



CYBERALA

FREE Monthly Webinar Services Presents:

***How You Can Use LinkedIn Advertising
to Accelerate Your Firm's Business Generation Efforts***

Tuesday, January 19, 2021 at 2 p.m. (Eastern)

Business generation efforts have shifted to online formats instead of conferences, in-person networking events, and face-to-face meetings. This is forcing many of us to build reputations online. In this session, "Social Media Expert" (Forbes) Spencer X. Smith will unveil the secrets of LinkedIn advertising, and how your firm can grow your brand - and thereby get more work - from your ideal clients. Smith will share a case study from an Arlington, VA based firm, and show the step-by-step strategy he helped them execute. You'll learn how LinkedIn targeted advertising works, how to propose these ideas to your attorneys, and how your professional staff can execute the tactics.



Spencer X. Smith is the founder of AmpliPhi Social Media Strategies, and an instructor at the University of Wisconsin and Rutgers University in their Mini-MBA program. He was formerly a VP of Sales for two Fortune 100 companies.

Spencer's been called a "Social Media Expert" by Forbes, and has spoken at over 250 events since 2015, including a presentation at the New York Stock Exchange in 2017. He's also presented at 15 Association of Legal Administrators (ALA) and Legal Marketing Association (LMA) events, including the ALA Annual Conference. Spencer regularly writes columns for "Marketing The Law Firm" and the American Bar Association, and his book *ROTOMA: The ROI of Social Media Top of Mind* is an Amazon bestseller.



Register At:

https://zoom.us/webinar/register/WN_x7PJGskGSxKLGp3suSlvaQ

Handout will be available a day or two before the event from our home page.

NOTE: While this month's webinar is educational, it does not qualify for CLM credit because it is product specific



Subscribe

Please subscribe to our [Webinar Mailing List](#).