

NEW:
From Let America Know



Customized Social Media for Plaintiff Attorneys

Leverage award-winning content from the Let America Know e-newsletter program with the level of social media service that's right for you.

Nurture Relationships the RIGHT Way

Lots of lawyers do social media, but very few lawyers do social media *right*. With any of our **LAKconnect** social media packages, you create a professional and engaging presence on Facebook, Twitter, Instagram, LinkedIn and Google My Business that fits your social media IQ:

Autopilot Starter

Compelling posts curated from the award-winning Let America Know newsletter will automatically appear twice a week in the social media accounts of your choice as listed above. Each post focuses on the health, safety and legal rights of your followers, and will reflect positively on your professionalism and knowledge. Links and images included.

Autopilot Booster

Everything in *Autopilot Starter* PLUS a boosted post on Facebook each month, which will increase exposure and reach beyond your existing page followers. Targeting is based on geographic, demographic and lifestyle characteristics.

Custom Marketer

Everything in *Autopilot Booster* PLUS one strategy meeting each month with Let America Know writers to discuss customized posts from your practice, your accomplishments, your public service activities, your events ... really anything that boosts engagement and better connects you with your followers.

Google Post Gold

Everything in *Custom Marketer* PLUS a weekly post in Google My Business, *the* critical online entry point from Google search to your law firm. Google posts generate visits to your website, calls to your office and requests for directions. Metrics are reviewed during our planning sessions to fine tune best-performing posts for future placement.

Why Let America Know?

We've earned the trust and respect of the legal community after nearly a decade publishing e-newsletters for hundreds of plaintiff attorneys. Add in our exclusive partnerships with several state trial lawyer associations and the American Association for Justice and you know this is content vetted exclusively for plaintiff attorneys. Choose Let America Know and LAKconnect to market your practice AND improve the image of the trial lawyer profession.



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