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# FAQ

## Social Networking

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### 1. What is social networking?

Social networking is online advertising that enables firms to publish and feed compelling content to a specific target audience---notably through articles, surveys, podcasts, case studies, events, and news. It facilitates an interactive exchange with potential prospects. Common social media vehicles include blogs, YouTube, Facebook, MySpace and Twitter.

### 2. Why do I need social networking?

It's a way to communicate to a numerous prospects who would otherwise be cost-prohibitive to reach through traditional media. The broader your audience, the greater your potential to increase consult opportunities.

### 3. Why do I need LawClick to assist me?

Creating a blog is not difficult---but transforming your social networking into a winning business proposition is much more complicated, and requires continuous effort.

We'll help you choose the strategies and content to boost your web traffic. We'll help you speak to the needs of your audience. We'll help you build relationships, momentum and a referral network.

### 4. How do you increase my web traffic and generate consult leads?

Search engines look upon rich new content with great approval. Web crawlers adore multi-page, frequently updated sites like blogs, as long as the text is relevant and well written. Search engines elevate such sites to the top of search results, i.e. blogs that secure multiple backlinks and generate significant coverage on social media sites. This all adds up to more visitors and more prospects.

### 5. How much do your social media services cost?

First, here's what you'll get.

1) We'll evaluate your market and benchmark your position.

2) We'll determine your revenue goals and return-on-investment timelines.

3) We'll prepare a custom-made proposal that includes our project recommendations, associated fees and return-on-investment timeline.

Altogether, this work leverages search engine optimization and pay-per-click strategies.

The monthly cost ranges from a few hundred dollars for a small business to several thousand dollars for a significant social media referral network.

### 6. I'm interested in learning more, what's the next step?

*We offer a 20-minute online presentation.*

You can sit comfortably at your computer while one of our marketing strategists shares our business solution and answers your questions.

For those who decide to move forward, we routinely setup a discovery meeting to help us identify and address your firm's unique needs.

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