your law firm's online visibility, broaden your name recognition and enhance your search engine optimization. But when you have the wrong social media team, the campaign may not come together, pieces may be missing, and you may find that you are doing nothing except wasting time and money.

If your page isn't up to par, the chances of your ad succeeding drop dramatically. For this reason, you want to make sure that your page is set up for success before you begin. This includes gaining followers to instill confidence and maintaining an ongoing posting schedule to show an active and alive page.

We have developed this resource to help you make the best decisions when choosing a team to manage your social media advertising.

Start by asking these four simple questions:

-
- 1** How do I know that your company has proper experience with the legal industry and can provide effective results for my law firm's Facebook campaign?
 - 2** How can I be sure your company isn't wasting the money that I'm budgeting for Facebook?
 - 3** Will you provide me with an accurate, objective and detailed report that shows me where my money is going and how effective and successful your work has been?
 - 4** True, there is value in social metrics, but many companies focus solely on social metrics because obtaining legal leads on social media is difficult. Do your Facebook campaigns generate leads? Or do you focus solely on social metrics?

If you don't receive satisfactory answers, or the providers are unsure how to answer these questions, the team at Consultwebs welcomes any questions you may have. We are an industry leader in social media advertising, and we are experts on social media for lawyers.

Please contact us by calling 800-872-6590 or emailing us at getmore@consultwebs.com. We can help your firm get more cases from the web.

