



ArmstrongWatson[®]
Accountants, Business & Financial Advisers
A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

Preston
1 July 2020



ArmstrongWatson[®]
Accountants, Business & Financial Advisers



Legal Sector Breakfast Briefing

Welcome and Introduction

Rosy Rourke, Legal Sector Director
Armstrong Watson

Working with



The Law Society

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Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close

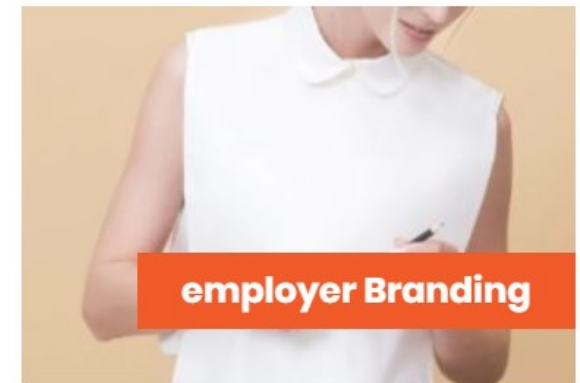
Working with



The Law Society

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Growing more than **profit...**



services

- Social media landscape
- Social media as a business tool
- The need for and benefits of using social media
- A proven process for social media results
- Client profiling
- Simplified process for lead generation via social media
- Q&A











**lead generation through
social media
securing business growth**

social media landscape around the world

in 3 years – 2016 - 2019

- Number of active social media users has grown by more than 51%, from 2.307 billion to 3.484 billion.
- Number of active MOBILE social media users has risen by more than 65%, from 1.968 billion to 3.256 billion.
- On average people have spent 1 hour and 40 min on social media per day.

social media during Covid-19

social media usage during Covid-19 – within two weeks

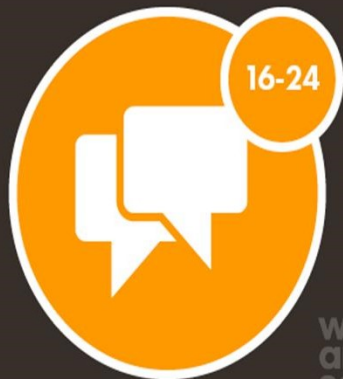
- On Facebook total messaging has increased by more than 50%.
- Number of active Facebook users has increased by 2.5% which accounts for 5.7 million
- Number of active Instagram users has increased by 3.7%, which accounts for 4.4 million
- Number of active LinkedIn users has increased by 1.5%

APR
2020

COVID-19: INCREASED SOCIAL MEDIA USE BY AGE GROUP

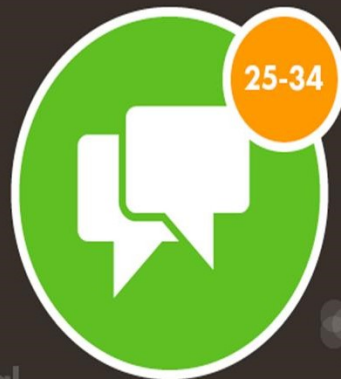
PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS

SPENDING MORE TIME
USING SOCIAL MEDIA:
16-24 YEAR OLDS



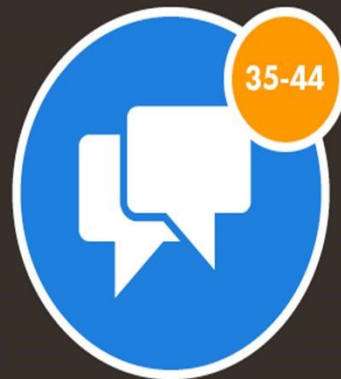
58%

SPENDING MORE TIME
USING SOCIAL MEDIA:
25-34 YEAR OLDS



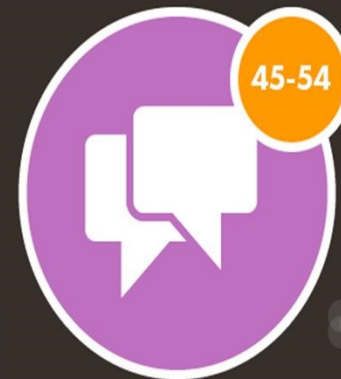
50%

SPENDING MORE TIME
USING SOCIAL MEDIA:
35-44 YEAR OLDS



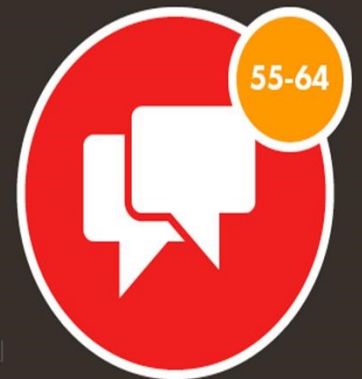
42%

SPENDING MORE TIME
USING SOCIAL MEDIA:
45-54 YEAR OLDS



34%

SPENDING MORE TIME
USING SOCIAL MEDIA:
55-64 YEAR OLDS



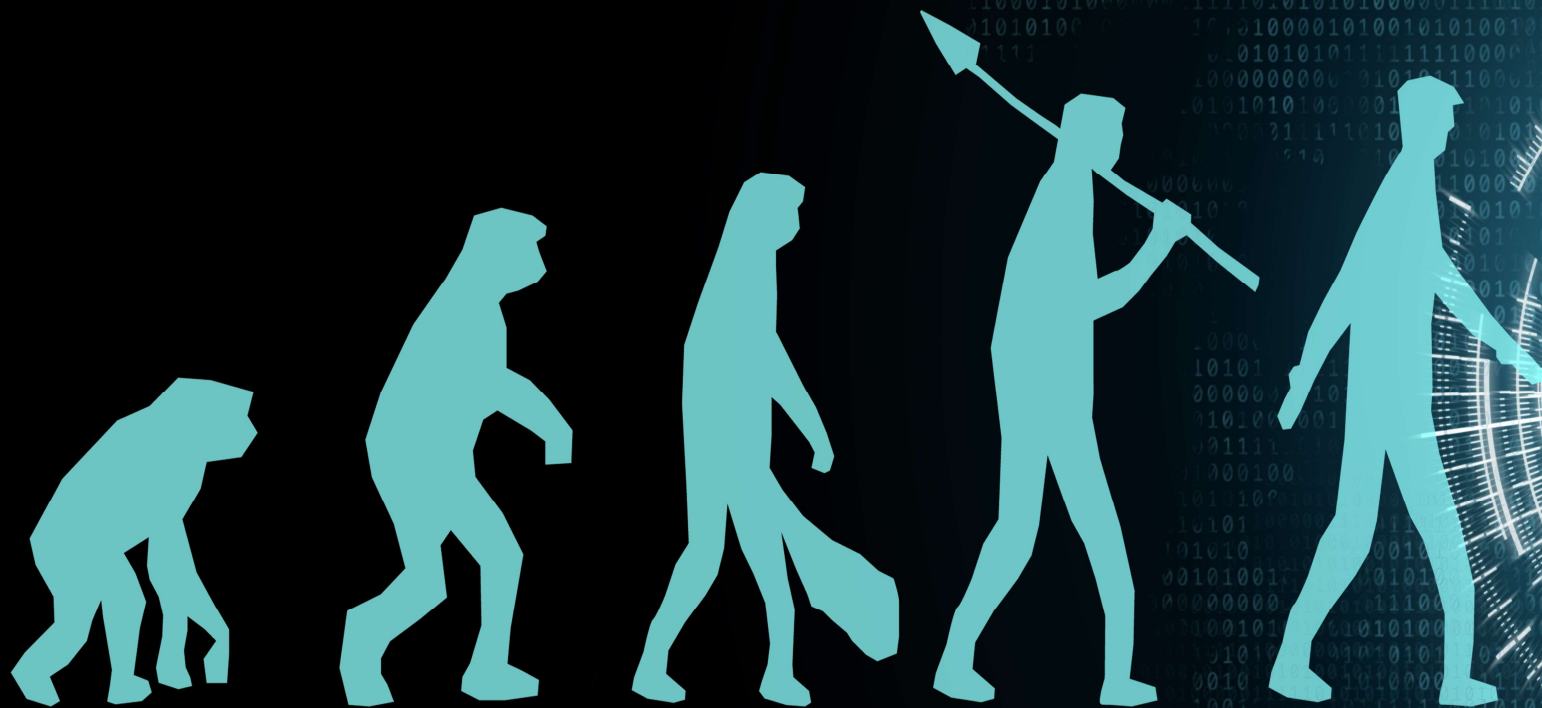
32%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN MARCH 31 AND APRIL 02, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

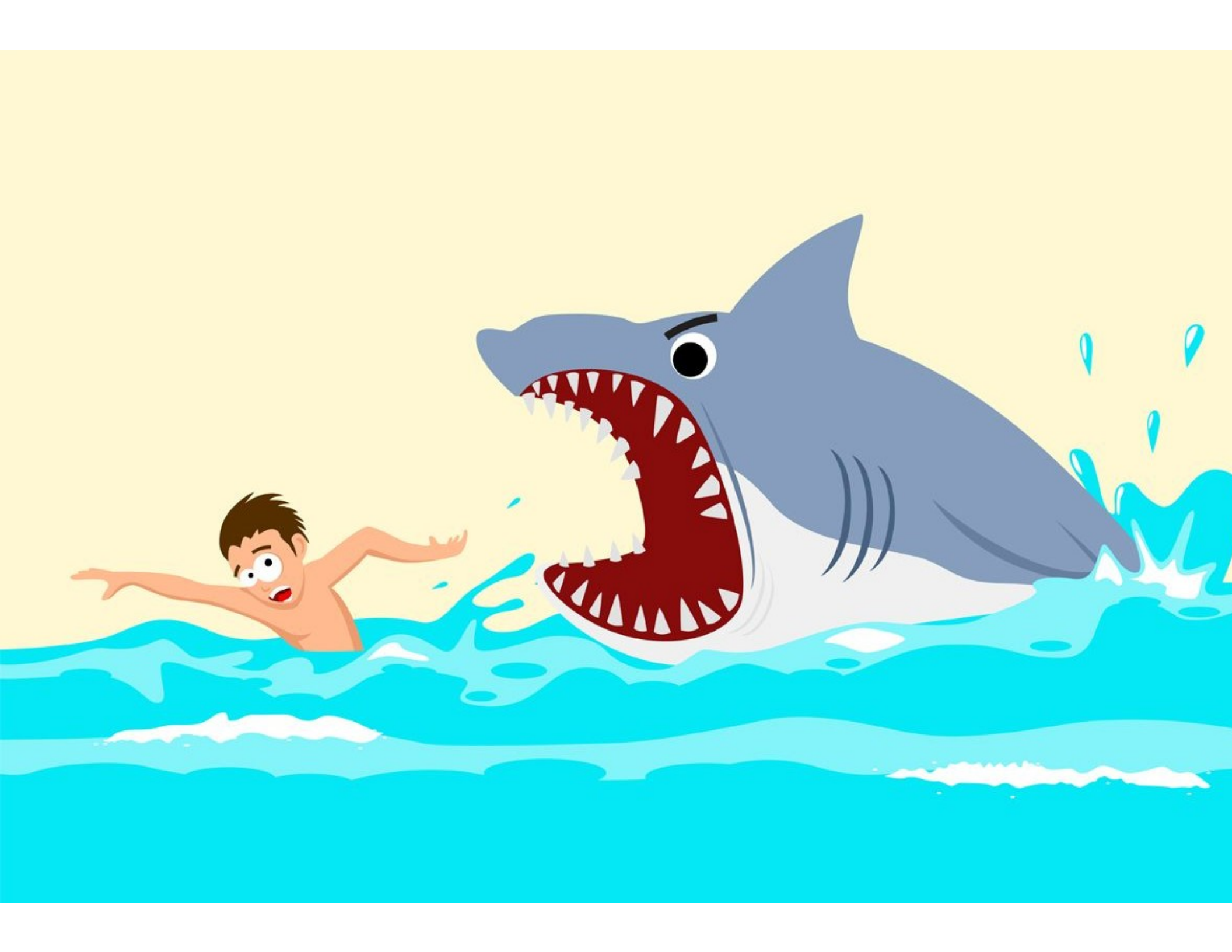
we are social

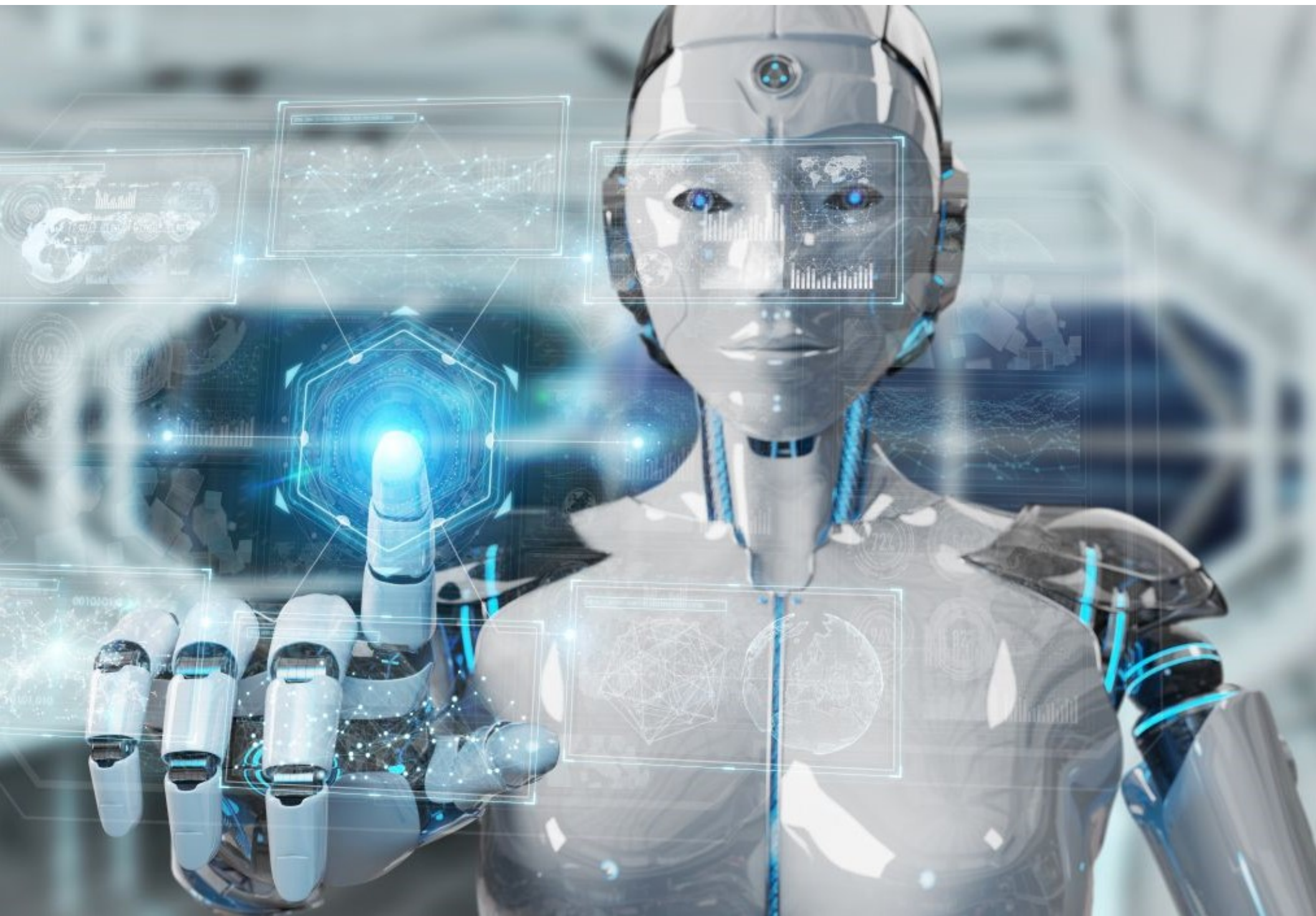


Hootsuite











**More than half of the entire
workforce population
around the world
is made of
Millennials and Gen Z**

**74% of B2B buyers are
Millennials**

who are they?



















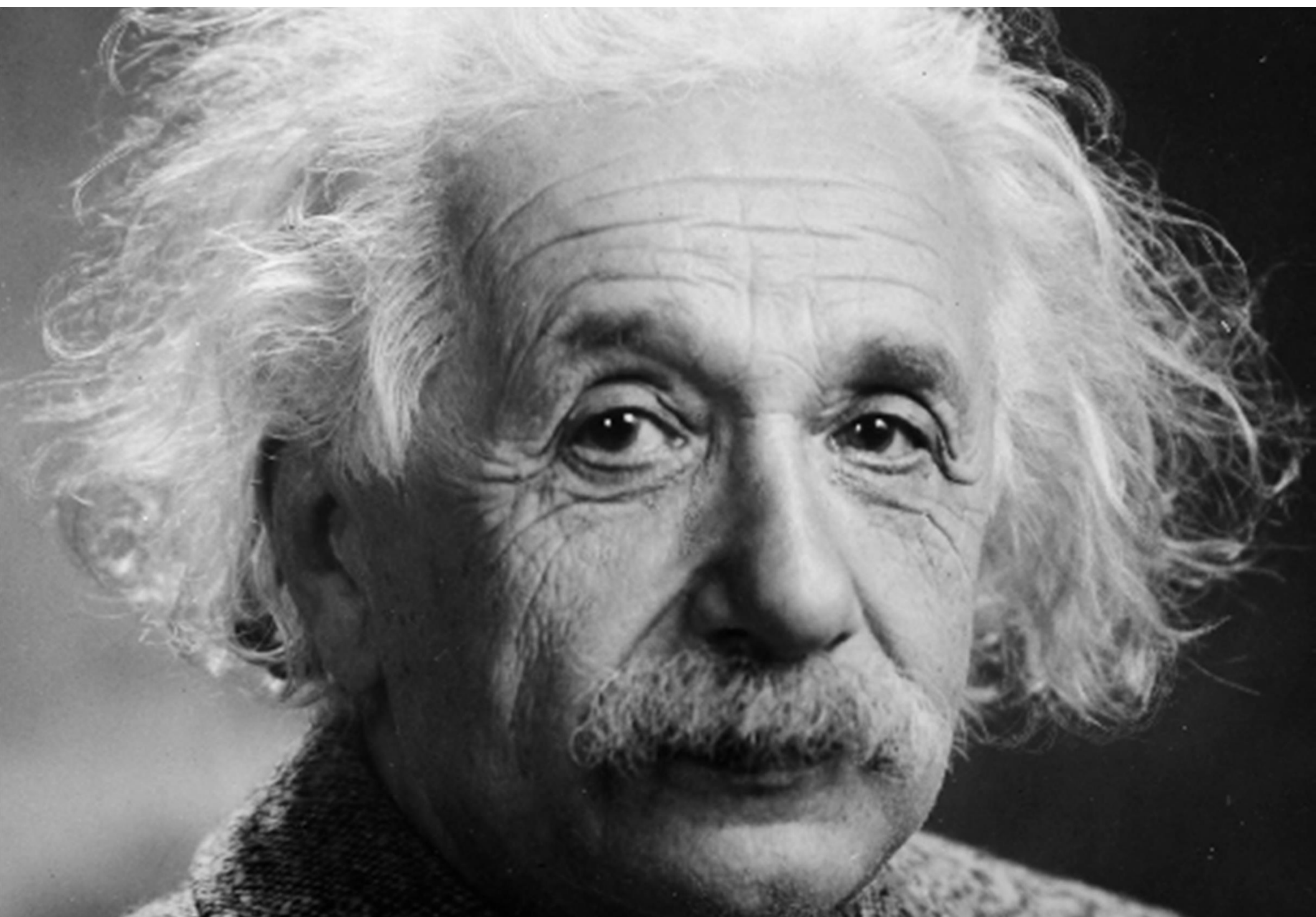




i'm allergic to basic









social media as a business tool

social media as a versatile business tool



marketing



- Brand Awareness
- Lead Generation via website/calls
- PR

sales



- Prospecting Clients
- Social Selling

HR/ company
culture



- Increasing Employees' Engagement
- Increasing Productivity
- Retaining Talent
- Recruiting New Talent
- Social Selling

customer care



- Increasing Trust, Loyalty
- Increasing Referrals

R&D



- Data/Information
- New product/service development

finance



- Raising finance

**why everyone in a firm needs to
use social media**

potential social media reach – brand vs. employees

BRAND SOCIAL REACH		EMPLOYEES SOCIAL REACH				
PLATFORM	NO. OF FOLLOWERS	NO. OF EMPLOYEES	PLATFORM	AVERAGE NO. OF CONNECTIONS	POTENTIAL SOCIAL REACH	
LinkedIn	3,212	30	x	LinkedIn	400	12,000
Twitter	282		x	Twitter		
Instagram	n/a		x	Instagram		
Facebook	967		x	Facebook		
TOTAL REACH	4,461			TOTAL REACH		

benefits of using social media by all employees

- Individuals responsible for bringing new clients that use social media outsell 78% of their peers
- Messages shared by employees went 561% further than the same message shared on a brand owned channel
- 98% of employees use at least one social media site for personal use, of which 50 percent are already posting about their company
- Employees of socially engaged companies are more likely to stay at their company, feel optimistic about their company's future and believe their company is more competitive

benefits of using social media by all employees

- Improved collaboration and engagement
- Increased productivity
- Improved company culture
- Improved employer branding

Consequently increased profit

**a proven process
for social media results**

why proven?

Blacks Solicitors



Results in the 2nd year

- Increased revenue by more than 25%
- Increased collaboration between departments
- Improved employee engagement
- Improved company culture
- Increased staff retention

Irwin Mitchell

The screenshot shows the Twitter profile of Paul Johnson (@IM_PaulJ). The profile includes a profile picture of a man in a suit, a bio identifying him as a corporate lawyer specializing in mergers and acquisitions, and a list of tweets. The top navigation bar shows Home, Notifications, Messages, Discover, and a search bar. The profile statistics show 24 tweets, 118 following, and 53 followers. The 'Following' button is highlighted. The main content area displays two tweets: one from Clive Owen LLP about smaller manufacturers and one from The Economist about oil prices, which includes a photograph of an oil well with a large fire.

Results in the 2nd month

- arranging 2 meetings with target companies

Francis Wilks & Jones



Andy Wilks • 4:04 PM

one meeting now lined up. Just chasing down 3 more for dates - they seem to want to meet up!

have a great weekend

Andy



Andy Wilks • 4:21 PM

Just had my first LinkedIn new client meeting! Went pretty well. Beginning to love this new way of meeting people. Opens up a world I would never have entered in to...

Hope all is well. I have been a bit slack this week on things - just getting the new financial year in shape so I do have an excuse! Still - 1-0 up on the meeting side!



Barry McGouran • 12:53 PM

Just a quick message to say thank you very much for all of your help and assistance with our social media training. I have seen a significant increase in activity on my personal profile together with an increase on website hits following content. I have also recently arranged two meetings with potential clients as a result so very impressive!

Hope to see you soon.

**Our Proven Process
for
Social Media Results**

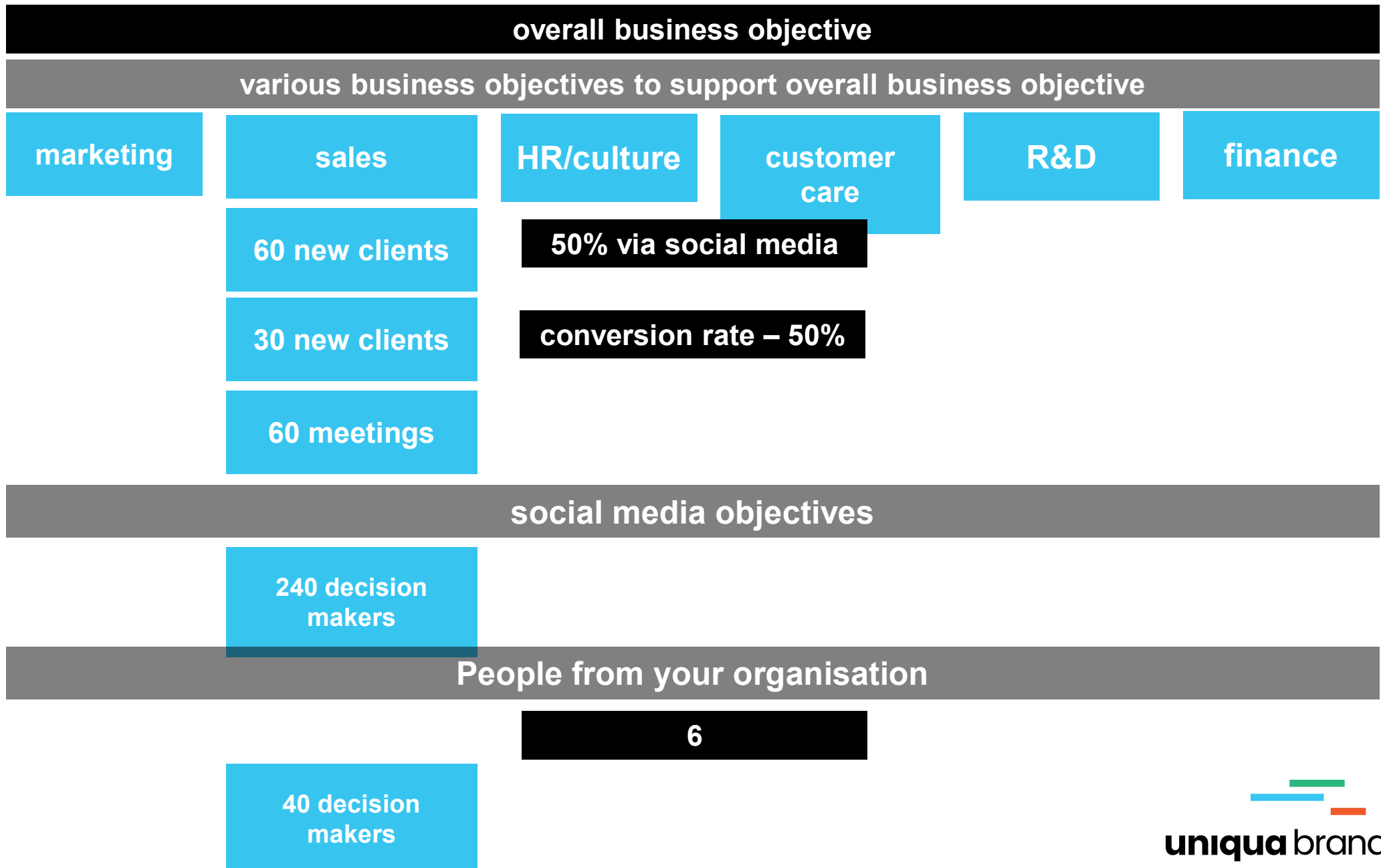


- **Strategy**
- **Integration**
- **Engagement**
- **Support**

**a successful
social media strategy
what needs to be done?**



translating sales objectives into social media objectives



customer profiles

customer profile

age

income

job title

location

company
size

turnover

needs

behaviours

purchase
habits



motivators

hobbies

goals

challenges

opportunities

Emotions DO matter in B2B purchasing decisions

- Emotional factors comprise up to 70% of decision making,
- Customers are looking for meaningful relationships not just satisfactory transactions
- 74% of B2B buyers are Millennials and they are changing the nature of B2B purchasing

integration stage
what needs to be done?

integration stage

- Optimising your social media profiles
 - To reflect your social media strategy/individual objectives
 - To reflect your personal brand
 - To build trust
 - To be easier found
- Organising your internet browsers
 - To access all relevant websites/ platforms with “one click”
 - To significantly reduce time (by more than 90%) managing social media activity
 - To work SMART not HARD

**meaningful engagement
what to consider?**

customer engagement - impact on business

- Customer engagement is the definitive forecaster of business growth
- Fully engaged customers represent a 23% premium in terms of share of wallet, profitability and relationship growth over the average customer
- Companies that successfully engage their B2B customers realize 63% lower customer attrition and 50% higher productivity.
- Only 29% of B2B customers are fully engaged and 71% are looking to leave for a competitor.

content purpose – lead generation

- Content purpose that best supports lead generation:
 - To have conversations
 - To connect
 - To inspire
 - To entertain
 - To educate

 - *To promote*

content type – lead generation

- Type of content that is relevant to its purpose:
 - For example: to have conversations
 - ✓ Personal views, opinions
 - ✓ Blogs that encourage people to interact with you
 - ✓ Short polls
 - ✓ Posts to give kudos to your existing clients

- Type of social media activity that best supports lead generations
 - Commenting
 - Posting your own post
 - Liking
 - Quoting
 - Sharing/Retweeting
 - Direct messaging

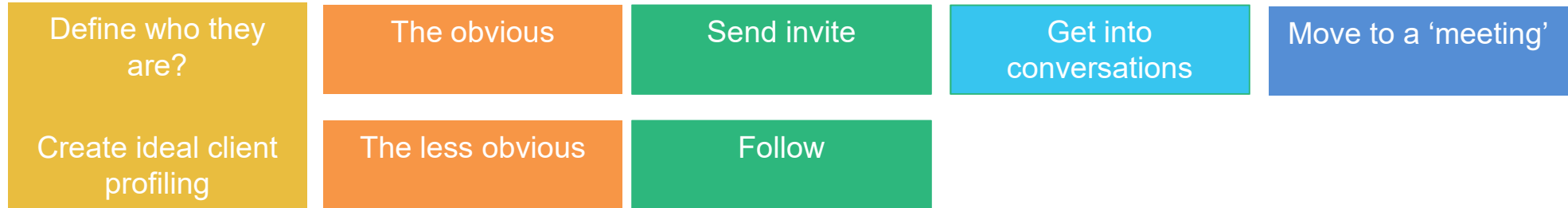
Social media 'currency'

- Authenticity
- Honesty
- Transparency
- Being human and being social
- Social selling rather than direct selling
- Don't ignore your audience
- Engagement rather than broadcasting

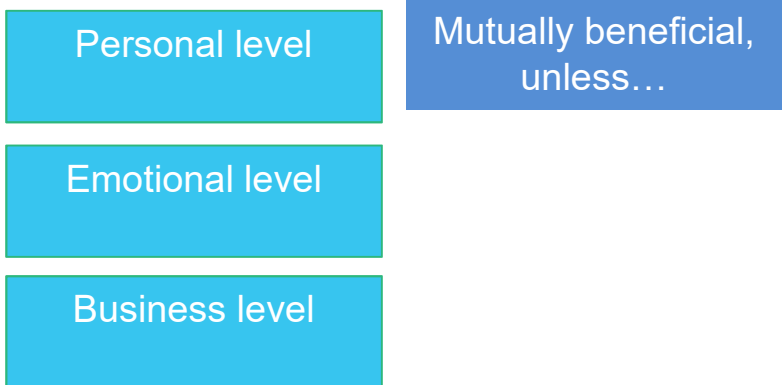
lead generation process – simplified



What you need to do



Levels of engagement



Examples of what not to do

Hi NAME.

During this difficult time, I am reaching out to people to make sure they know where they and their businesses stand while the current climate is so uncertain.

A lot of people I have spoken to so far are finding their accountants are not there to explain how the recently announced Government business support measures relate to them and what is the best route forward for their company!

I'm at the end of the phone or a video chat anytime that suits you. Is there anything I can help you with, even for some guidance?

Examples of what not to do

Great yet simple advice if you're struggling to work from home!

At we're getting in the swing of things working from home so if you've any questions or thoughts about your financial planning, where the stock markets are or might go (one day) or how to make best use of you tax free allowances & tax reliefs available for this new tax year then please get in touch! We're working from home and the phones are firmly on!!

Examples of what to do

Post Attendee - Zoom | (1) The Bespoke Courier Comp | (99+) Jowita Penkala | LinkedIn

linkedin.com/in/jowitapenkala/detail/recent-activity/

SMP | Mfg Media | Brands&Retail | Financial | Legal | Social Media | Marketing | HR | Consumer Insight | UD website | Private | Web&SEO | Watches | Other Bookmarks

in Search

Home | My Network | Jobs | Messaging | Notifications | Me | Work | Sales Nav

Jowita Penkala
Creating exclusive timepieces for the world's elite / Social Media Specialist delivering proven results

Followers 1,879
Drafts 0

Natalie MacDonal - News Editor, LinkedIn
Insurtech founder Ben Webster, Rare Birds CEO Jo Burston and COSE

Together In Business: People

108 · 84 Comments · 14,015 Views

Like Comment Share Most Relevant

Add a comment...

Jowita Penkala • You
Creating exclusive timepieces for the world's elite / Social Media Spe... 2w ...

In my opinion the status quo how we treat people at work has failed and only by implementing total honesty and transparency we can improve #morale and #culture in our organisations and in turn future proof our businesses.
Do you embrace #employee advocacy? And if so, how do you do it?

Load more comments

Jowita Penkala likes this

Messaging 2

Examples of what to do

The screenshot shows a browser window with the following elements:

- Browser Tabs:** Post Attendee - Zoom, (1) The Bespoke Courier Com, (99+) Burak ONDER | LinkedIn.
- Address Bar:** linkedin.com/in/burakonder/
- Navigation:** Back, Forward, Refresh, Home icons.
- Bookmarks:** SMP, Mfg Media, Brands&Retail, Financial, Legal, Social Media, Marketing, Other Bookmark.
- LinkedIn Header:** Search bar, Home icon with 1 notification, Profile icon with 1 notification, and a 99+ notification badge.
- Page Content:** "Find Top UX/UI Designers - Vetted & handpicked UX/UI designers. Focus on your project".
- Message Window (Left):**
 - Header:** Burak ONDER, Active now.
 - Profile:** Burak ONDER · 1st, Enterprise Sales, Talent Solutions Business, EMEA Growth Market at LinkedIn.
 - Date Separator:** MAY 27.
 - Message 1:** Burak ONDER · 11:00 AM. "Thank you Jowita. Glad to be connected. #staysafe BR, Burak".
 - Message 2:** Jowita Penkala · 11:05 AM. "Thank you Burak, You too :)".
 - Input:** "Write a message..."
- Message Window (Right):**
 - Image:** Aerial view of a city with a stadium.
 - Buttons:** "View in Sales Navigator", "More...".
 - Logos:** LinkedIn, University of Hartford.
 - Text:** "out to Burak for..."

Examples of what to do

The screenshot shows a LinkedIn mobile interface. At the top, there's a browser address bar with the URL `49374460694528/?searchTerm=burak`. Below it is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. A search bar contains the text "rservice Again! - Increase employee utilization & maximize profitability with ClickTime Ad ...".

The main content area is split into two columns. The left column shows a messaging thread:

- Burak ONDER** (Mobile • 1h ago): thanks Burak 😊 good luck with your business travel. 🙌 talk soon.
- Burak ONDER** (11:39 AM): are you based in UK? if so we are very close, i'm based in dublin -> quick flight ✈️
- Jowita Penkala** (11:53 AM): Yes, I'm based in the UK.. and often go to London to see my clients (not for now though) 😊
- Burak ONDER** (12:00 PM): great! sometimes i go to london to meet w clients and work out of london office when things get better we may meet in person 🙌
- Jowita Penkala** (12:01 PM): Sounds like a great plan! Looking forward to it. 😊

The right column shows a hiring advertisement:

- Ready for your next opportunity?**
- Profile picture of Jowita, Collinson and a red circular logo.
- Jowita, Collinson is hiring!**
- Follow** button.

At the bottom of the right column, there are links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More. The footer includes the LinkedIn logo and "LinkedIn Corporation © 2020".

At the bottom of the screen, there's a dark blue bar with a "Messaging" button and a "Send" button.

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support stage
what needs to be done?

support stage

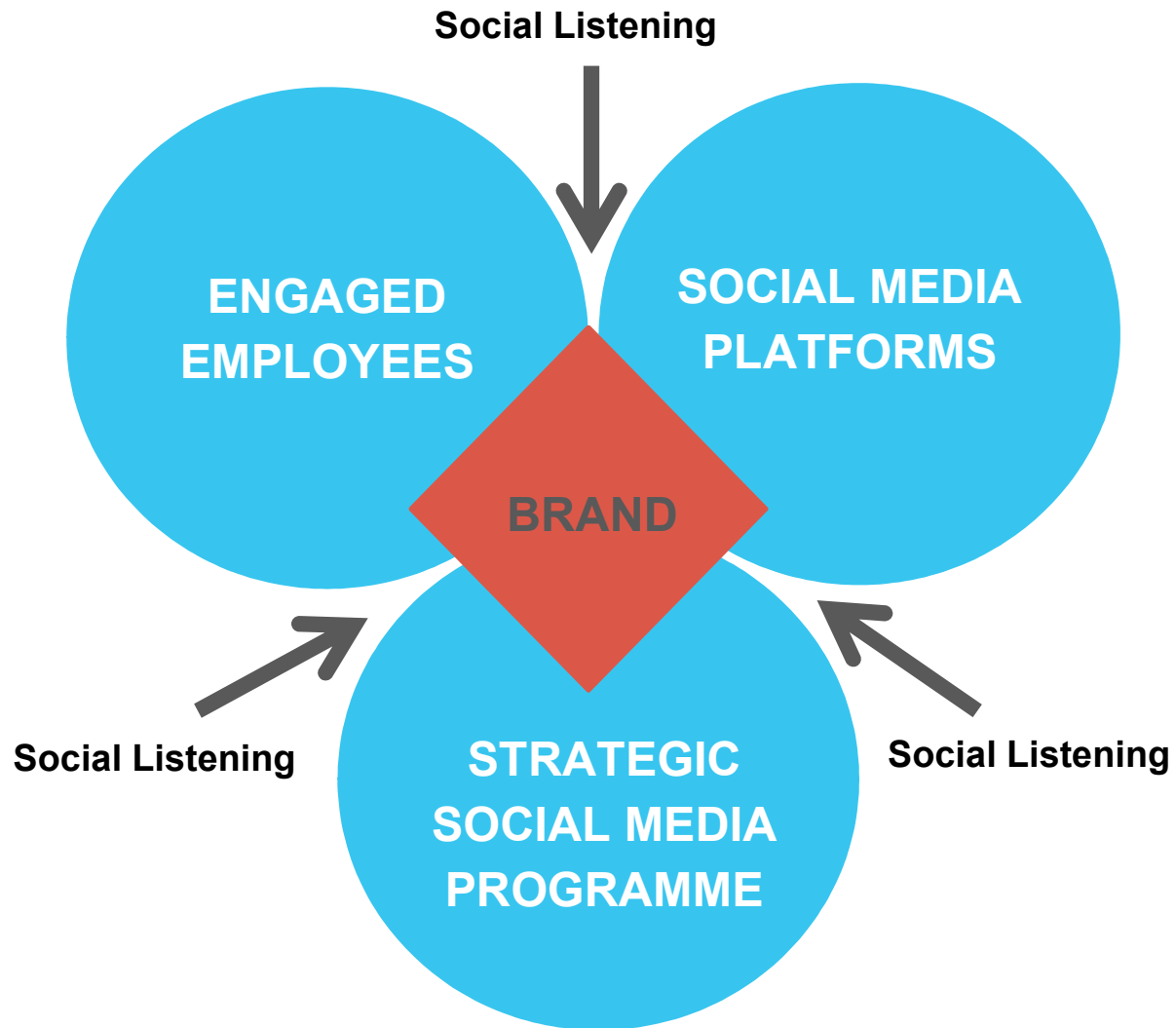


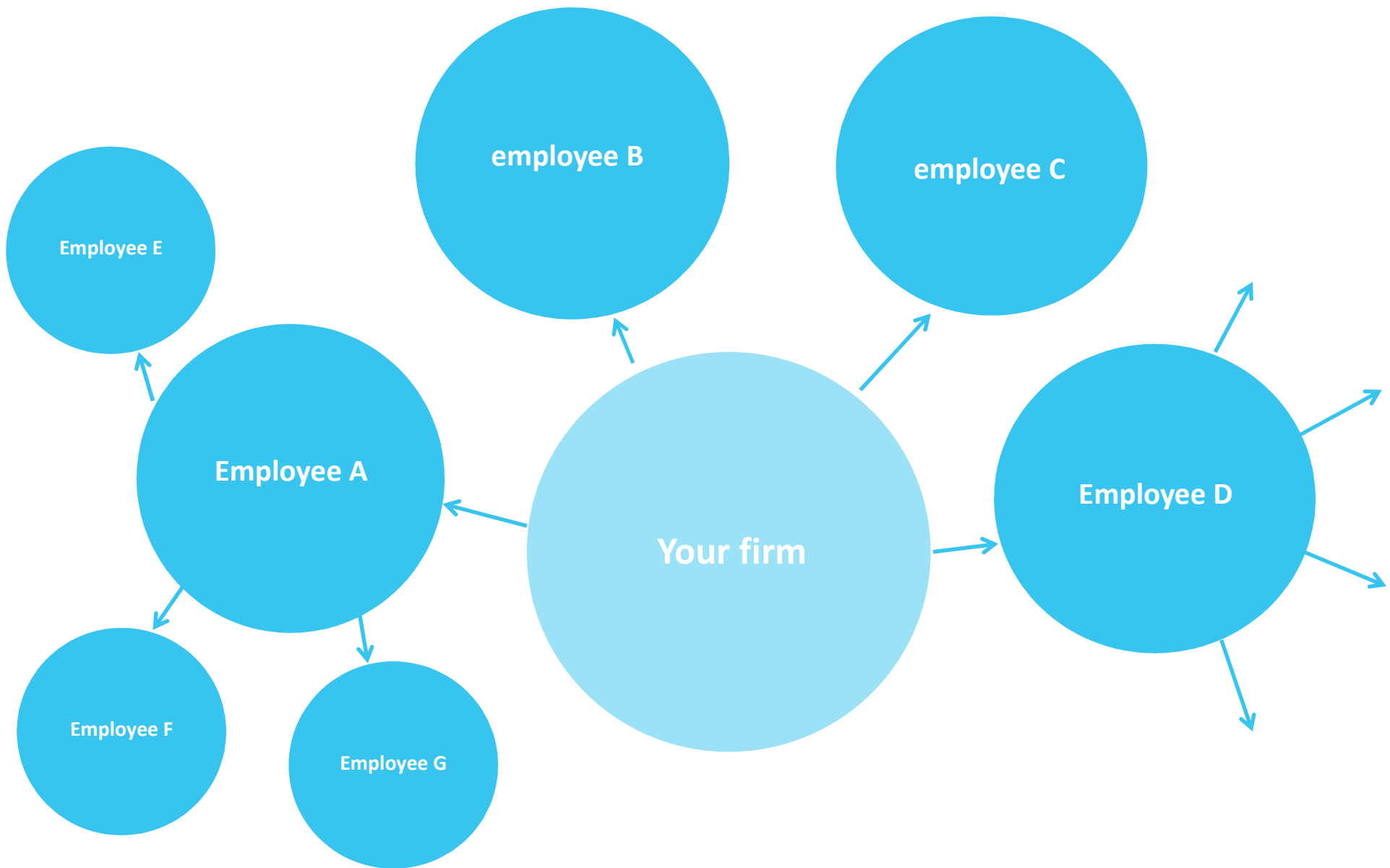
- **Individual activity plans**
- **Coaching**
- **Collaboration**
- **Competition**
- **Celebrating every little success**

social media – best practices

- Listen and respond more than broadcast.
- Focus on building strong relationships with prospect clients not on hard sales. Consider collaboration!!!
- Know your audience in depth – online research, feedback, analytics.
- Remember social media ‘currency’ and respect it and implement it.
- Be active on social media on a regular basis – 10 min every day is better than 1 hour in one day!
- Constantly improve and adapt your approach to what’s happening around you.
- Experiment with new types of content, new tactics

how to get started...?





???

Thank you
Jowita Penkala

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Questions and Conclusion

Alex Holt, The Cashroom

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