



## JustLegal Campaign Strategy

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### **Marketing Objective:**

The objective of the campaign is to drive booth visits and sign ups at the ABA Techshow, along with starting relevant conversations.

### **Target Audience:**

- Provided segmented list

### **Timing:**

- ABA Techshow

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### **Twitter:**

**Discover** - We'll utilize our platform to discover the target audience tweeting about the ABA Techshow.

**Nurture** - SocialMatterz will engage and nurture relevant leads on Twitter utilizing conversational marketing messages.

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### **LinkedIn:**

**Discover** - We'll utilize our platform to discover the target audiences' LinkedIn profiles.

**Nurture** - SocialMatterz will engage and nurture relevant leads on LinkedIn utilizing custom connection requests and InMail messages.

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## **Account Setup**

SocialMatterz Customer Success Managers (CSMs) discuss Twitter and LinkedIn credentials and campaign content for Client approval.

## **Campaign Start**

CSM runs the campaign and reports success metrics back to client. Client will be given a conversation dashboard to track relevant conversations on both Twitter and LinkedIn.

## **Specific Targeting**

- ABA Techshow attendees

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## **Step by Step Nurturing Process**

### **Twitter**

#### **@Reply**

1. Through SMz technology, we will find your Target Audiences who are tweeting about the ABA Techshow.
2. We will then @reply to that tweet with a conversational marketing message and a relevant link (if applicable). We will also favorite their relevant tweet and follow them.

### **LinkedIn**

#### **Connect**

1. Following engagement on Twitter, we will send each lead a custom Connection Request.
2. Upon connection, we will send a custom message along with a relevant link.

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## **Additional Insights**

- SocialMatterz can give data on how many qualified prospects in your target audience clicked on links and/or replied.

## Example Messaging Twitter

**@Reply (Will be personalized to each individual tweet)**

### **Segment #1: State Bars**

## Startup Alley

- We're here too @ booth #! We're competing in the 1st ever Startup Alley competition TONIGHT: (link: <http://abovethelaw.com/2016/12/this-week-in-legal-tech-the-winners-of-the-techs-how-startup-alley-competition/>)
- Would love to see you at booth #! We're also competing in the Startup Alley competition TONIGHT: (link: <http://abovethelaw.com/2016/12/this-week-in-legal-tech-the-winners-of-the-techs-how-startup-alley-competition/>)

## General Awareness

- Speaking of #ABATECHSOW, let's talk disruptive tech at booth # (link: <https://justlegal.com/articles/attorney-resources/legal-industry-innovation>) Hope to see you!
- We're here too! We're sharing video chat security tips at booth #: (link: <https://justlegal.com/articles/attorney-resources/video-chat-security-faq>) Let's chat!
- At #ABATECHSHOW? Stop by booth # - we're answering questions about video chat security: (link: <https://justlegal.com/articles/attorney-resources/video-chat-security-faq>)

## Giveaway

- Stop by the JustLegal booth (#) & sign up for a FREE trial for a chance to win a Google Home!
- We're here! Learn about our powerful yet simple solution at booth #. You could win a Google Home!
- Would love to see you @ booth (#)! Bring your biz card for a chance to win a Google Home!
- At #ABATECHSHOW? Enter to WIN a Google Home. Just drop your biz card off at booth #.

## ***Segments #2 & #3: Solo Attorneys and 2-49***

## Startup Alley

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- At #ABATECHSHOW? Stop by booth # - we're answering questions about video chat security: (link: <https://justlegal.com/articles/attorney-resources/video-chat-security-faq>)
- We're talking gaining & keeping high quality clients & more at booth #! (link: <https://justlegal.com/articles/attorney-resources/boost-retention-rates>) Let's chat!
- Great #ABATECHSHOW tweet! We're showcasing how we can boost your practice @ booth #. Stop by!

### ***Discount***

***Should we direct them to a certain page to sign up or to the “schedule a demo” page? Are you fine with sharing the code in a public timeline or would you prefer just LinkedIn?***

- We're offering 60 days of free scheduling, video conferencing, & payment processing w/ code ABA!
- We're at booth # - stop by! Use code ABA for 60 days of free scheduling, video conferencing, & payment processing!
- We're at the #ABATECHSHOW too. Stop by booth # to say hi & learn about our amazing discount!

### ***Giveaway***

- Stop by the JustLegal booth (#) & sign up for a FREE trial for a chance to win a Google Home!

- Learn about our powerful yet simple solution at booth #. Plus, you could win a Google Home!
- Would love to see you @ booth (#)! Bring your biz card for a chance to win a Google Home!
- At #ABATECHSHOW? Enter to WIN a Google Home. Just drop your biz card off at booth #.

***Segments #4 & #5: 50-100+ & Tech Partner/Exhibitor/ABA/Misc.***

**Startup Alley**

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- At #ABATECHSHOW? Stop by booth # - we're answering questions about video chat security: (link: <https://justlegal.com/articles/attorney-resources/video-chat-security-faq>)
- Interested in learning about our innovative scheduling process? Let's chat at booth #!
- We're here too! Let's chat about bringing scheduling processes into the 21st century. Booth #
- Would love to show you how we're bringing scheduling processes into the 21st century. Stop by booth #!

## Giveaway

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## Example Messaging - LinkedIn

**Connection (Will be personalized according to who we are connecting with and the conversational Twitter message)**

**After engaging with lead on Twitter:**

**Sample Message #1:**

Hi NAME,

I saw on Twitter that you're heading to the ABA Techshow. We'll be there too, talking about (topic). I actually shared the JustLegal booth info with you on Twitter. Did you have a chance to check it out? Would love to chat while there!

Hope to connect,

Michael

**Sample Message #2:**

Hi Name,

I've enjoyed following your ABA Techshow tweets - valuable! We are talking (topics). I shared the JustLegal booth info with you on Twitter. Did you have a chance to check it out? Let's chat!

Hope to connect,

Michael

**Sample Message #3:**

Hi Name,

I noticed that you are at the ABA Techshow. I am too! I actually shared the JustLegal booth information with you on Twitter, as well as details about our (giveaway, coupon code, competition). Would you like further details?

Hope to connect,

Michael

**InMail Message following Connection (Will be personalized based on segment and connection message)**

**Message #1: DEMO**

Hi NAME,

Appreciate you connecting! I saw on Twitter that you're at the ABA Techshow. While here, I'd love for you to stop by and say hi. I'll be at booth # sharing (details). If interested, you can schedule a quick demo here: (link) Hope to see you!

Best,

Michael

**Message #2: General Awareness before conference**

Hi Name,

Appreciate the connect. I wanted to introduce you to our innovative company and what we do. JustLegal takes care of two of the hardest parts of being an attorney, finding clients and getting paid. Whether it's increasing qualified bookings from your website, our LawPay partnership that handles all of your billing in a fast, secure & compliant way or our online marketplace that drives new potential clients to your practice. We would love to hear any feedback you may have regarding our technology specifically built to be compliant for attorneys: <https://www.justlegal.com/>

Would you like to meet for some coffee or stop by our booth # sometime next week in Chicago?

Best,

Michael

**Message #3: Security Tips**

Hi NAME,

Thanks for connecting! I noticed on Twitter that you're at the ABA Techshow, and was hoping to connect while here. We are at booth # sharing video chat security tips and more ([link](#)). What do you think? Would love to answer any questions you have!

Best,

Michael

#### **Message #4: Giveaway**

Hi NAME,

Appreciate the connect. Since you're at the ABA Techshow, I wanted to share our Google Home giveaway details with you. To enter, just stop by the JustLegal booth (#) and sign up for a free trial or drop your business card off to sign up after the conference. Let me know if you have any questions, and I hope to see you at booth #!

Best,

Michael

#### **Message #5: Coupon Code**

Hi NAME,

Thanks for the connect. I've enjoyed following your ABA Techshow tweets - valuable! I would love for you to try out our innovative solution. We are offering 60 days of free scheduling, video conferencing, and payment processing with code ABA! Find out more at booth #. Would you like to meet up while here?

Best,

Michael

#### **Message #6: Startup Alley**

Hi NAME,

Appreciate you connecting! Since you're at the ABA Techshow, you're the perfect person to connect with about the Startup Alley competition tonight. We are one of only 12 innovative legal tech startups competing in tonight's March Madness style competition judged by Techshow attendees like you! (link) It's all about innovation! If interested, stop by booth # to learn more about us and our powerful and simple solution. Hope to see you!

Best,

Michael

### **Message #6: Scheduling**

Hi NAME,

Thanks for connecting. I've enjoyed keeping up with your ABA Techshow tweets! I actually shared our booth info with you. We are at booth # showcasing our solution that brings scheduling into the 21st century. Hope you can stop by!

Best,

Michael

**LinkedIn Only: Above messaging will be adjusted to reach target audience not tweeting/on Twitter (example messaging below)**

### **Connection**

#### **Sample Message:**

Hi NAME,

I'm impressed with your experience at (firm), and noticed that you're at the ABA Techshow. We are here too talking about (topic). Would love to share more details with you!

Hope to connect,

Michael

**InMail**

**Sample Message:**

Hi NAME,

Appreciate you connecting! I noticed that you're at the ABA Techshow, and have valuable experience at (firm). While here, I'd love to introduce you to JustLegal and how we take care of two of the hardest parts of being an attorney. <https://www.justlegal.com/>

Would you like to meet for some coffee or stop by our booth (#)?

Best,

Michael