



conscious solutions

websites, marketing & crm
software for law firms

Conscious Newsletter - July 2014

Yes, it's a new photo of me, me with my Google Glass on. I got them just over a week ago and immediately took them to London where I was at three different networking events in the legal sector in three days. I reckon they started over 75 conversations, just by having them. At one point, there was a queue of six legal techies waiting to try them on! You can see two examples of the video quality on **Google+**.

Some great content for you this month. **Law firm's toilets**, a reflection on the **Reinvent Law conference** and more.

All feedback is gratefully received by response, on **Twitter** or **Facebook**. I don't want to write what you don't want to read.

Regs... David.



Me in Google Glass...yes, of course I bought the orange ones!

Law Firm's Toilets



So you have your LinkedIn profile page. You've started connecting with both clients and contacts, now you want to start communicating with them all. But what do you actually write?

To get the best from all the

ReinventLaw London



Missed it? Not to worry, I spent a great day hosted by the University of Westminster Law School. In partnership with the Michigan State University College of Law this is a must attend event for the forward thinking law firm.

Want better data from your website enquiries?



Commonly, most law firms measure the success of an online marketing campaign by an improvement in search rankings against the certain keywords.

But is that the full story? Here Russell Gregory (Search

social media platforms, you need to generate engaging content and not just try and sell yourself and what you do. You need to show people that you are still human.

Engaging with people from a distance helps keep you in mind when the need for what you do comes to mind!

See how an article I wrote on [law firm's toilets](#) generated over 2,600 views, 36 likes and 23 comments . To then be greeted by the photo above when I went for a meeting with a prospective client.

To find out more and how we can help you get the best from your social media [please get in touch](#).

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The event's strength is the mix of lawyers, techies, students and just about anyone else who cares to talk about something to "reinvent law".

With a mixture of 6 minute "Ignite" talks and 12 minute presentations you have to keep up! But, with some parts of the day trending on Twitter higher than the World Cup they've definitely got something right.

To see the full review of this great event and get info on next year's event please [read the Conscious blog](#)

[read more](#) >>

Marketing Manager) explains [how to capture better data](#) from your firm's website.

Russell talks about some of the latest technology that's available. You can use these tools on your site to generate more intelligent information.

The data collected from these tools can then be used to target and convert more leads from your digital marketing.

Want to know more about getting more out of your digital data? [Contact us](#).

[read more](#) >>

How profitable are Law Firms? Really!

I came across this [article](#) while browsing. It is talking about US firms but the questions asked really give food for thought to how law firm profits are viewed.

[read more](#) >>

Law League's Rayne Tompson on the Link between Client Feedback and Profitability

This blog post from Rayne Thomson gives a detailed overview of the difference between a satisfied and a loyal client. With great insight into the thinking that happens in the clients mind and some great ideas of how firms can [increase profit without incurring more cost](#).

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The Funny Bit at the end!

[All Solicitors are ...](#)

This month's funny bit at the end is shows how searching Google could really affect a Solicitor's self esteem! Click to see how [Estate Agents fare](#).



solicitors are|

- solicitors are **scum**
- solicitors are **no longer professionals**
- solicitors are **useless**
- solicitors are **so slow**
- solicitors areas **of practice**
- solicitors are **annoying**
- solicitors are **bastards**
- solicitors areas **of work**
- solicitors are **governed by the**
- solicitors are **executors**

[Google Search](#) [I'm Feeling Lucky](#)

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