Keith Lee

WELCOME

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Building Relationships and Reputations on Social Media

(And not be obnoxious about it)

We Are Living In A Changing Era

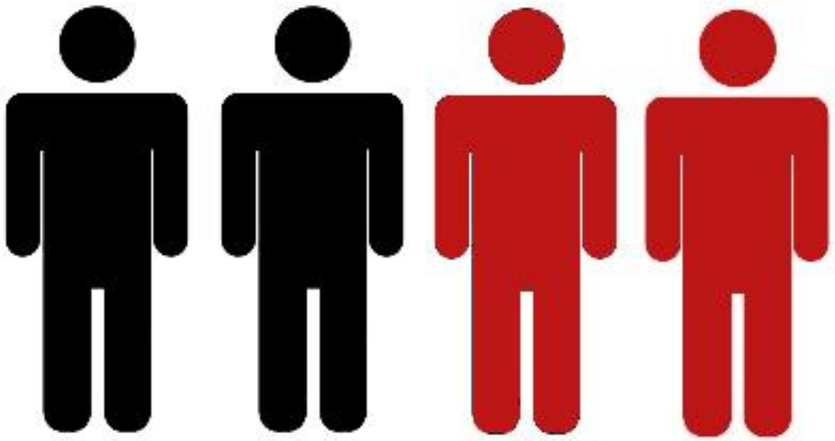
Products	Products + Services	Customer Centric	Relationship Centric
1970s and earlier	1990s	2000s	Today

Only 25%

of Americans surveyed in a recent study said that brand loyalty affected how they shopped

One in four

customers would switch to a different provider on the basis of a single negative experience



Almost half

of people who described themselves as “highly loyal” to a brand were no longer loyal a year later.

We enter a world of **content** and marketing

ter a

and

NOISE

100 hours of video is uploaded to YouTube every minute

Most never get more than a few hundred views

Facebook has 1.79 billion active users

There are over 50 million active small business pages

Twitter has 320 million active users

500 million Tweets are sent per day

A deluge of content

Video production companies are now “rich content creators”

Copywriting agencies are now “content farms”

News sites and blogs are now “content publishers”

About 2/3s of business survive 2 years in business,
1/2 of all businesses will survive 5 years,
and 1/3 will survive 10 years.

In the last 15 years, 55% of the Fortune 500 companies have disappeared.

millenials are

millenials are - Google Search

millennials are killing

millennials are

millennials are lazy

millennials are killing everything

millennials are ruining

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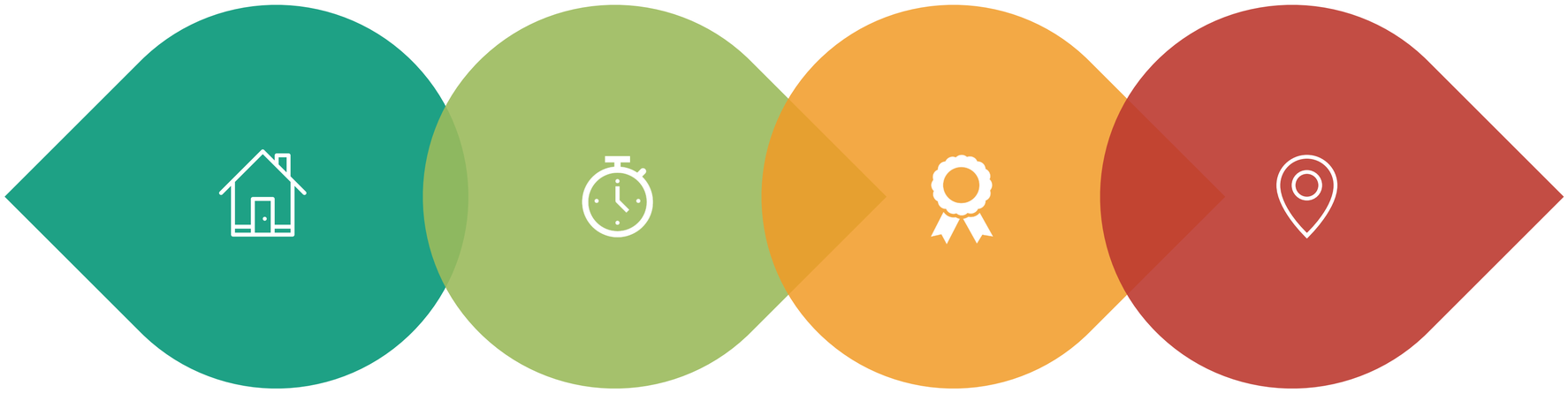
Relationship Centric



Personalized **Real Time** **Memorable** **Anywhere**

MAKE YOUR NIGHTS
16°C
AR
BOA
Mantenha
Sua Cidade Limpa

EPIC

COMMUNITY

EchoPanel®
ACOUSTIC EVOLUTION

It's *Cheers*,
set at the **Mos Eisley Cantina**,
as scripted by John Grisham.

"LawyerSmack is an excellent place to network, brainstorm complex legal issues and get daily legal news. Or, alternatively, a good place to talk about [chipotle queso/eyebrows/insert random topic]."

“It is a space where lawyers can share ideas and engage in real discourse. Those discussions have flowed into topics I write about and things I think about long after logging off. And that’s to say nothing of the entertainment value, which is beyond the pale.”

Keith keeps saying LawyerSlack is a virtual watercooler. It's more like a virtual dive bar filled with salty veteran lawyers, fresh-eyed novices, and a lot of rumpled suits. At any given time we may be discussing politics, the boundaries of unauthorized practice of law, complaining about clients, proper motions procedure, or - in certain cases - giant animal people. It's a community of lawyers with their ties loosened, cursing and mentoring each other.

Who (and where) is your Community?

SVM
SVM

SANDWICHES
OUR FRESHLY ROASTED COFFEES
BREAKFAST SANDWICHES
TRY OUR SOUPS

COFFEE IS ~~COMING~~
HERE

www.lawyersmack.com/asb

See You Next Time