Innovative Marketing in the COVID-19 Era

D.C. Bar

February 4, 2021

Sharon D. Nelson, Esq. & John W. Simek

snelson@senseient.com; jsimek@senseient.com

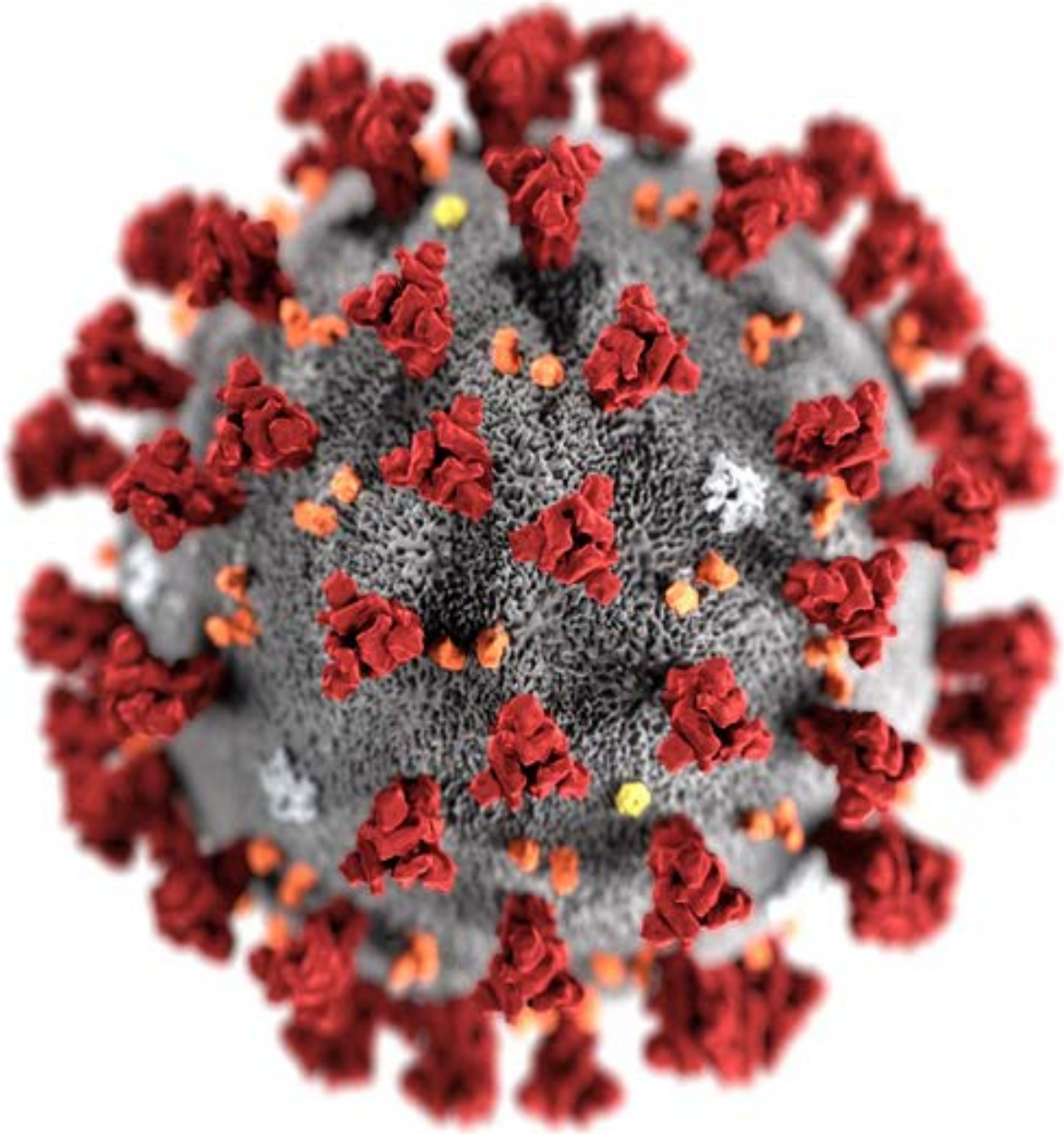
www.senseient.com - 703.359.0700

Virginia's Lawyer Advertising Rules 2017

- Streamlines regulation of lawyer advertising down to a single standard—Is the advertising "false or misleading?
- Eliminated the boilerplate disclaimer for advertising specific case results
- Specific case results may be misleading if they omit material facts or need to be put in context that is not misleading

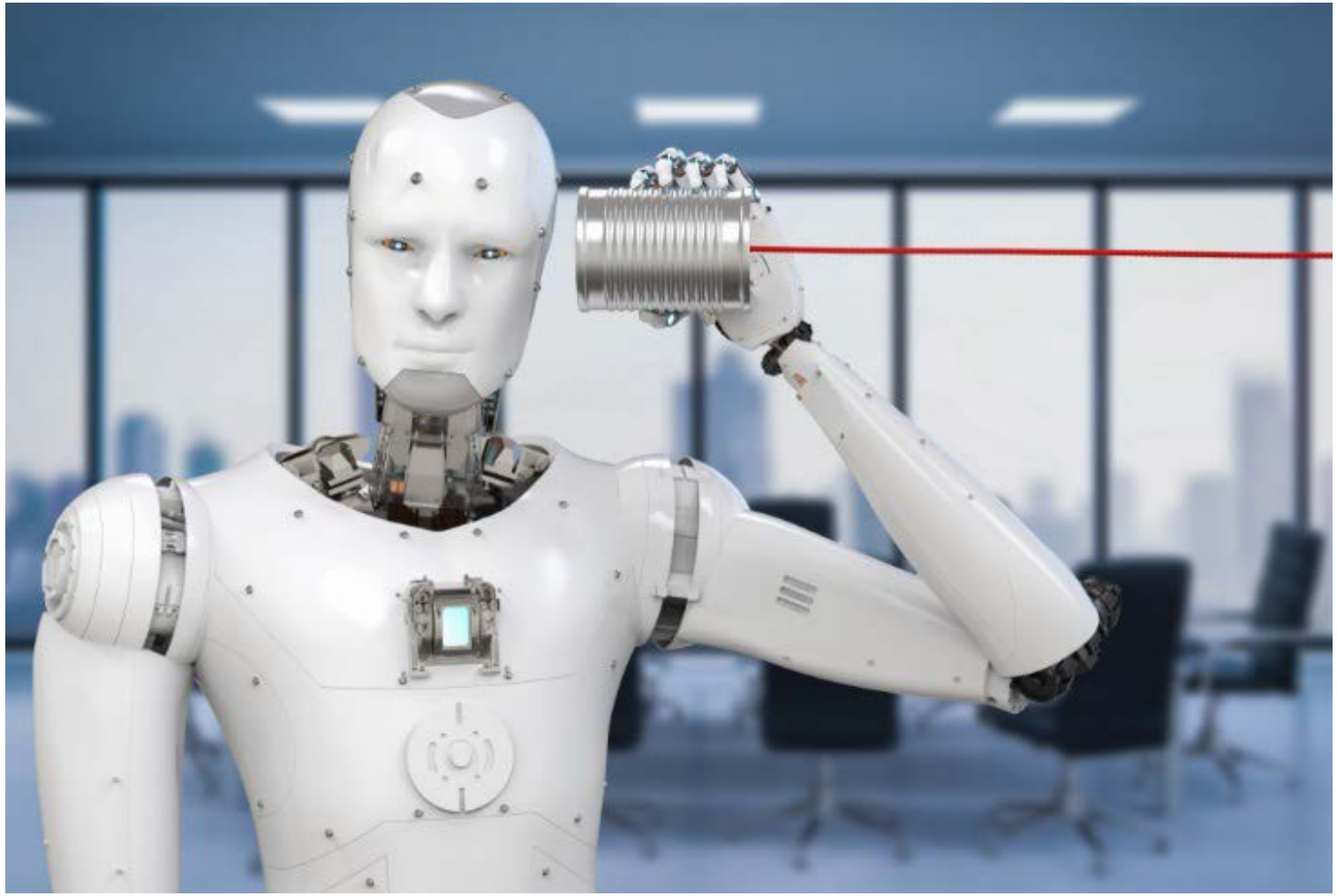
COVID-19 and the Economy

- Has fundamentally changed how we work
- We changed more in two months than in two decades
- Marketing dollars are scarce
- Old style marketing effective?
- How to get – and keep – clients



Are we experts in all marketing? No. But we have been remarkably successful in marketing Sensei which means . . .

We are smarter than the average bear ☺



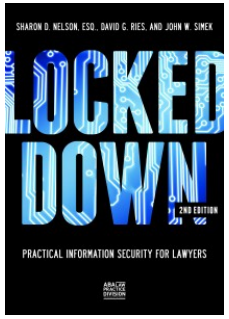
“We are trying to solve 21st Century problems with 22nd Century tools, within a 19th Century business structure”
- Yves Bergquist

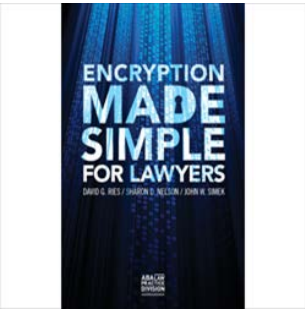
#1 line we hear:

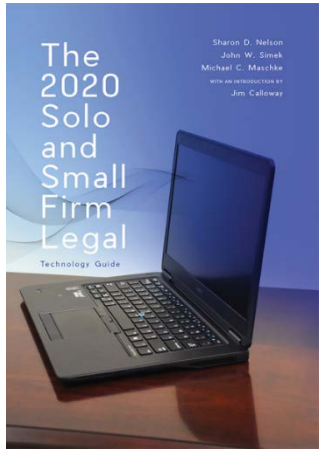
We See You Guys EVERYWHERE!

Make your own recipe for "making it rain"

90% of credibility is visibility







Virginia Lawyers Weekly Reader Rankings 2020 BEST DATA SECURITY SERVICES PROVIDER SENSEI ENTERPRISES WINNER

Virginia Lawyers Weekly Reader Rankings 2020 BEST EDISCOVERY PROVIDER SENSEI ENTERPRISES WINNER

Virginia Lawyers Weekly Reader Rankings 2020 BEST DATA RECOVERY SERVICE PROVIDER SENSEI ENTERPRISES WINNER

UPCOMING SEMINARS

BOOK SENSEI SPEAKERS

Innovative Marketing During COVID-19 (Webinar)
JANUARY 14, 2021
Richmond Bar Association
Richmond, VA
More Information Here

Ethical Cybersecurity in the 'New Normal' for Your Law Practice (Webinar)
JANUARY 20, 2021
VACLE
Charlottesville, VA
More Information Here

Zoom Training for Lawyers – and Using it Securely (Webinar)
JANUARY 28, 2021
Topeka Bar Association
Topeka, KS
More Information Here

Law Firm Cybersecurity in a Work-From-Home World (Webinar)
FEBRUARY 2, 2021
DC Bar Law Practice Community
Washington, D.C.
More Information Here

Ethics: Practical and Budget-Friendly Cybsecurity for Lawyers (Webinar)
FEBRUARY 3, 2021
CLEWEBINARS.COM
Albuquerque, N.M.
More Information Here

Innovative Marketing in the COVID-19 Era (Webinar)
FEBRUARY 4, 2021
DC Bar
Washington, D.C.
More Information Here

Law Firms and the Scourge of Ransomware: How to Prevent, Detect, Respond and Recover (Webinar)
FEBRUARY 9, 2021
Virginia State Bar
Richmond, VA
More Information Here

Law Firms and the Scourge of Ransomware: How to Prevent, Detect, Respond and Recover (Webinar)
FEBRUARY 10, 2021
American Bar Association
Chicago, IL
More Information Here

Advanced VADER ONLINE Training (Webinar)
FEBRUARY 25
Virginia Bar Association
Richmond, VA

Cybersecurity Tips for Lawyers in a Work-at-Home World: Make Sure You're Ethically Compliant! (Webinar)
MARCH 10, 2021
American Academy of Matrimonial Lawyers
Chicago, IL
More Information Here

Law Firms and the Scourge of Ransomware: How to Prevent, Detect, Respond and Recover (Webinar)
MARCH 15, 2021
American Immigration Lawyers Association
Washington, D.C.
More Information Here

The Future of Law Post-Pandemic: A Roller Coaster Revolution (Webinar)
MARCH 18, 2021
FBA Paralegal Section
Fairfax, VA

Cybersecurity Lessons From the Pandemic (Webinar)
APRIL 1, 2021
Southern Illinois University School of Law
Carbondale, IL

Ethics: Practical and Budget-Friendly Cybsecurity for Lawyers (Webinar)
APRIL 6-8, 2021
Legal Up Virtual Conference
N.Y., N.Y.
More Information Here

Multiple Seminars (Live)
1. E-Discovery – Collection & Preserving Evidence from Mobile Devices
2. Personal Data You and Your Clients Voluntarily Give Up
APRIL 8, 2021
Knoxville Bar Association
Knoxville, TN

The Intersection of Ethics and Artificial Intelligence (Webinar)
APRIL 8, 2021
American Immigration Lawyers Association
Washington, D.C.

VSB TECHSHOW – Multiple Seminars (Webinar)
1. Cybersecurity Ethics for Law Firms: A Brand-New Landscape
2. The Future of Law Post-Pandemic: A Roller-Coaster Evolution
3. Zoom, Teams and Webex for Lawyers and Using them Securely
4. 60 Legal Tech Tips in 60 Minutes
APRIL 26, 2021
Virginia State Bar
Richmond, VA
More Information Here

Of Pen Tests and Policies: Firm Security Audits (Webinar)
April 27, 2021
ABA LP Division
Chicago, IL

TBD
JUNE 4, 2021
Ohio State Bar Association
Columbus, OH

ARTICLES

Lessons for Law Firms from the SolarWinds Breach

Innovative Marketing in Difficult Times

Goodbye VPNs-Hello Zero Trust Network Access

The Craziest Cybersecurity Stories of 2020

The Future of Law Post-Pandemic: A Roller Coaster Evolution

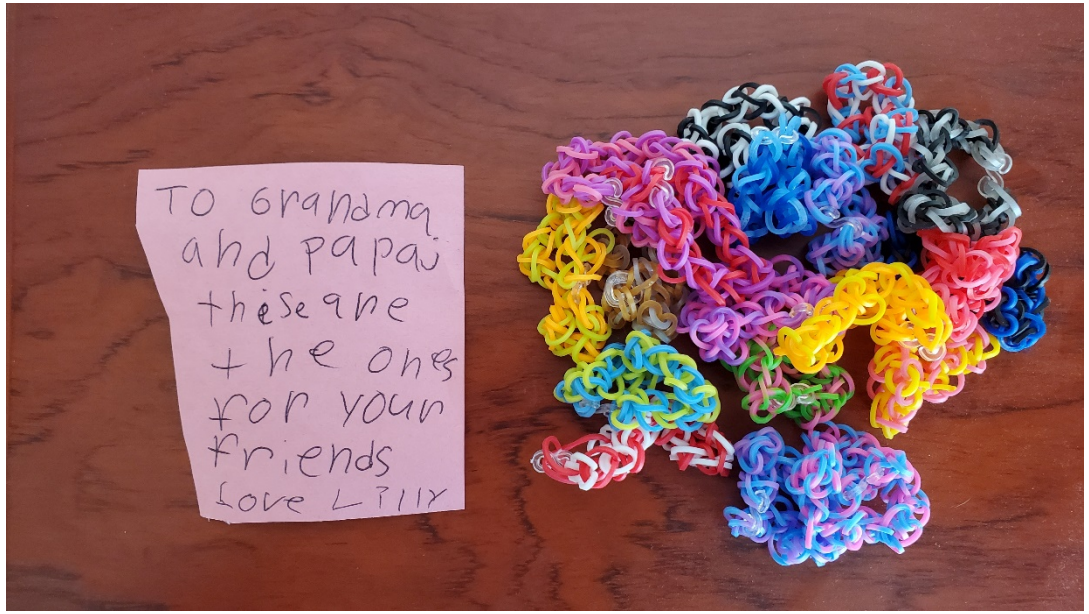
Old rules apply – but in a new world

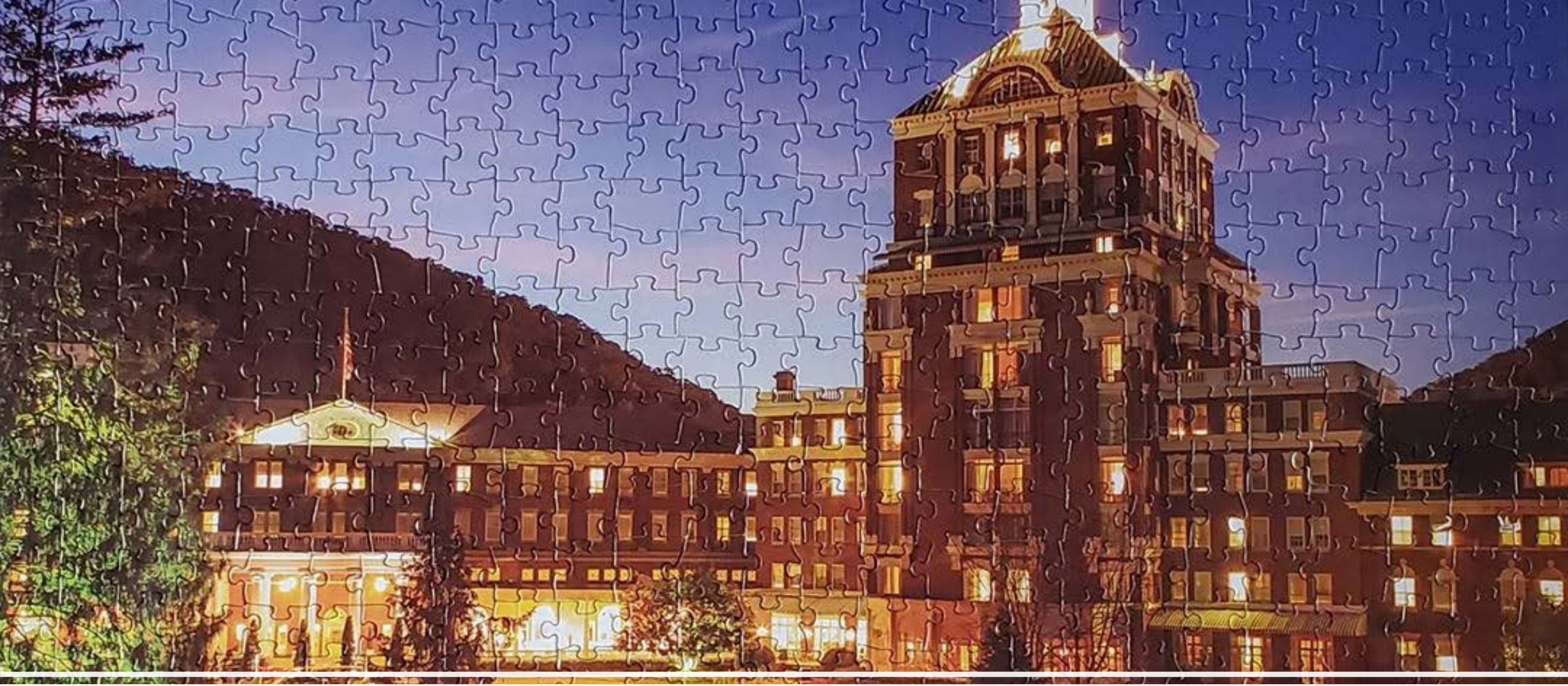
- Networking
- Creating and maintaining client relationships
- Word of mouth
- Raising your profile
- You can do all of this in your pjs
- The most important question you can ask your client is “How are you doing?” And then REALLY LISTEN.

Driveway and deck lunches/dinners

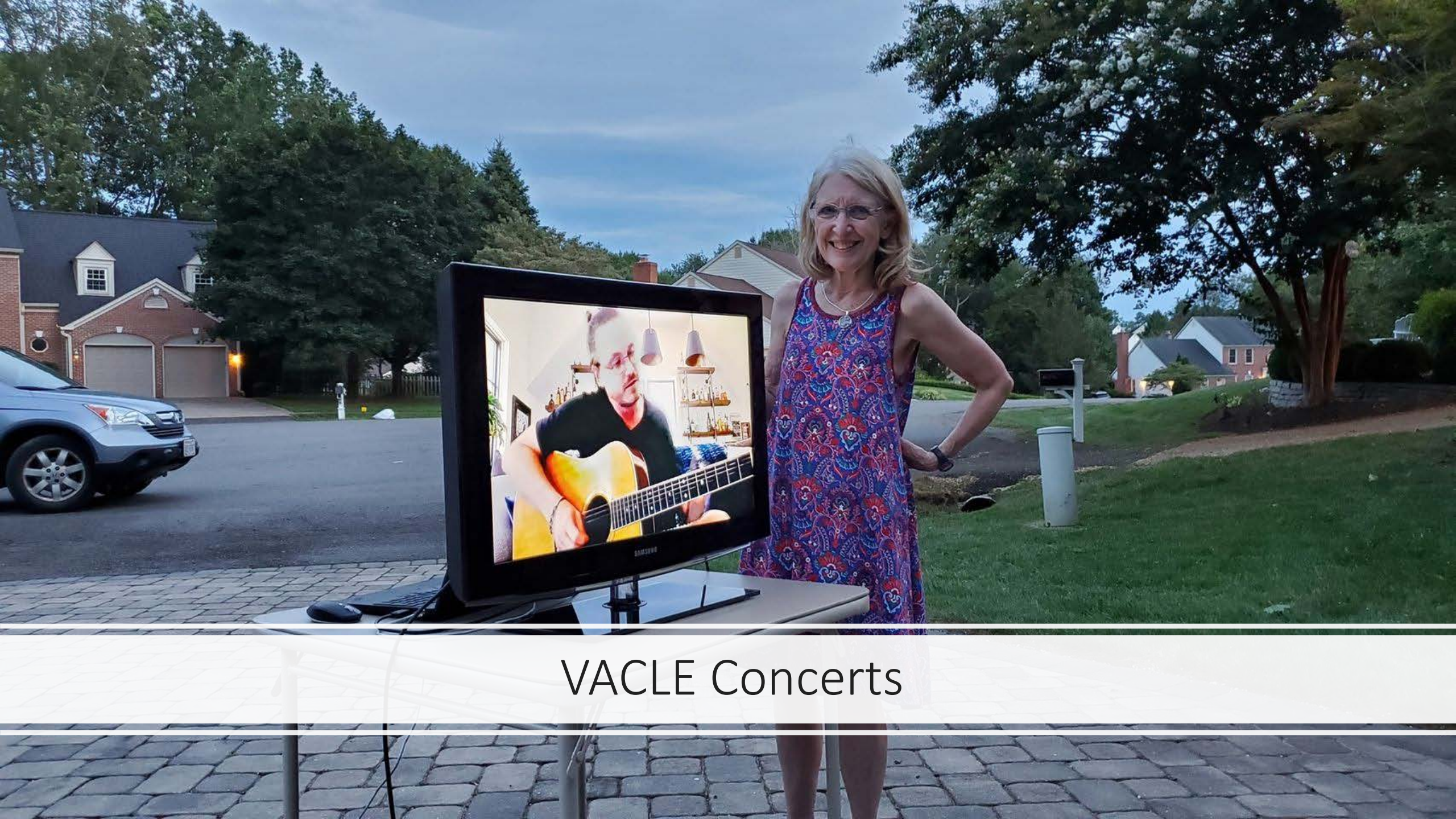
Be prepared!

Japanese Siberian irises


To Granama
and papaw
these are
the ones
for your
friends
Love Lilly



Puzzle giveaways



VACLE Concerts

Staff meetings – helps to maintain culture of the company

Emails and calls

Video conferencing

- Works very well with potential clients
- Emotional IQ – can judge their reactions
- More personal
- But . . . Some folks have “Zoom fatigue”
- Zoom preferred for individuals – many businesses use Webex, Teams, GotoMeeting, etc.
- Invest in a green screen kit – use with virtual backgrounds

What clients want

- Alternative fee arrangements
- In-house counsel is “thinning the herd” using RFPs, beauty contests, and making discount demands

What clients want

- Innovation that increases efficiencies and decreases cost
- Electronic contracts
- Case management/client portals
- Credit card payments via link on website
- Cybersecurity
  - Ransomware up 750% in the first half of 2020
  - Having a cybersecurity assessment IS marketing

All eggs in one basket:
A bad idea

Marketing

- Print ads – VLW
- Online ads – FBA Journal
- Personal networking
- Digital networking
- Websites
- Videos
- Podcasts
- Blogs:

  Ride the Lightning

  Your IT Consultant

  Digital Forensics Dispatch

Marketing

- **Social media**
  - Facebook (company/personal)
  - Twitter (company/personal)
  - LinkedIn (company/personal)
  - Instagram (company)

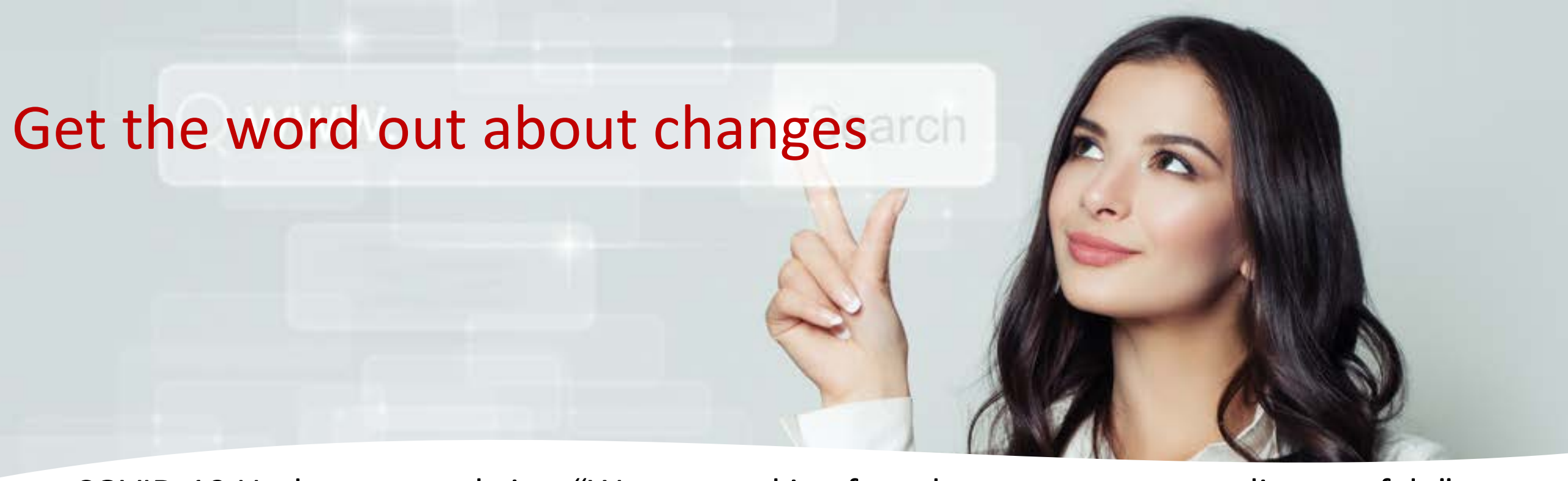
Focus your marketing

- Not “I can do anything” but “I primarily help clients with . . . (pick two or three services)
- Schedule video conference calls with former, current, prospective clients (5-10 a week)
- How are you and our family doing? How has your business been impacted?
- Write articles/blog posts - give links to appropriate folks in your network
- Ask your network to consider referring you – and promise to do the same in return
- Ask clients to post reviews (many have more time to do that)

Maintain the effort

- Set aside one hour a day for marketing
- Keep your visibility high by sharing relevant content of yours – and of others – tagging them so that they are aware of your efforts
- Make new connections on social media
- Like and comment on the work of others
- Charitable giving or work IS marketing
- People want to do business with “good people”

Get the word out about changes



- COVID-19 Updates on website: “We are working from home to serve our clients safely”
- Give clients any reopening information
- Let clients know if in-person meetings can be arranged at the office with appropriate precautions
- Are you now using e-contracts? Tell them
- Are Zoom calls available? For clients and prospective clients?
- Write in plain English. Shorter messages with shorter paragraphs are more likely to be read.

You have knowledge and logic – clients/potential clients have a problem

- Empathy is key in tough times
- Monitor info that impacts clients/potential clients and pass it along – social media, podcasts, FAQs on your website, webinars, checklists
- Partner with others with similar interests to do a webinar for your clients and theirs (CPA? Insurance broker?)

You have knowledge and logic – clients/potential clients have a problem

- Thought leaders Zoom meeting? Banks and financial advisors are all doing this – follow their lead!
- Client may not realize that you can help strategically plan for reopening, recovery and working in “the new normal.”
- They need policies for all of these!

Use Zoom to begin podcasting

- Easy, inexpensive
- Record the podcast (can record sound separately and edit if you wish)
- Good quality sound
- Market your podcast to your clients, potential clients, friends, on social media, etc.

Podcasts

LEGAL TALK NETWORK

Home

COVID-19 Resources for Lawyers

MAR 23, 2020

Coronavirus and Working Remotely: What You Need to Know

John Simek and Sharon Nelson answer lawyers' frequently asked questions about how to work remotely and securely.

0:00 / 0:00

Embed Open Player

Podcasts

LEGAL TALK NETWORK

Home Podcasts Blog About Contact

COVID-19 Resources for Lawyers

PODCAST

LISTEN & SUBSCRIBE

Apple Podcasts Stitcher

Spotify Google Play

LATEST EPISODE

Aug 27, 2020

COVID-19 is Brutal to Young Lawyers

Young lawyer Graham Bryant shares the struggles of his demographic as they cope with the hardships of the pandemic.

0:00 / 0:00

Embed Open Player

MORE EPISODES

Jul 23, 2020

Best Practices for Audio and Video Evidence: Avoid Mistakes

YOUR HOSTS

Sharon D. Nelson

Sharon D. Nelson, Esq. is president of the digital forensics, managed information technology and cybersecurity firm Sensei Enterprises. Ms....

Jim Calloway

Director of the Oklahoma Bar Association's Management Assistance Program, Jim Calloway is a recognized speaker on legal technology issues,...

BROUGHT TO YOU BY

Newsjacking – for SEO and to get hits/followers, etc.

Bloomberg Law Analysis

Lawyer/businessman heading to work

Photographer: Brendon Thorne/Bloomberg via Getty Images

ANALYSIS: Lawyer Jobs Down 15% in 6 Months; May Be Long Recovery

We use cookies. Learn More Accept

{ride the lightning}
ELECTRONIC EVIDENCE AND INFORMATION SECURITY BLOG
by Sharon D. Nelson, Esq., President of Sensei Enterprises, Inc.
www.senseient.com
DIGITAL FORENSICS | INFORMATION TECHNOLOGY | INFORMATION SECURITY

« Cyberinsurance Premiums Expected to Go Up 20-30% Each Year | Main | Ransomware Increases by 715% in First Half of 2020 »

September 09, 2020

Lawyer Employment Down By 15% in Six Months

Bloomberg Law reported on July 31 that lawyer employment fell 15% in the first half of this challenging year. Lawyers lost more than 150,000 jobs in the first quarter of 2020 and the decline continued in the second quarter of the year. Jobs in the broader "legal industry" fell by close to 9%. Non-lawyers working in the legal industry saw an increase in employment.

We all know from gossip, press releases and anecdotal evidence that the current state of the legal profession is not exactly rosy. "Stealth layoffs" is now a commonly used term - large law firms in particular are not excited to have their layoffs in the news.

The most accurate data comes from the U.S. Bureau of Labor Statistics, which is what Bloomberg Law used to come up with the statistics above.

Bloomberg Law, based on historical data, believes that lawyer jobs will return, but that it may be a long recovery.

As technology begins to take some legal jobs and non-traditional legal organizations like the Big 4 and others begin to swallow legal jobs, I'm not as optimistic.

Sharon D. Nelson, Esq., President, Sensei Enterprises, Inc.

First Name *

Last Name *

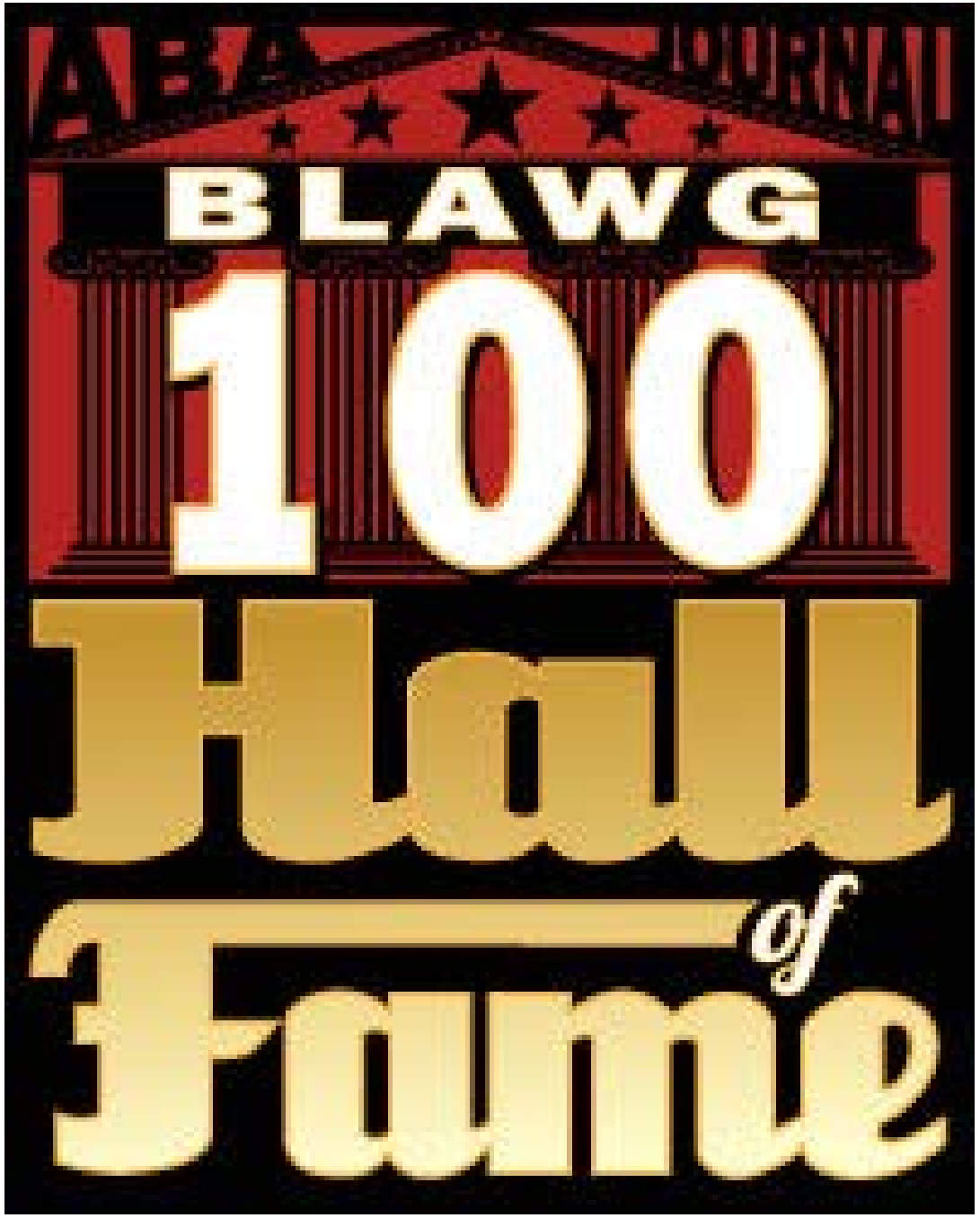
E-mail Address: *

Service of Interest *
Digital Forensics

How May We Help You? *

Verification Code: 63538F

Enter Verification


ABA JOURNAL
BLAWG
100
Hall
of
Fame

Your IT Consultant

Information Technology Blog

by John W. Simek, VP of Sensei Enterprises, Inc.

www.senseient.com

DIGITAL FORENSICS | INFORMATION SECURITY | INFORMATION TECHNOLOGY

09/10/2020

Common Cloud Security Mistakes

Moving to the cloud? Make sure you pay attention to adequately securing the environment. The vast majority of cloud data breaches occur from misconfigurations done by customers and not by the cloud provider. In other words, it is the cloud customers that shoot themselves in the foot. CSO Online posted ten of the most common cloud security mistakes.

1. Unsecured storage containers
2. Lack of applications protection
3. Trusting SMS MFA to secure an account - or having no MFA at all
4. Not knowing your access rights
5. Leaving ports open
6. Not watching for remote access
7. Not managing your secrets
8. The curse of GitHub - trusting the supply chain
9. No meaningful logs
10. Not patching servers

There is some great information in the post. Besides identifying the most

First Name *

Last Name *

E-mail Address: *

Service of Interest *

Information Technology

How May We Help You? *

Verification Code: 5EF698

Enter Verification

https://youritconsultant.senseient.com

PUBLIC SCHOOL OPENING IN CONNECTICUT POSTPONED AFTER RANSOMWARE ATTACK

September 10, 2020

According to NBC News, Hartford Public Schools in Connecticut was forced to postpone the first day of school after a ransomware attack made the district's system inaccessible.

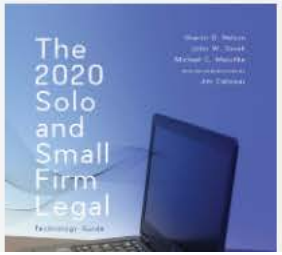
RECENT DISPATCH POSTS

PUBLIC SCHOOL OPENING IN CONNECTICUT POSTPONED AFTER RANSOMWARE ATTACK
September 10, 2020

MORGAN STANLEY FACES LAWSUIT OVER DISPOSED EQUIPMENT CONTAINING CLIENT DATA
September 8, 2020

UCLA VISITING RESEARCHER ARRESTED AND CHARGED WITH EVIDENCE DESTRUCTION
September 3, 2020

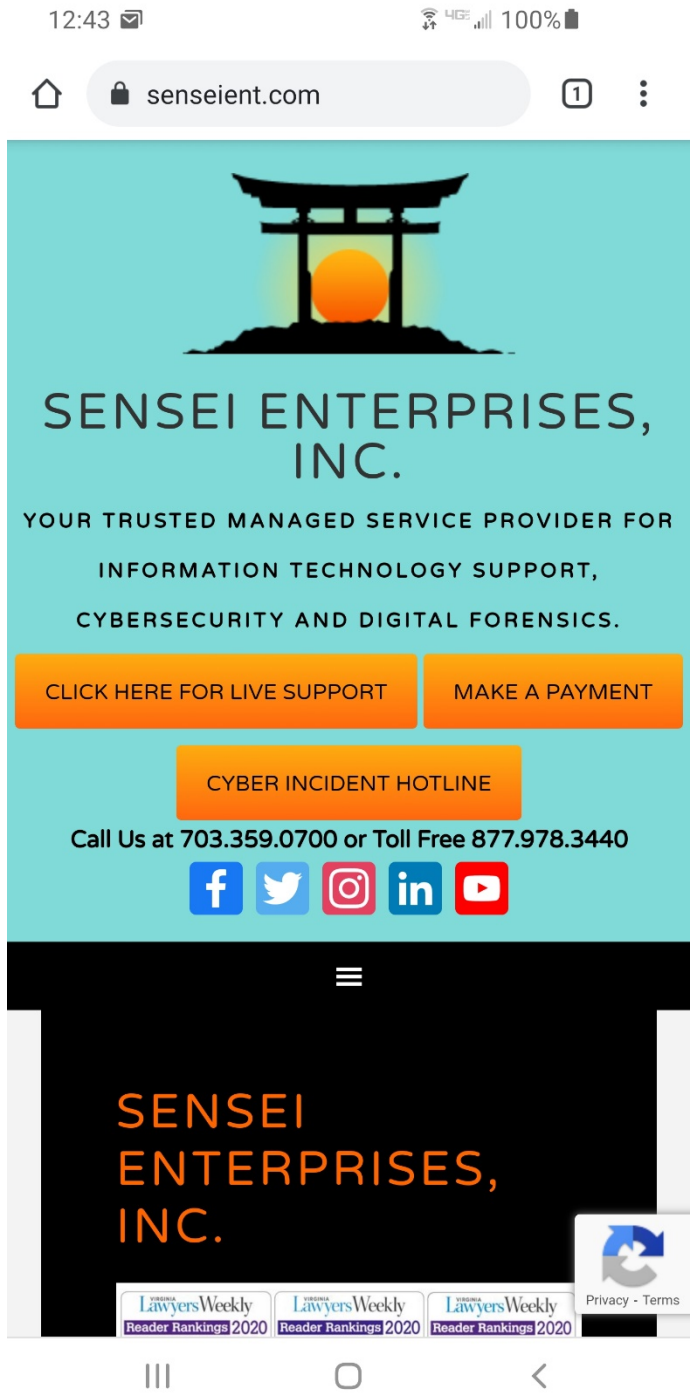
RECENT BOOK



Privacy - Terms

Your website is critical

- Must be https://
- Modern design
- Put your email on it – if you use a form, they'll go elsewhere
- Mobile friendly
- Speed
- Call to action
- Chat bots
- No gmail.com or aol.com! Your own domain - professional addresses



SENSEI ENTERPRISES, INC.

YOUR TRUSTED MANAGED SERVICE PROVIDER FOR INFORMATION TECHNOLOGY SUPPORT, CYBERSECURITY AND DIGITAL FORENSICS.

CLICK HERE FOR LIVE SUPPORT | MAKE A PAYMENT | CYBER INCIDENT HOTLINE

Call Us at 703.359.0700 or Toll Free 877.978.3440

SENSEI ENTERPRISES, INC.

Virginia Lawyers Weekly Reader Rankings 2020 BEST DATA SECURITY SERVICES PROVIDER SENSEI ENTERPRISES WINNER

Virginia Lawyers Weekly Reader Rankings 2020 BEST EDISCOVERY PROVIDER SENSEI ENTERPRISES WINNER

Virginia Lawyers Weekly Reader Rankings 2020 BEST DATA RECOVERY SERVICE PROVIDER SENSEI ENTERPRISES WINNER

PLEASE READ: SENSEI COVID-19 UPDATES

WE ARE OPEN BY APPOINTMENT, WORKING BOTH ONSITE AND REMOTELY, AND SERVICING BOTH NEW AND CURRENT CLIENTS.

HOW MAY WE HELP YOU?

Your Name (required)

Privacy - Terms

Search engine optimization

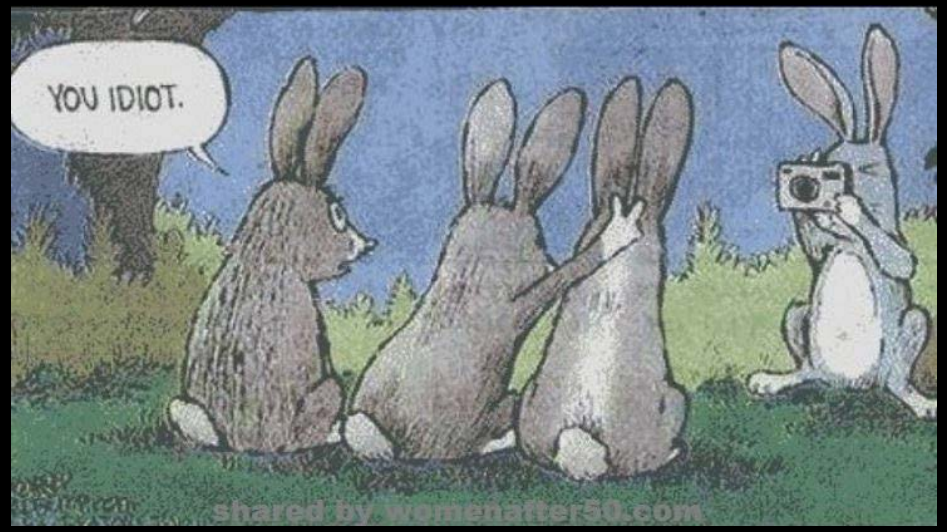
- Make your site robust
- Have frequent changes
- Use keywords (but don’t keyword stuff)
- Use appropriate geography
- Beware of SEO vendors

Nothing is hotter than videos

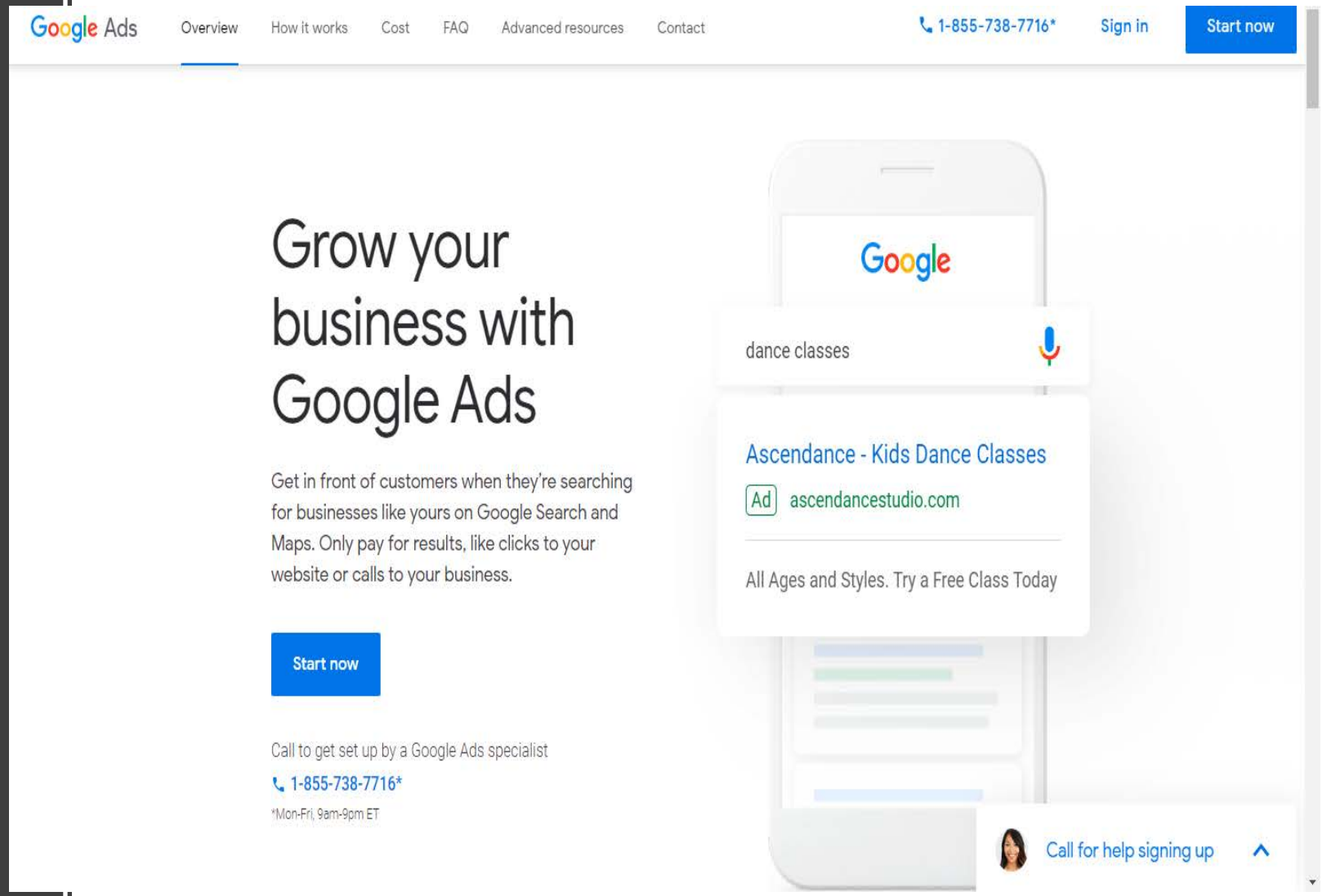
Can you recover deleted text messages from a cell phone?
SENSEI ENTERPRISES, INC.
DIGITAL FORENSICS | INFORMATION TECHNOLOGY | CYBERSECURITY
https://senseient.com | 703.359.0700
0:00 / 1:32

Be Yourself

- Humor
- Philanthropic activities
- Professional services
- Dry is uninteresting



Google AdWords (AKA Google Ads)



STAND OUT ON GOOGLE+
BE FOUND ACROSS DEVICES
ONLINE PRESENCE
REVIEWS
Google My Business
SHARE ACCURATE INFO
GET ON THE MAP

Google

sensei enterprises

All | News | Maps | Shopping | Images | More | Settings | Tools

About 652,000 results (0.57 seconds)

senseient.com

Sensei Enterprises, Inc.

Sensei Enterprises, Inc. is a nationally-known digital forensics, managed information technology provider and managed cybersecurity firm in Fairfax, VA.

Contact Us · Corporate Officers · Current Job Openings · Digital Forensics

You've visited this page many times. Last visit: 8/29/20

www.facebook.com › ... › Business Service

Sensei Enterprises, Inc. - Home | Facebook

Sensei Enterprises, Inc. - 3975 University Dr, Ste 225, Fairfax, VA 22030 - Rated 5 based on 2 Reviews "Too notch service backed by years of experience....

★★★★★ Rating: 5 - 2 votes - Price range: $$

twitter.com › senseient

Sensei Enterprises (@SenseiEnt) | Twitter

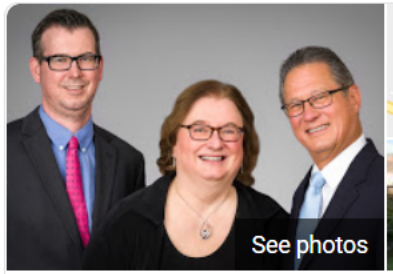
The latest Tweets from **Sensei Enterprises** (@SenseiEnt). **Sensei Enterprises**, Inc. is a nationally known digital forensics, managed IT and cybersecurity ...

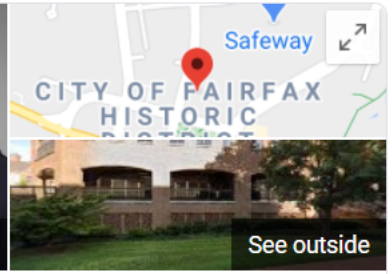
www.yelp.com › ... › Data Recovery

Sensei Enterprises, Inc - Data Recovery - 3975 University Dr ...

4 reviews of **Sensei Enterprises**, Inc "I grew up in the silicon valley, and I've done IT-related work myself in the past, but when our company choose to go with ...

★★★★☆ Rating: 4 - 4 reviews





Sensei Enterprises, Inc.

Website | Directions | Save | Call

5.0 ★★★★★ 20 Google reviews

Computer security service in Fairfax, Virginia

✓ Online appointments

A 1-min walk from Old Town Plaza

Address: 3975 University Dr #225, Fairfax, VA 22030

You visited on Sunday

Hours: Open · Closes 5:30PM

Phone: (703) 359-0700

Appointments: senseient.com

Use analytics everywhere to measure ROI

- Google Analytics
- All social media sites have analytics
- Make sure your intake sheets have questions about whether they have visited your website, your social media sites, etc.
- As well as where they originally found you!

You may have more time than money these days – use your time to bring in clients

- Hard-selling sounds desperate and tone deaf
- Offer useful info and help
- Always include your contact info but not in a “salesy” way
- Be responsive
- Any contact should be mostly listening, asking questions, expressing empathy – with gentle “dollops of advice” which makes you logical to act as an advisor
- Conversion to being a client is rarely immediate

Market the firm’s next generation

Here’s to your digital marketing magic!

Sharon D. Nelson, Esq. &
John W. Simek

SENSEI ENTERPRISES, INC.

snelson@senseient.com;
jsimek@senseient.com

www.senseient.com - 703.359.0700