



**THE FRIEDMAN GROUP**  
*Social Media Marketing For Professionals*

Social media is an ongoing, fluid, real-time marketplace for information, collaboration, referrals and business deals.

As a Professional in a Regulated Industry who counts on client referrals, word-of-mouth endorsements and extensive networking, you can't afford to not be part of the conversation.



Online is  
on strategy

**Lets face it. Professional Service Providers in Regulated Industries (i.e. Legal, Medical, Financial Services) are not always known as “early adapters.”**

For example, attorneys historically have disliked the idea of “advertising” to promote their professional business. It was not so long ago that law firms were even reluctant to join the ranks of businesses with a website. It’s hard to believe now, but having a website seemed like a bold, stand out move in the recent past.

Today, law firms, doctors, and others simply can’t exist without a website, and the richer the content and more elaborately the site is produced—the better.

What seemed “out there” a few years ago for the professional industries is a “must have” today.

# So what's next and how do you get ahead of the curve?

Today, social media holds incredible opportunities for professionals in regulated industries to increase their network of colleagues, improve revenue, expand your voice in the community and more easily reach out to client prospects.

Tweet.

It's good  
for business.

# Tweet. Chat. Update. Link. Blog.



Every one of these social media venues provides an incredibly cost-effective way for professionals in regulated industries to support word-of-mouth marketing efforts, generate business and stay ahead of the competition.

**But we understand that word “social media” tends to make you squirm. And right now, you’re probably in one of two camps:**

“I didn't know I needed help with social media, because I didn't know I needed social media in the first place.”

**Or:**

“I thought I was using social media correctly, but I know I’m not really taking advantage of all the ways to put it to work for me because I really don’t have the time or the interest.”



Either way, we have got you covered.



The Friedman Group offers Social Media Marketing specifically tailored to the needs of professionals in regulated industries.



Translation?

Dude, this is not your average Social  
Media company.



We understand your reputation, image, and credibility are on the line. We are dedicated to using social media in a way that best reflects your professional image as well as your personality.

We develop quality partnerships with professionals in regulated industries to:

- assist you in harnessing the power of social networks in a way that aligns with your brand
- make sure the task of managing your online presence doesn't interfere with your regular workload
- help you see a positive Return On Engagement on your social media investment.
- Make certain both you and your Compliance Department sleep well at night!

We've been in your shoes.

That's why we never want you to misstep in the marketplace.

We understand the nuances of your profession. Our company president is a lawyer. We know how to use social media to provide precisely the voice and presence you need in the marketplace.

- we help you use social media to provide a unique addition to your current marketing program that positions you without the more blatant “advertising” feel of other mediums.
- we facilitate the use of social media as a neutral third party to credibly share and spread the word about your skills, achievements, experience and offerings.

## We don't tweet and leave.

Once you are up and running on the social network(s) best suited for your needs, watch as your online presence grows as engagement increases with your client prospects, colleagues and referral sources.

- You can concentrate your time/billable hours on your core competencies
- You can be confident you have engaged a company continually researching and mastering emerging technologies and social media.
- You know you have received customized solutions for you and/or each individual in your firm. From project inception through implementation and beyond, you can be confident you have a solution tailored to your unique needs.

A blog shouldn't  
be blah.

**You can find your inner blogger.**

Add a blog to your current website and watch your engagement numbers increase.

Add a blog for each practice area in your firm and watch the numbers increase even more.

You will have as much or as little input into blog content as you like.

Blog posts may be posted without you wasting billable hours writing.

The younger members of the firm have an opportunity to shine, while growing their network and their practice at the same time.



## Are you too old? Too young? Too hip? Too square?

The truth is, social media can enhance the reputation of a firm, team or individual in any career stage.

- It provides an opportunity for boutique and niche firms to position themselves regardless of the size of their competition.
- It supports young professionals in building their practices quickly by allowing them to connect with a wider audience at much less cost than traditional media.
- It supports more experienced professionals and helps expand their network of referrals and speaking engagements.
- It is perfect for very large firms as it gives a voice to many individuals, makes the firm more approachable and allows for niche vertical experts within the firm to talk to their specific target audience in a meaningful and believable way.

The writing's on the wall.  
Well, if it isn't ... it should be.

The time has come where writing on a Facebook wall or linking up with other professionals online is a non-negotiable part of your marketing strategy.

**The time is now. The right partner for you is The Friedman Group.**

Social media should be a part of any professional firm's marketing plan. Every day you wait, others are jumping in before you. You are part of a vibrant, charismatic, dynamic and always changing field. **A stagnant print ad no longer represents the energy and expertise of your industry.**

Social media goes beyond "selling" and allows you to create speaking opportunities online or enhance in-person meetings and engagements by continuing the dialogue via social networks.



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