



"10 Keys to Strategy and Reputation for Lawyers"

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In a market of more than 1 million Spanish-speaking lawyers, positioning and reputation strategies play a fundamental role in the success of lawyers and firms. As Warren Buffet said: "It takes 20 years to build a reputation and 5 minutes to ruin it" and, therefore, it is as important to

be consistent in working on it as it is to take care of it in circumstances of reputational threat.

If, as a lawyer or firm, you want to enhance your positioning and visibility, but do not know where to start, it is useful to focus on specific actions that

serve as a basis for building your personal and corporate brand.

10 universal tips, which can be applied regardless of firm size and jurisdiction, are:

1. Plan a global content strategy: this includes a



communication plan, the definition of primary and secondary strategic messages, planning content in advance and maintaining flexibility, the search for current topics and approaches relevant to our targets, innovation, and personalization of content formats, and daring to show our most human side.

2. Work on the visual identity of the brand and associated designs, deciding what values and messages we want to convey with our corporate image. Here we include the colors and shapes representative of our identity, our logo, website and both digital and physical designs.
3. Make the most of our LinkedIn profile: this professional network is a very useful means to achieve a solid digital positioning and to attract potential clients and talent, as well as to keep us in the top of mind of our clients and stakeholders. First of all, the profile must be updated and eye-catching: from the cover image and headline to the academic and professional experience and featured publications. On a daily basis, it is advisable to publish weekly, without exceeding a daily post, and interact with third-party publications, especially by sharing and commenting.
4. Know how to adapt the

type and format of the content we generate to each channel, depending on our targets. For example, if we have a family law-oriented firm, we can focus on Facebook and, if our firm is oriented to business law, on LinkedIn. Instagram, on the other hand, is a social network widely used with the aim of reaching young talent.

5. Media appearances. The first thing we need to do is to understand what is relevant for the media and what is not, differentiating the type of content we can offer to each media. It is essential to take care of relationships with journalists so that they keep us in mind when looking for expert sources, and it is advisable to alternate the publication of opinion columns with appearances as expert sources in reports, proactively proposing current issues in our specialty to journalists.
6. Taking care of the SEO positioning of the website is essential to appear on the first page of search engine results such as Google. This is achieved through the correct use of keywords and other tools, as well as frequently updating sections such as the corporate blog.
7. Knowing when to send mailings and newsletters and how to present the information so that it

captures the attention of our readers. It is key to include a call to action to invite our stakeholders to carry out the actions we determine, to combine visual content with texts and not to send newsletters too frequently, so that they do not end up in the spam folder of our contacts.

8. Attendance at relevant events and the organization of our own events allows us to develop a regular business development work and strengthen our visibility. Prior preparation and scheduling of upcoming events of interest are essential if we want to obtain results at the BD level.
9. Appearance in International Directories helps us to position ourselves in the market and will facilitate our choice by legal services recruiters or other firms looking for lawyers in other jurisdictions, but not all of them have the same value or weight. We must choose well which directories are worth applying to and to which recognitions to give visibility to.
10. Finally, it is important to measure the results. Every month we can check what works, what doesn't and how to improve, especially at the level of newsletters, social networks and website. ■