

ELEVARE EDGE:
WEEKLY TIP

Map Your Audience to the Right Platform

A 4-Step Selection Process for
Lawyers & Professionals



Stop Wasting Billable Hours on Social Media

Your time is your most valuable asset.

Posting brilliant legal insights on the wrong platform is like publishing a major article in a magazine nobody reads



A strategic **4-step** process ensures you invest your time wisely



Step 1

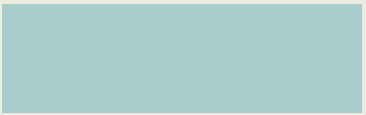
Evaluate Your Marketing Goal



What are you actually trying to achieve? **Your goal** dictates your platform.

- Build a lawyer's personal brand as a thought leader
- Attract top legal talent (employer branding)
- Generate leads





Step 2

Consider Your Target Audience



Who is the one person you are trying to reach? Where do they spend their time? (**Your Ideal Client Persona**)

In-house counsel at global MNCs	 	C-Suite & business owners in Mainland China	
Journalists & legal tech community	 	Young talent	   



Step 3

Consider Your Content Format



What content is your firm best equipped to create consistently? Match your strengths to the platform



Long-form, in-depth analysis



Visual, behind-the-scenes culture



Quick, expert commentary & news



Step 4

Evaluate the Competition



Where are your competitors?
What are they doing well (or poorly)? Find your sweet spot

Do a quick audit



Look for: What platforms are your key competitors on?



Analyse: What type of content are they posting? Is it engaging?



Find the Gap: Can you say it better? Or can you dominate a platform they are ignoring?



The Right Choice Fuels Your Funnel

These **4 steps** are designed to find the most efficient way to build your **Reputation Funnel**.



**Goal + Audience + Content +
Opportunity**



= The Right Platform



= A strong reputation that builds
your practice / business



Don't Guess, Strategise!

Choosing the right platform is the foundation of a successful digital strategy

Contact Elevare Asia for a strategic audit of your social media presence.



LinkedIn



Website



Instagram

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Delivering Asia relevant business development and marketing strategies for professional services firms and law firms.