

Marketing in the Midst of the COVID-19 Crisis



PRESENTED BY
Stefanie Marrone

Stefanie Marrone

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Stefanie Marrone helps law firms effectively tell their stories and find their unique voices.

Stefanie has worked at some of the most prominent law firms in the world, as well as small- and mid-size firms, developing and executing revenue generating, business development, internal and external communications strategies, including media relations, branding and multi-channel content marketing campaigns. She has particular experience in helping law firms and their employees effectively utilize social media platforms for revenue generation and visibility.

Stefanie often speaks around the country on a wide range of communications, content marketing and social media topics. She is also a published author for JD Supra, The New York Law Journal and Attorney at Work.





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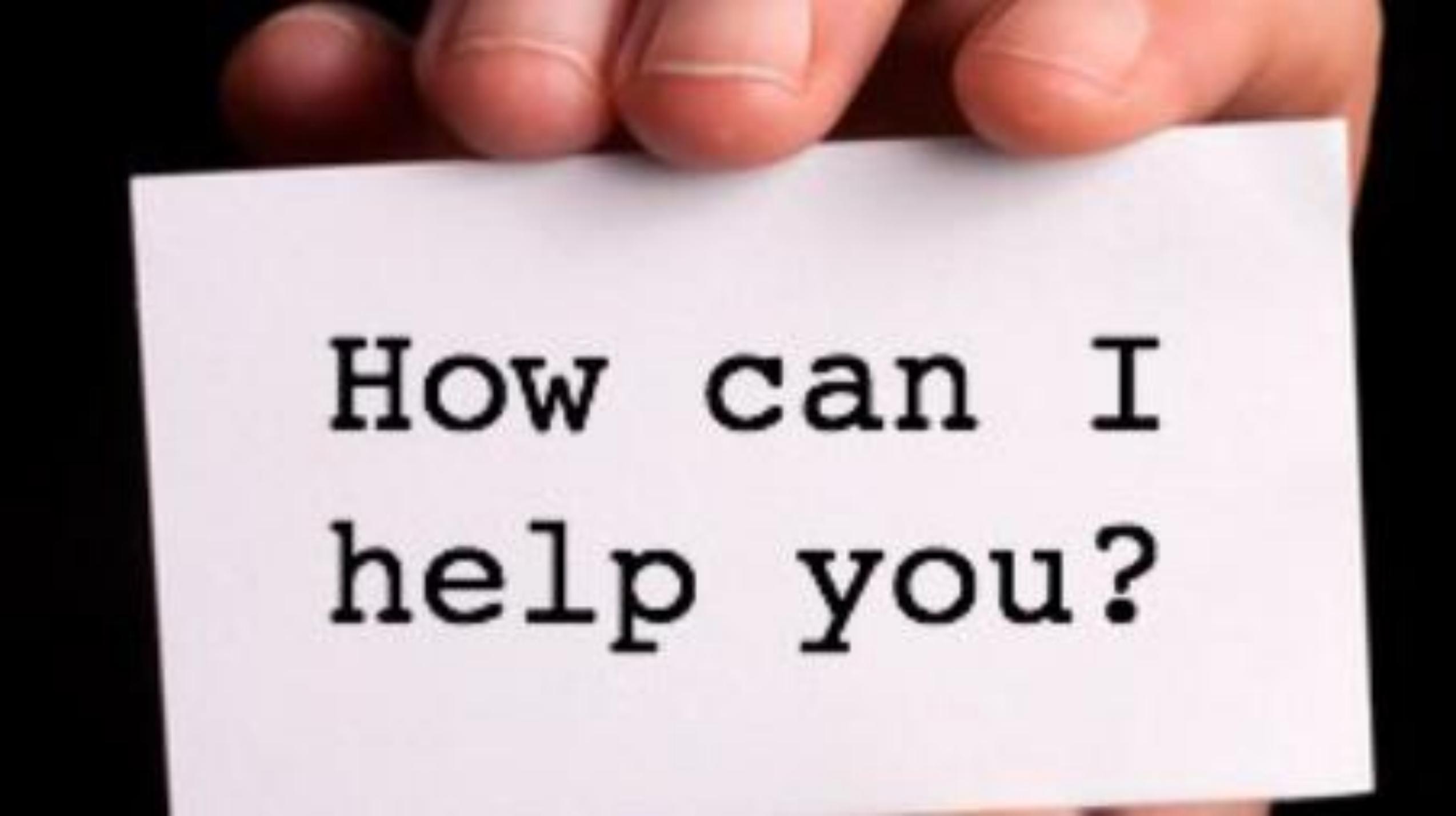
Today's program will cover how to...

- How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive
- How to position yourself as a thought leader during a time when so much is unknown
- How to build strong relationships despite the breakdown of in-person networking challenges
- How to address the accentuated pain points of your clients and prospects
- How to network effectively online and build your brand through LinkedIn

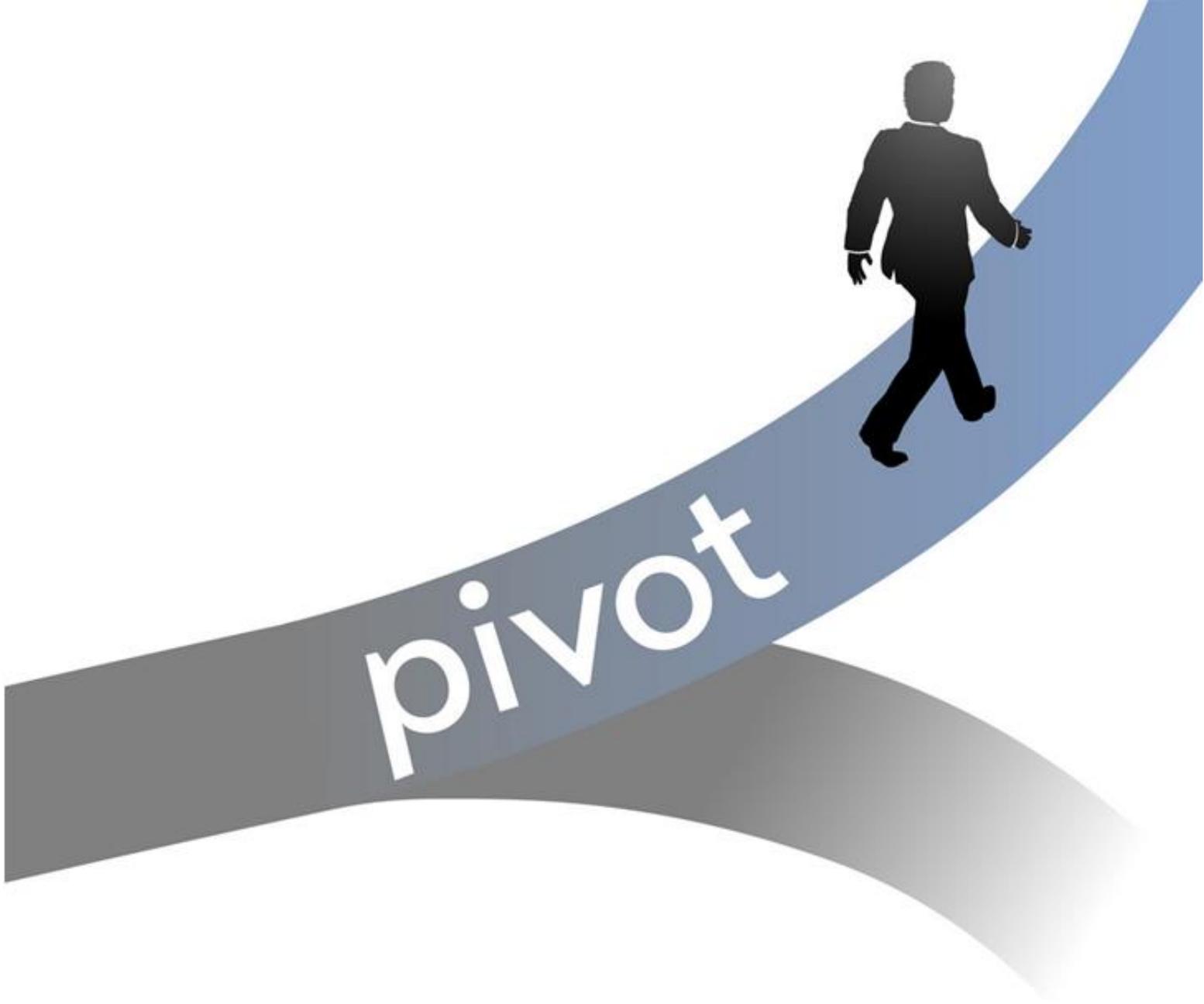
Remember: We are all solution providers

- **Adding value** every day to clients should be at the heart of everything your organization does
- Show **empathy**, concern and **be helpful**
- We are all in this together – the pandemic is touching everyone
- You need “**light touches**” with former clients and important contacts or they can forget you
- For all companies, the goal of social media marketing is **lead generation** and **business development**
 - How you get there is by building targeted relationships, staying top of mind, providing **helpful content** and consistently adding **value**
 - Always think about ways in which you can be helpful



A close-up photograph of a person's hand holding a small, white, rectangular card. The card is held at the top edge by several fingers. The card has the text "How can I help you?" printed in a black, monospaced, typewriter-style font. The text is arranged in two lines: "How can I" on the top line and "help you?" on the bottom line. The background is dark and out of focus.

How can I
help you?



pivot

EMPATHY

Add
Value.



A glowing neon sign with the text "DO SOMETHING GREAT" inside a rectangular border. The sign is illuminated with a bright, warm white light, making the text stand out against the dark background. The letters are in a clean, sans-serif font. The sign is mounted on a dark surface, and the overall appearance is that of a classic, motivational neon sign.

DO SOMETHING GREAT

Why Use Your Firm?



Attractive pricing



Personalized service



Referral relationships are key right now – with big firms, small firms and solo practitioners



| GENERATION Z | MILLENNIALS | GENERATION X | BABY BOOMERS | TRADITIONALISTS |
|--|--|--|--|--|
|  |  |  |  |  |
| FASTEST GROWING % OF WORKFORCE IN THE NEXT 5 YEARS | LARGEST % OF WORKFORCE IN THE NEXT 5 YEARS | MAJORITY OF WORKFORCE LEADERSHIP IN THE NEXT 5 YEARS | MANY RETIRING FROM THE WORKFORCE IN THE NEXT 5 YEARS | SMALL % OF THE WORKFORCE IN THE NEXT 5 YEARS |

The invisible user trend:

Many decision makers use social media in listen-only mode – while the minority are disseminating information and engaging with other users.

This may cause the number of likes on your pages to be low or for it to seem like no one is engaging with your content – but they are.



Why Use Social Media?

Your name is **your brand**, and you want to ensure professional contacts can easily find you and that you put your best foot forward.

Social media is an easy way to **stay in touch** with business contacts right from your desk or mobile phone.

Social media is a low-cost, easy way to **keep contacts informed**.

Business professionals are increasingly going to social media for **news and information**.

Sharing content keeps you **top-of-mind** and positions you as a **thought leader**.

By sharing content, you show that you are on top of the **latest trends** and that **your experience and skill sets** are up to date.

Why LinkedIn?

- In the digital world in which we live, networking online is just as important as making in-person connections.
- Spend the time to develop a strong LinkedIn profile that highlights your professional attributes and background.
- Your LinkedIn profile is one of the top Google results when someone searches for you.
- LinkedIn provides great excuses to reach out to those in your network through its job moves and work anniversary notifications. Use these professional milestones to reach out to those individuals who you've been meaning to contact – this is powerful information. This data enables you to stay top of mind with important connections.



**How to build strong
relationships despite the
breakdown of in-person
networking**

Relationship Building Ideas During Social Distancing



Pick up the phone more,
suggest video conferences
instead of calls/emails



Turn in-person events into
virtual gatherings



Reach out to your clients to
check in on them and show
you care



Anticipate client needs and
offer to assist them in any
way you can



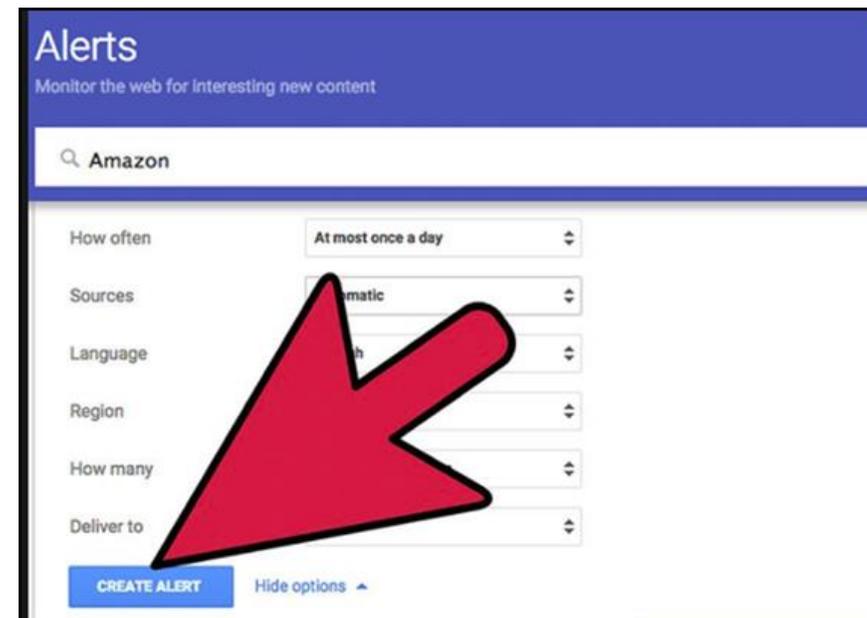
Host virtual coffee breaks
and happy hours (both
internally and externally)



Use social media and online
networking to build and
strengthen relationships

Be Client Intelligent

- Client intelligence is being intelligent about others. One way to do this is by setting up free Google Alerts and LinkedIn News alerts.
- Use this intelligence to reach out to important individuals in your network
 - Gives you reasons to reach out to congratulate them on a success or milestone, or send an article
 - Such timely touchpoints enable you to stay top of mind with important connections
- Set up Google Alerts on key competitors so you can monitor their activities



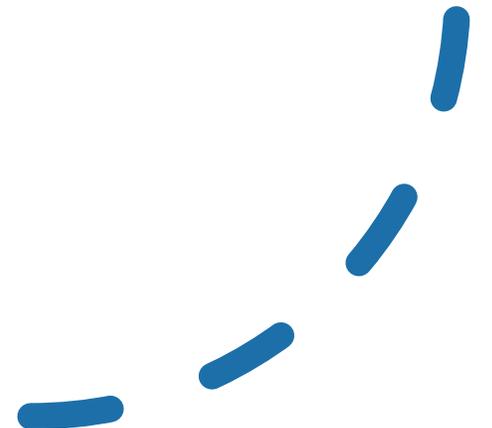
The screenshot shows the Google Alerts configuration page for the keyword "Amazon". The page has a blue header with the title "Alerts" and the subtitle "Monitor the web for interesting new content". Below the header is a search bar containing "Amazon". The main content area contains several settings: "How often" is set to "At most once a day", "Sources" is set to "Automatic", "Language" is set to "English", "Region" is set to "United States", "How many" is set to "10", and "Deliver to" is set to "Email". A large red arrow points to the "Sources" dropdown menu. At the bottom of the form are two buttons: "CREATE ALERT" and "Hide options".

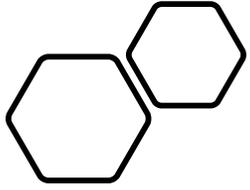


**How to effectively market
yourself and your firm
during a global crisis
without seeming tone-
deaf or insensitive**

Show Client Care

- **Be Mindful of Impacted Clients:**
Determine if you have any clients who have been personally affected by the crisis. Then reach out to them offering help and support. The same goes for any referral sources and alumni. Loyalty in a time like this goes a long way—and it works both ways.





How to effectively market yourself and your company during a global crisis without seeming tone-deaf or insensitive



THE WORST THING YOU CAN DO IS TO DO NOTHING RIGHT NOW.



THIS IS A GREAT TIME TO THINK ABOUT ALL OF THOSE THINGS YOU WISH YOU HAD THE TIME TO DO IN THE DAILY HUSTLE AND BUSTLE OF LIFE BEFORE THE CORONAVIRUS.



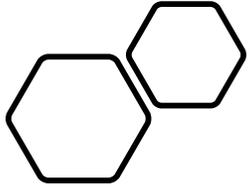
SHOWCASE THE HUMAN SIDE OF YOUR FIRM



DEEPEN RELATIONSHIPS



AS A MARKETER, THE MOST IMPORTANT QUESTION YOU SHOULD ASK YOURSELF RIGHT NOW IS "HOW CAN WE SUPPORT OUR CLIENTS AND OUR PROFESSION DURING THIS TIME?"



How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive

Be sensitive to client needs and the fact they are likely very stressed right now

Turn off pre-scheduled posts and reminders

Don't post content that is self-congratulatory or launches a new service/product

Provide content of value – client alerts, blog posts, online resources and webinars

- Your objective with social media/content is to become a client-centric thought leader so that you are top of mind when your network needs someone like you

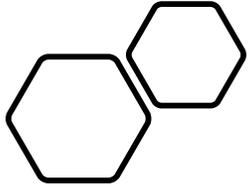
Provide webinars and online CLE programs on relevant topics

Find ways to educate them on how the coronavirus affects their business

Be helpful and offer to help

Ask others how they are doing in these challenging times – it's not business as usual

Do not pitch or aggressively market yourself



How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive

Support and empathy should be at the heart of everything you do right now. This is not the time to announce the relaunch of your web site, your latest rankings, or a new brand.



Your guiding principle should be to show compassion and care to your employees, clients, and the greater community - and to educate, inform and help others through leadership and education.



Showcase your expertise and help others by offering clients and the general public access to offer educational resources about the coronavirus.

How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive



Do more pro bono work - much of this work can be done virtually, so raise your hand to help out those who need you the most - there will be a lot of pro bono opportunities as this crisis continues.



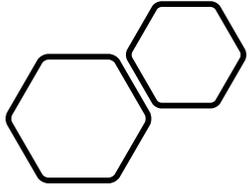
Set up Google alerts for yourself (so you know what's being said about you) as well as your top clients and VIP contacts so you can keep abreast of significant news about them



Set up at least three video conferences and virtual happy hours/coffee breaks each week - these are great outlets for you and others to maintain relationships while social distancing.



Create a virtual group of key former colleagues and alumni to foster relationship building. Get together by Zoom every other week or monthly- the best part is that you will be connecting individuals in your network to each other, which will be appreciated by everyone.



How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive

Give Back: As a marketer, the most important question you should ask yourself right now is “how can we support our clients and our profession during this time?”



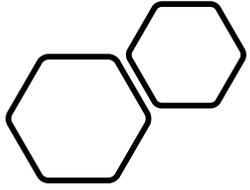
Consider donating to the Red Cross or another disaster relief organization that is supporting those afflicted with COVID-19.



Any firm with an online presence large or small has a great opportunity and platform to provide support – whether it is information, support or empathy, as well as resources. Let others know both internally and externally in a humble way what you’re doing to help the situation so you can inspire and lead others to do the same.



Use content to help them at times of need – and that includes a global virus where many people will need to work from home or stay home for a certain period of time.



How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive



Show genuine care and concern for your clients and don't only rely on email to communicate. This is the time to call your clients and ask how they are doing. It's not business as usual.



Update your bio and LinkedIn profile.



Taking LinkedIn one step further, create a strong LinkedIn headline and profile cover image.



Make a list of future conferences that you'd like to attend and even better, speak at, and reach out to the conference organizers to express your interest, once we're back to safely gathering in groups.



Create a virtual CLE program for clients and prospects. You will become a trusted resource if you offer to provide your clients with CLE credits and learning during this time.



Write coronavirus-related legal alerts. Explore how the current crisis affects your clients' businesses and report on updates in the law. Look to see what your competitors are writing about for inspiration and competitive intelligence.



Get involved with a bar association or industry committee. There is plenty of work you can do virtually to help out organizations you care about.



Make a list of your top matters and achievements - you'll need this down the road.

How to effectively market yourself and your firm during a global crisis without seeming tone-deaf or insensitive

- Reach out to five contacts with whom you haven't been in touch. This is a great time to rekindle relationships.
- Read the great networking bible *Never Eat Alone* by Keith Ferrazzi. If you've already read this book, choose another business book or podcast - reading is a great outlet during this stay at home time.
- Create a podcast or video series related to the coronavirus crisis - this does not have to be a high-budget production. Speak from the heart about how the coronavirus affects your clients, invite special guests to provide insights.
- Engage on LinkedIn in some way every day – comment on a status, share an article or “like” someone's post

**How to position yourself
as a thought leader during
a time when so much is
unknown**

Content marketing success tips:

- Always add value.**
- Always be helpful.**
- Publish consistently.**
- Ensure your mailing lists are updated.**

How to address the accentuated pain points of your clients and prospects

- Ask your clients what is keeping them up at night
- Write content and host webinar briefings that speak to their pain points
- Be sensitive to their needs and their stresses
- Look at other firms to see what they are writing about and use that as inspiration
- Don't wait to publish

The Content Bible

- The best way to get your content in front of target audiences is through a combination of email and social media
- Your content must be client-centric and written in their language
- It's not about quantity, it's about quality
- It's always about show vs. tell
- Reuse and repurpose
- And visuals – they increase not just your brand awareness on social media but also your clickthrough rate
- Compelling headlines and subject lines are key
- Always be brief, quick and efficient
- Don't wait – create and distribute content while the topic is hot- often good is good enough – don't be a perfectionist

Content Marketing Best Practices

- The content you produce and share should be client-focused and value-added
 - Read the content you share before you share it
- Always show readers how issues impacts their business
- Be visual, and repurpose and curate as much as possible
- Write timeless “Why” and “How-To” evergreen pieces you can repurpose
- Cross sell practices and capabilities through content
- Avoid random acts of content/one and done
- Select platforms (LinkedIn, Twitter, Facebook, YouTube, Instagram) – **ONLY go where your clients are**
- Adjust the content for each medium – do not post the same content to each platform
- Build an editorial/content calendar to track posts
- Train your employees on how to use social media to tap into their networks
- Reuse and repurpose your content to make it work harder and smarter for you
- Effectively use hashtags, calls to action (CTAs)
- Understand how SEO works
- Use analytics and data to help refine your strategy
- Craft strong headlines/titles
- Pay it forward by promoting the content of key contacts and clients
- Use a mix of platforms to engage with your target audiences (video, written content, podcasts, etc.)



SHOW vs TELL

The secret sauce to effective social media content



Use a combination of the following content tools:

- Reuse and repurpose
- Create once, publish everywhere (COPE)
- Visual content
- Show vs. tell
- Client-centric content
- Evergreen content
- Value-added content
- Effective hashtags

How to

COPE

Create Once, Publish Everywhere



{re}use & {re}purpose

Webinar on Visual Content Tools

THE ESSENTIAL

SOCIAL MEDIA

IMAGE SIZE

CHEAT SHEET



230
Layouts



Capitalize My Title



JDSUPRA





HASHTAG

THE BEST (AND WORST) CORONAVIRUS HASHTAGS FOR LINKEDIN POSTS BY STEFANIE MARRONE

CORONAVIRUS-RELATED HASHTAGS

#COVID19 (421,499 FOLLOWERS)
#CORONAVIRUS (359,223 FOLLOWERS)
#CORONA (60,069 FOLLOWERS)
#FLATTENTHECURVE (22,329 FOLLOWERS)
#SOCIALDISTANCING (17,128 FOLLOWERS)
#COVID_19 (15,193 FOLLOWERS)

CRISIS-RELATED HASHTAGS:

#RISKMANAGEMENT (OVER 1.35 MILLION FOLLOWERS)
#CORPORATECOMMUNICATIONS (13,146 FOLLOWERS)
#CRISISCOMMUNICATIONS (10,852 FOLLOWERS)
#INTERNALCOMMUNICATIONS (9,876 FOLLOWERS)
#CRISISMANAGEMENT (8168 FOLLOWERS)

LAW FIRM INDUSTRY SPECIFIC HASHTAGS:

#LAWFIRMS (49,900 FOLLOWERS)
#LAWYERS (45,363 FOLLOWERS)
#LAWFIRM (29,939 FOLLOWERS)
#LEGALMARKETING (1,712 FOLLOWERS)
#LAWFIRMMARKETING (192 FOLLOWERS)
#LMAMKT (ONLY HAS 96 FOLLOWERS)

THESE HASHTAGS HAVE A LOW NUMBER OF FOLLOWERS:

#VIRUS (489 FOLLOWERS)
#PANDEMIC (484 FOLLOWERS)
#NCOV2019 (395 FOLLOWERS)
#CORONAVIRUS2020 (269 FOLLOWERS)
#CORONAVIRUSPANDEMIC (250 FOLLOWERS)
#CRISISRESPONSE (164 FOLLOWERS)
#CORONAVIRUSIMPACT (164 FOLLOWERS)
#COVID19OUTBREAK (158 FOLLOWERS)
#FLATTENINGTHECURVE (126 FOLLOWERS)
#CRISISCOMMS (105 FOLLOWERS)
#CORONAVIRUSAWARENESS (92 FOLLOWERS)
#CORONAVIRUSNEWS (76 FOLLOWERS)

Write Timeless “Why” and “How-To” “Evergreen” Pieces That You Can Republish Over and Over



Tarter Krinsky & Drogin LLP

732 followers

2w

Do you have a will? Well, you should. Having a will is imperative to ensure that your money and belongings are distributed according to your wishes after your death. Wills can distribute property, name an executor and guardians for children, forgive debts and more. If you pass away without a will, your estate will be settled in accordance with state law. Read this alert from Trusts & Estates counsel Joann Palumbo on what could happen if you don't have a will: <https://lnkd.in/dy3x9Rf>



October 29, 2018

What to Do When You Run Out of Things to Say Your How-To Guide to Creating an Evergreen Content Strategy

[in LinkedIn](#) [f Facebook](#) [t Twitter](#) [Send](#) [Embed](#)



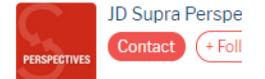
The ultimate goal of content marketing is to drive readers to take action, preferably in the form of contacting and retaining your firm. So it should go without saying that it's not how often you post content to social media that makes a true impact, but rather *what* you say and *how* you say it. The quality not the quantity of your posts should always be your primary focus.

But it's not always easy to generate a steady stream of strong content to fill your editorial calendar year-round, especially when you work at small- or mid-sized firm, where it can be a challenge to regularly achieve top-tier media placements for your firm and lawyers.

That's where owned media or evergreen content can come to your aid, or what I often refer to as my "what to say when you have nothing to say" content strategy.

Evergreen content is SEO-optimized content that doesn't have an expiration date, or lose its relevancy and value over time. It is high-quality, helpful content that provides value whether it is read today, next week or a year from

WRITTEN BY:



Stefanie Marrone

PUBLISHED IN:

Content Marketing

Content Strategy

Digital Media

LMAMKT

Marketing Perspectives

Firm Marketing

Professional Practice

Avoid Random Acts of Content/One and Done

- Many firms create great content and **post it just once** – this is a huge missed opportunity!
- Maximize and create once, publish everywhere (but adjust the message to the medium)
- Each post can be repurposed on social media multiple times
- Invest in multiple headshots

Extend the shelf life of one piece of content by pulling out:

- Quotes
- Stats
- Other data
- Make it into an infographic
- Using icons

Don't just attend an event, become a thought leader

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Tarter Krinsky & Drogin

“Creating meaningful spaces that will stand the test of time is crucial for developers and end users alike. Technology is driving change at breakneck speed. Those who do not keep up will find themselves with an asset as obsolete as an iPhone 4.”

CRAIN'S Laurie Stanziale in *Crain's New York Business* on "Four Design Trends Shaping New York City Development"

Construction Partner Laurie Stanziale to Moderate Panel at the 7th Annual Real Estate Women's Forum
February 23, 2018

Overview Practices Professionals

Construction partner Laurie Stanziale will be a featured panelist at the 7th annual Real Estate Women's Forum (known as REWF), an event designed to connect, educate and advance and highlight the accomplishments of female leaders in the real estate industry. Laurie will moderate a panel titled, "Supercity Status: Trends that Will Dictate Design in New Developments & Redevelopments."

[Learn more about Laurie.](#)

[Learn more about the Real Estate Women's Forum.](#)

Marketing
Attorneys
Marketing

Laurie Stanziale Authors *Crain's New York Business* Article on Design Trends Shaping New York City Development

Tarter Krinsky & Drogin article

May 14, 2018

Laurie Stanziale Authors *Crain's New York Business* Article on Design Trends Shaping New York City Development

Construction partner [Laurie Stanziale](#) wrote an article that was featured in *Crain's New York Business* on "[Four Design Trends Shaping New York City Development](#)."



In the article, Laurie explores four trends that are making big waves in design and development here: a resurgence in manufacturing, a desire for more purposeful residential amenities, a blurring of the line within office spaces between working and living, and the impact of e-commerce on retail.

Laurie says in the article, "Our ever-evolving city requires designers and developers to stay abreast (and ahead) of the design trends that will take their properties into the future. Creating meaningful spaces that will stand the test of time is crucial for developers and end users alike. Technology is driving change at breakneck speed. Those who do not keep up will find themselves with an asset as obsolete as an iPhone 4."

Showcase Your Expertise Through Special Online Resources (but Don't Name it the Coronavirus Resource Center)

EPSTEIN
BECKER
GREEN

HEALTH CARE & LIFE SCIENCES EMPLOYMENT, LABOR & WORKFORCE MANAGEMENT LITIG BUS

CORONAVIRUS RESOURCE CENTER

March 2020

Coronavirus Resource Center

Share [Twitter] [LinkedIn] [Email] [Print]

shearman
SHEARMAN & STERLING

COVID-19 RESOURCE CENTER

PEOPLE PRACTICES >

MI

PEOPLE SERVICES INDUSTRIES INSIGHTS &

CORONAVIRUS RESOURCE CENTER

March 2020 |

CORONAVIRUS RESOURCE CENTER

Foley's Latest Thinking on the Most Pressing Business and Legal Issues

SIDLEY

PEOPLE SERVICES

COVID-19 Resource Center

MORRISON FOERSTER

Coronavirus (COVID-19) Resource Center

GIBSON DUNN

LAWYERS PRACTICES INSIGHTS

Coronavirus (COVID-19) Resource Center

Coronavirus Resource Center

crowell & moring

Simpson Thacher

Client Services Our Team Your Career

Coronavirus (COVID-19) Resource Center

DLA PIPER

Coronavirus Resource Center

Professionals Pract

About Case Studies

Practices > Coronavirus Resource Center

Coronavirus Resource Center

Professionals Contacts

How to address the accentuated pain points of your clients and prospects

Conn Kavanaugh Rosenthal Peisch & Ford, LLP

471 followers

1h • 🌐

+ Follow

"This past week, as our daily lives were upended, many of us experienced a sense of unbalance and worry. It occurred to me that these are similar feelings many of our clients experience when they face a legal issue." - [Kurt Fliegau](#)

Read Kurt's article "Let the [#Coronavirus](#) Teach Us to Be Better [#Lawyers](#) for Our Clients" for perspective on conducting business in the face of a [#pandemic](#): <https://bit.ly/2J70BNm>

[#covid19](#) [#lawfirms](#)



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March 23, 2020

Let the Coronavirus Teach Us to Be Better Lawyers for Our Clients

By [Kurt B. Fliegau](#)

This past week, as our daily lives were upended, many of us experienced a sense of unbalance and worry. It occurred to me that these are similar feelings many of our clients experience when they face a legal issue.

Coronavirus makes us realize we crave certainty. We initially wanted to know whether this invisible risk truly was a threat. When we realized it was, we wanted to know how to protect ourselves and our loved ones. We still want to know how long this will last and how much it will cost. These are all questions many of our clients ask when they find themselves in a confusing and stressful legal world. It is our job as lawyers to minimize our clients' risks to the greatest extent possible, and to explain what risks remain so our clients can make thoughtful decisions with our guidance.

Coronavirus makes us crave technical expertise. We look to doctors and nurses to protect and heal us. We look to researchers to understand the threat and develop a vaccine. We hope and trust that their training and experience will get us out of a situation that we cannot resolve by ourselves. Our clients come to us seeking a similar technical competence. It is our job as lawyers to continue to educate ourselves, to learn from every legal matter we handle, and to become the most competent lawyers we can be to help our clients in times of stress.

How to market now without seeming tone deaf

SCHWARTZ
SLADKUS
REICH
GREENBERG
ATLAS LLP

In this time of crisis, as our nation and the world fight the Covid-19 pandemic, the Health Care Group and our firm as a whole, recognize our hospital and nursing home clients for their selfless dedication to the community and their unwavering care for those afflicted by this horrible virus



3 POSTS

ABOUT



In Good Company | Issue No. 3

by Andrew M. Apfelberg, Benjamin E. Helfman and Spillers on April 23, 2020



KPMG US
790,646 followers
29m •

We are proud to join Ascend Leadership and support the Action Agenda for promoting [#inclusion](#) and working together to address the adverse impacts of the [#COVID19](#) pandemic. Read more here: <http://ow.ly/AZ5q50zt3LQ>. [#AscendTogether](#)

We have observed the tough decisions business owners must make in light of these dire circumstances. We know that everyone is doing their best to shine a light on local businesses and support them during these difficult times.



Collaborative COVID-19 Action Response
Joint Announcement

[#AscendTogether](#)

Recently posted videos



PwC parents are dealing with the demanding task of balancing work and childcare in impressive ways. Take a look at Pittsburgh Office Managing Partner Justin Kaufman "newscasting" about our new #DigitalFitness app for the world with his kids. #TakeYourChildToWorkDay <https://pwc.to/2K4cD11>

21h • 🌐

We're shining a light on stories of EY people around the world who are taking action to combat COVID-19 challenges. Patrick Brown from our Americas team repurposed his children's 3D printer to produce ventilator parts for hospitals in New ...see more





Matthew Patterson, JD MBA • 2nd
 President at Optimal IP Strategies
 3d • Edited •

What to Do

Way back in the day for Pratt & Whitney. I'm still doing what I love and filing patents today. [#patent](#) [#innovation](#) [#intellectualproperty](#)



United States Patent [19] (11) **Patent Number:** 5,638,675
Zysman et al. [45] **Date of Patent:** Jun. 17, 1997

[54] **DOUBLE LOBED MIXER WITH MAJOR AND MINOR LOBES**
 [75] **Inventors:** Steven H. Zysman, Middletown; Wesley K. Lord, Glastonbury; Thomas J. Barber, West Hartford, all of Conn.
 [73] **Assignee:** United Technologies Corporation, Hartford, Conn.
 [21] **Appl. No.:** 525,115
 [22] **Filed:** Sep. 8, 1995

[51] **Int. Cl.** F02K 1/38
 [52] **U.S. Cl.** 40/262; 239/265.11; 181/220
 [58] **Field of Search:** 60/262, 261, 264; 181/213, 220; 239/265.11, 423

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| 3,084,536 | 4/962 | Worrald et al. | 4/9/66 |
| 3,077,884 | 4/968 | Wright et al. | 4/9/66 |
| 3,514,955 | 6/590 | Paulson et al. | 6/9/60 |
| 3,673,862 | 7/572 | Krebs et al. | 6/22/66 |
| 3,713,890 | 13/573 | Dua et al. | 1/1/74 |
| 4,040,957 | 9/577 | Hoshino | 6/2/62 |
| 4,077,206 | 3/178 | Ayyappan | 6/2/62 |
| 4,117,671 | 10/178 | Nad et al. | 6/2/62 |
| 4,296,085 | 10/180 | Johansen | 6/2/62 |
| 4,302,324 | 12/181 | Wynodny et al. | 6/2/62 |
| 4,335,874 | 6/182 | Schulz et al. | 1/1/22/60 |
| 4,501,269 | 8/183 | Dyer | 6/2/62 |
| 4,587,017 | 12/184 | Rudpeck | 6/2/62 |
| 4,561,393 | 2/185 | Ries et al. | 2/9/26/61 |

OTHER PUBLICATIONS

Checaux, R.D. "Reduction of Jet Noise", Flight, 2424, pp. 57-60 Jul. 8, 1955.

Primary Examiner—Timothy Thorpe
Assistant Examiner—Ted Kim
Attorney Agent, or Firm—Matthew J. Patterson

ABSTRACT

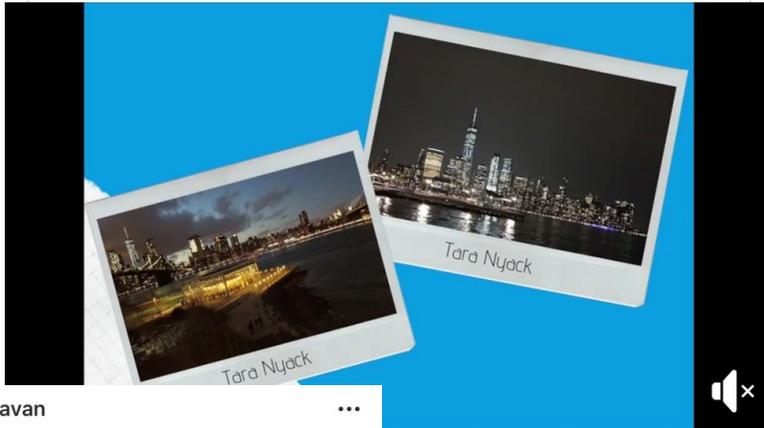
A lobed mixer has major and minor lobes. The increase in both height and width in the downer direction. Each major lobe has two minor lobes on its radially outer surface located downstream beginning of the major lobe. The radial depth of lobes increases with downstream axial distance greater than the depth of the major lobes. Each of forward between the minor lobes introduces a stream of cold, low velocity fan flow into the velocity core flow to improve the uniformity of a double lobed mixer; decrease acoustic latency; ing little or no effect on engine performance.

3 Claims, 2 Drawing Sheets



Stroock
 Wednesday at 4:22 PM

In our fourth installment of Stroock's "Work From Home Wednesday," our lawyers and staff show off their photography skills - Stroock Photographers



stroockstroocklavan

HAPPY ADMINISTRATIVE PROFESSIONALS DAY

Thank you to all of our hardworking staff who keep the firm running smoothly day after day, especially in these challenging times of the COVID-19 pandemic. In your honor we are donating KN95 masks for our Health Heroes in the communities surrounding each of our four offices.

STROOCK

stroockstroocklavan Thank you to all of our hardworking staff who keep the firm running smoothly day after day, especially in these challenging times of the COVID-19 pandemic. In your honor we are donating KN95 masks for our Health Heroes in the communities surrounding each of our four offices. [#administrativeprofessionalsday](#) [#Stroock](#)

goulston&storrs



Live Webinar Series

Back to Business:
Returning to Work in the COVID-19 Era

FRIDAY, APRIL 24 @11AM

goulstonstorrs.com

S Stroock & Stroock & Lavan LLP
3,445 followers
23h • 🌐

Wishing our clients and friends a blessed holiday season during these challenging and difficult times. #Stroock



Wishing our clients and friends a blessed holiday season during these challenging and difficult times.

Your friends at

STROOCK

WH WilmerHale
20,505 followers
13h • 🌐

Today we're sharing how our Denver lawyers and staff stay connected while working remotely. Says Legal Personnel and Practice Management Coordinator Lori Conway: "On Mondays it's planks, on Tuesdays it's wall sits. We also have weekly check ins as an office. I think we're pretty well connected!"



What to Do

Arch Arch Insurance Group Inc.
22,629 followers
15h • Edited • 🌐

+ Follow

During this disruption, how we react and who we become, defines our culture. Arch's ability to adjust, adapt and come out shining, is a tribute to our employees, and our culture. We thank all, and tip our hats to our leadership team, as they navigate us through these times with a vulnerable grace, confident leadership, and the occasional bad joke. #lifeatarch #archcares #culture #thrive2020

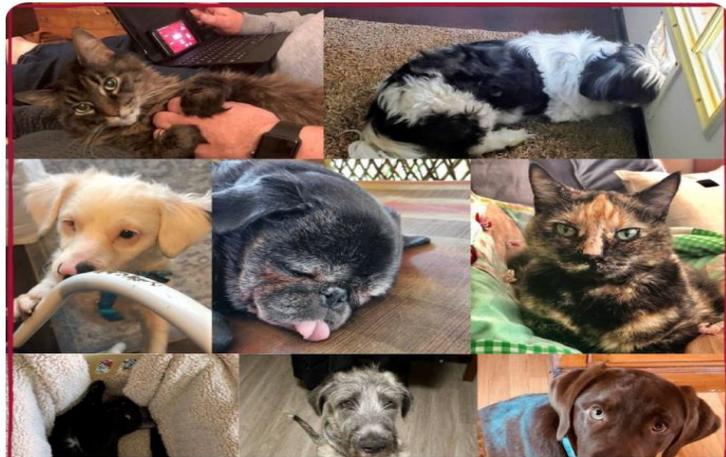


< Tweet

marketing@colevally.com replied

i/+A ILTA - International Legal Technology...
@ILTANet

Happy Friday! If you're like our ILTA Staff, you love your pet coworker(s). For this week's #FunFriday post, show us your four-legged or winged coworkers! If you're not a pet person, take a stab at captioning these staff pet photos. #WeAreILTA



 Tweet your reply

🏠 🔍 🔔 📧 1



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Hays
3,943,282 followers
22m • Edited •

+ Follow

Continuing with our series of working from home tips, **Molly Smith**, Business Manager at our **#Tampa** office, shares a great tip on how she effectively organizes her tasks. What is your advice? <https://bddy.me/2KCEfnH> **#wfh #workingfromhome #homeoffice #hays #recruitment**

HAYS Recruiting experts worldwide **hays.com**

WORK FROM HOME TIPS FROM OUR TEAM

“To keep me organized and make sure I don’t miss anything, I use a monthly plan. It helps me schedule and prioritize my tasks. By using it, it’s clear as to how much more time I had left in the day and when I needed to do other tasks.”

Molly Smith
Business Manager, Tampa



Our Commitment to Business Continuity

Just as our clients can expect that COVID-19 will not interrupt our representation in their cases, so too can our business partners who depend on us to work with them through this crisis



To keep working for our clients, our business needs will continue and our vendors, service providers and business relationships will remain critically important

Even though the world economy is experiencing an unprecedented but hopefully temporary downturn, our firm is maintaining a steadfast course and doing its best to conduct business as usual



KVL KIM VAUGHAN LERNER
THE POWER OF PERSPECTIVE

A

SHARPLEGAL

466 followers
20h • 🌐

...

Even when working remotely, the SHARPLEGAL team are still driven by team spirit and communication. We have tackled the known struggle of ensuring engagement by ...see more



Anheuser-Busch

226,166 followers
22h • 🌐

+ Follow

A big thank you to the teams producing and distributing hand sanitizer at our breweries across the country! Because of their dedication, the sanitizer will be used in our facilities to help keep employees safe and distributed to communities in need. Read more about our efforts here: <https://lnkd.in/dpvKzJV>



What Not to Do



Morrison & Foerster LLP

30,100 followers

2d • Edited • 🌐

✓ Following ...

Big congrats to our client Sprint for closing its blockbuster deal with T-Mobile to create the "New T-Mobile." For over 6 years, a team led by MoFo M&A partner **Brandon Parris** and antitrust partner **Jeff Jaeckel** has been guiding Sprint and SoftBank through the legal complexities of this historic merger.

<https://bit.ly/3bDpXhW>



Morrison & Foerster LLP

30,100 followers

5d • Edited • 🌐

✓ Following ...

To guide the adoption and use of **#artificialintelligence**, the Department of Defense released a series of ethical principles in late February. MoFo's **Tina Ducharme Reynolds** and **Markus Speidel** explain: <https://bit.ly/2JloEIr>



Sullivan & Cromwell LLP

21,393 followers

22h • 🌐

Michael Steinberg and **Adam Paris** represent FXI Holdings in antitrust litigation dismissed in the U.S. District Court for the District of Puerto Rico. The ruling is the latest victory that S&C has obtained for FXI arising out of its purchase of assets in a bankruptcy auction. <https://lnkd.in/g7FZuXd>

S&C wins dismissal of price-fixing suit related to assets purchased in bankruptcy auction

S&C Wins Dismissal of Price-Fixing Suit Against FXI Related to Assets Purchased in Bankruptcy Auction

View

What Not to Do



Goodwin

16,320 followers

12h • 🌐



The Legal 500 (Legalease) Europe, Middle East and Africa has highly ranked nineteen **#GoodwinLaw** lawyers and ten practice areas in the 2020 edition of the guide.

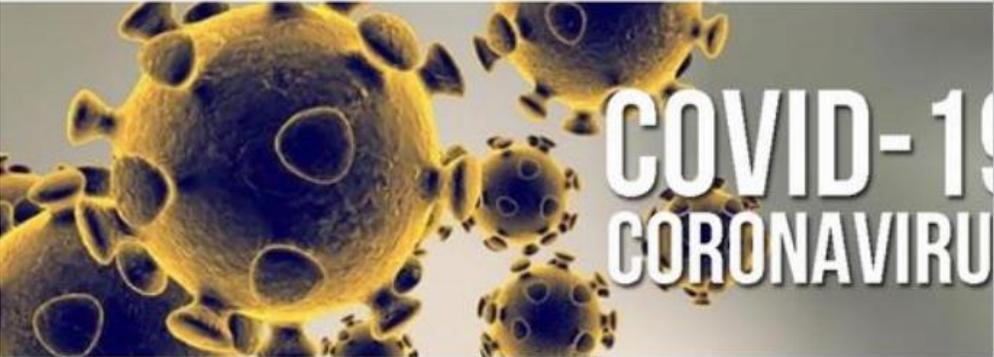
Congratulations to everyone. Read about the rankings here: ow.ly/99Pn50zmuUT



What Not to Do

Frankfurt Kurnit Klein & Selz
2,512 followers
15h • 🌐

New York AG Tells Companies to Stop Promoting Air Purifiers to Consumers for Coronavirus Prevention (via Passle) by [Jeffrey Greenbaum](#). <https://bit.ly/2yxS1Fz>

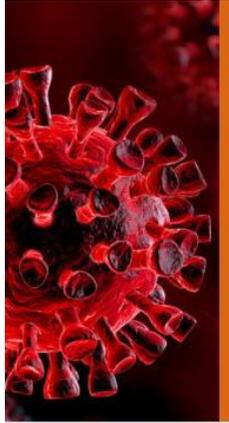


Purifiers for Coronavirus Disease 2019 (COVID-19)

New York AG Tells Companies to Stop Promoting Air Purifiers to Consumers for Coronavirus Prevention (via Passle) [View](#)

Sullivan & Cromwell LLP
21,393 followers
1w • 🌐

Follow [Sullivan & Cromwell LLP](#) and visit our Resources Page to stay up-to-date with podcasts, memos and webinars on legal developments related to the [#Coronavirus](#) outbreak: <https://lnkd.in/gmgxRb>

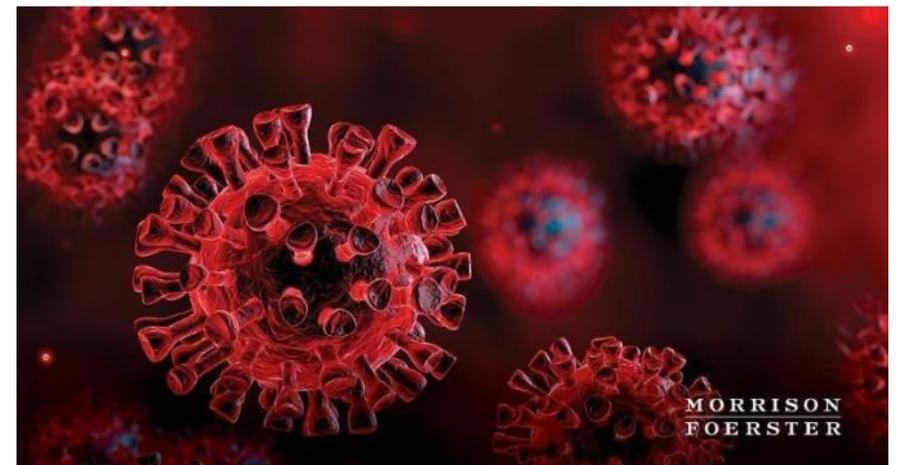


Coronavirus Outbreak
Guidance and highlights on legal issues

Morrison & Foerster LLP
30,100 followers
1mo • Edited • 🌐

MoFo's [#Coronavirus](#) Resource Center offers timely legal and business advice you may need to face the implications of this rapidly evolving global health crisis: <http://bit.ly/3anESf0> [#COVID19](#)

Coronavirus: S&C updates



**How to address the
accentuated pain points of
your clients and
prospects**

How to address the accentuated pain points of your clients and prospects

- Ask your clients what is keeping them up at night
- Write content and host webinar briefings that speak to their pain points
- Be sensitive to their needs and their stresses
- Look at other firms to see what they are writing about and use that as inspiration
- Don't wait to publish

CURATE



COLLECT



ORGANIZE



PRESENT

✓ good enough
is the new perfection



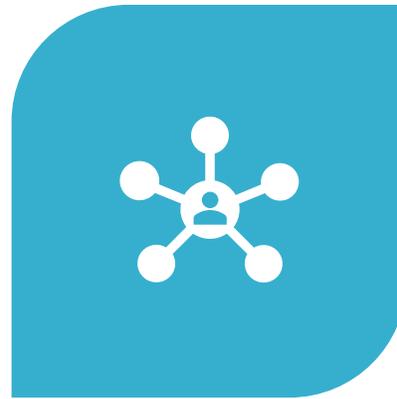


**How to network effectively
online and build your
brand through LinkedIn**

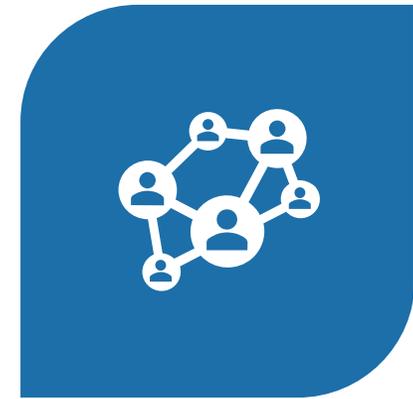
Three Essential Building Blocks of LinkedIn



PROFILES – WHO YOU ARE



CONNECTIONS – WHO YOU KNOW



PARTICIPATION – HOW YOU INTERACT WITH YOUR CONNECTIONS

LinkedIn Essentials for a Strong All-Star Profile

- Cultivate your network
- Fill out all sections
- Create a great headline
- Add a cover image
- Add new sections to your profile
- Be strategic about your endorsements and skills
- Participate in and or start a LinkedIn Group



LinkedIn Essentials for a Strong All-Star Profile

- **Keep Your Profile Basics Updated:** Many people forget to keep their LinkedIn profiles updated. Whether you're a newbie, just starting a new job or starting to explore new opportunities, there's no excuse to have outdated information on LinkedIn.
- **Keywords are Key:** To improve your profile's visibility in LinkedIn search results, ensure that your LinkedIn profile contains relevant keywords throughout it. Using the right keywords in your profile is the difference between being found and being invisible. Identify the words you want to be found for when people use LinkedIn search and use those keywords in your headline, summary, and profile. Using the right keywords will expose you to more potential connections and opportunities.
- **Only Use Professional Photos:** LinkedIn profiles that have a picture are 14 times more likely to be viewed. So if you're showing a silhouette, it's time to make a change. Your LinkedIn photo shouldn't be from 20 years ago. It shouldn't look like it belongs on a dating site or personal social network. And don't ever feature your pet or significant other. LinkedIn is for professionals. Be one.
- **Brand Your Profile With a Background Photo:** Give your profile page a bit more personality or branding with a visually appealing background image. LinkedIn advises users to use an image (PNG, JPG, or GIF) with a resolution of 1400 x 425 pixels.

LinkedIn Essentials for a Strong All-Star Profile

- **Contact info:** Include complete, current business contact information. Add at least your work phone number, consider also adding your cell phone number. Your contact info is only visible to your connections. Add a link to your web site bio.
- **Vanity URL:** Customize your LinkedIn friendly URL to make it easier to share your profile link.
- **Experience:** This is an overview of your professional history. Add short descriptions of what you did at each position. LinkedIn associates you with all of the companies you list and users can find you through these associations. Using keywords in this section helps others find you.
- **Skills:** You can delete, add or reorder skills.
- **Education:** Keep it brief, add key high-level awards, no need to add your thesis from the dinosaur age. You don't need to include the years but be careful about omitting too many details about your background.
- **Volunteer activities:** Add in relevant volunteer work and committees.
- Custom cover image

Your LinkedIn Profile

– Account Settings

*VERY IMPORTANT

- Turn off activity broadcasts when you're making significant updates to your profile or your connections will receive a notification each time.
- You can customize your privacy settings and your viewing preferences

Sharing profile edits

Choose whether your network is notified about profile changes

Do you want to share your profile changes with your network?
Your network may see when you change your profile, make recommendations, or follow companies.

No

How others see your LinkedIn activity

Profile viewing options

Choose whether you're visible or viewing in private mode

Private

Select what others see when you've viewed their profile

Your name and headline

 **Stefanie Marrone**
Social Media Strategist | Business Development Trainer | Content Marketer | Revenue Generator | Public Speaker |
New York, New York | Marketing and Advertising

Private profile characteristics

 Executive Director in the Marketing and Advertising industry from New York City Metropolitan Area

Private mode

 Anonymous LinkedIn Member

our-pro...

Personalize Your LinkedIn Profile URL



Add profile section ▼

More...



Stefanie Marrone 

Social Media Strategist | Business Development Trainer |
Content Marketer | Revenue Generator | Public Speaker |

New York, New York · [500+ connections](#) · [Contact info](#)



Stefanie Marrone
Consulting/The Social Medi...



Columbia University in the
City of New York

Edit public profile & URL 

Add profile in another language 

Ad ...

Get the latest jobs and industry news



Stefanie, explore relevant opportunities
with Withersworldwide

Follow

People Also Viewed

Show recruiters you're open to job opportunities—you control who sees this.

[Get started](#)

About

I help B2B companies and business professionals effectively tell their stories, find their unique voices and more effectively engage with clients and leads.

... see more

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/stefaniemarrone 



Matthew Pascoello · 1st 

Director, Alumni Professional Development. University & Law School Professor. Attorney Career Coach.
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 American University
 Washington College of Law
 Georgetown University Law Center



Kristyn Brophy · 1st

Helping lawyers become better revenue generators | Content enthusiast | Renaissance woman
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 Franklin Pierce University



John Delaney · 2nd

Partner at Perkins Coie LLP. focused on IP, technology, digital media, music and outsourcing matters.
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Caroline Menes (she/her/hers) · 1st

Legal Recruiting Officer | Former Lawyer | Career Advisor
New York, New York · [500+ connections](#) · [Contact info](#)

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Proskauer Proskauer Rose LLP
 New York University School of Law

The Header – the most important line of your profile



- Visitors looking for you often don't go directly to your bio on your web site
- They search for you in Google
- Your LinkedIn profile is usually one of the top three search results, underscoring its importance

stefanie marrone

All News Images Videos Shopping More Settings Tools

About 148,000 results (0.69 seconds)

Stefanie Marrone | Tarter Krinsky & Drogin
www.tarterkrinsky.com/bios/stefanie-m-marrone ▼
With more than 15 years of experience in professional services marketing, **Stefanie Marrone** leads the business development, marketing and communications ...

Stefanie Marrone | LinkedIn
<https://www.linkedin.com/in/stefaniemarrone> ▼
Greater New York City Area - Revenue Generator | Strategic Communicator | Social Media Connector | Content Marketer | Public Speaker | Storyteller - Tarter Krinsky & Drogin LLP
View **Stefanie Marrone's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Stefanie Marrone** discover ...

Stefanie Marrone (@StefanieMarrone) | Twitter
<https://twitter.com/stefaniemarrone?lang=en> ▼
De seneste tweets fra **Stefanie Marrone (@StefanieMarrone)**. Passionate about helping companies enhance branding through compelling content, business ...



Your LinkedIn Presence Needs Personality

to attract your most brilliant, motivated & fun client

petrafisher.com | info@petrafisher.com



Petra Fisher · 2nd

Cranky old fuddy-duddy claims to know shitloads about LinkedIn. Says she can help global entrepreneurs attract clients.

Petra Fisher Consulting · Charles Darwin University
Amsterdam Area, Netherlands · 500+ connections



[Connect](#) [View in Recruiter](#) [More...](#)

Lori Rabinowitz · 2nd

 Trenam Law

Helping Lawyers and Other Legends in Marketing and Business Development, oh and I drink wine.

Tampa/St. Petersburg, Florida Area · 500+ connections ·

[Contact info](#)

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Should we display "Viewers of this profile also viewed" box on your Profile page?

Yes

People you may know from Columbia University in the City of New York See all

| | | | |
|--|--|---|---|
| Noah Leibowitz Partner at Dechert LLP 7 mutual connections Connect | George Kendall VBA Developer Columbia University in the City of New York Connect | Catherine Samaan Hearing Officer at the Transit Adjudication... Sullivan & Cromwell LLP Connect | Lena Daozhenie Li Media & Analytics Professional 7 mutual connections Connect |
| Sean R. Callagy Entrepreneur, Speaker, Philanthropist, One O... | Steven Schiesel Senior Partner, Pecoraro & Schiesel, LLP | Jonas Abney Principal Consultant: business development... | Linda Bradby Director of Billing & Collections Billing... |

Your Dashboard All Star
Private to you

| | | |
|---|-------------------------|----------------------------------|
| 1,489 Who viewed your profile | 95 Post views | 421 Search appearances |
|---|-------------------------|----------------------------------|

Use LinkedIn Tools to Your Advantage

1. People You May Know
2. Who's Viewed Your Profile/Who's Viewed Your Posts
3. People Also Viewed

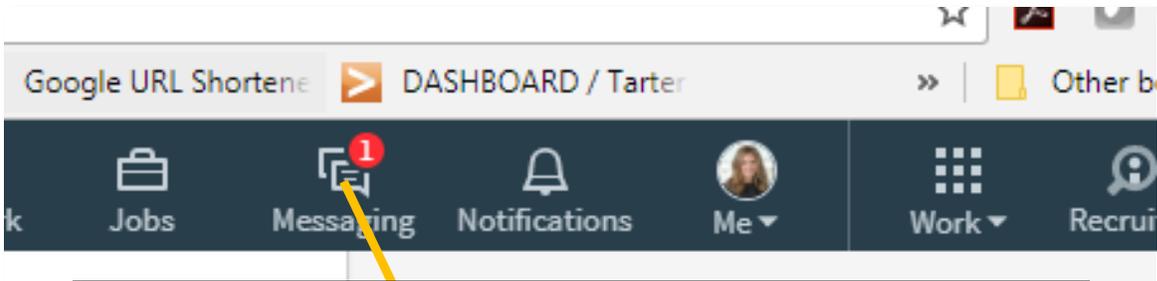
People Also Viewed

- Melissa Pugliese** • 1st
Communications Specialist at Proskauer Rose LLP
- Jody Maier** • 1st
Chief Marketing and Business Development Officer
- Sally Feldman** • 1st
Chief Marketing Officer
- Robin Shanzer** • 1st
Communications Executive
- Jeannie Muzinic** • 2nd
Specializing in Law Firm Strategy and Marketing Alignment

People Also Viewed

- Jacqueline Madarang** • 1st
Leader and Pioneer in Marketing Technology and Digital Marketing / Strategist / Technologist
- Lisa M. Simon** • 1st
Chief Marketing and Business Development Officer
- Nancy Myrland** • 1st
Legal Marketing & Social Media Consultant | LinkedIn Trainer | Content Strategist | Speaker | Lawyer Training
-ANDY FOOTE.....** • 2nd
The reason I'm not smiling? I've seen too many awful LinkedIn profiles today.

Notifications



A vertical list of four congratulatory notifications from LinkedIn. Each notification includes a profile picture, a congratulatory message, and a 'Say congrats' button.

- Notification 1:** Congratulate Michael Ginsberg, CEM, LEED AP for 5 years at Beacon Associates. [Say congrats](#)
- Notification 2:** Congratulate David Nirenberg for 9 years at A... [Say congrats](#)
- Notification 3:** Congratulate Tim Kenney for starting a new position as President, Legal360 at Legal360. [Say congrats](#)
- Notification 4:** Congratulate John Buchanan for starting a new position as Senior Communications Manager at Sheppard Mullin Richter & Hampton LLP. [Say congrats](#)

A dropdown menu titled 'On LinkedIn' with a back arrow on the left. It lists several notification categories, each with a right-pointing chevron:

- Invitations and messages
- Jobs and opportunities
- News and articles
- Updates about you
- Updates about your network
- Updates from your groups

A screenshot of a LinkedIn post with a notification overlay. The post is from a user named Ronni Maestas, congratulating her for starting a new position as Director of Client Services at Hughes Gill Cochrane Tinetti, P.C. The post includes a 'Say congrats' button and a 'Like' button. A notification overlay is present, showing a list of activities:

- anon Kay and 3 others viewed your profile (16h)
- herine McCoy and 10 others liked your post (22h)
- excited to be speaking at this LMA Social Media and Public Relations SIG webinar on June 20 on social media writing
- ential Writing Skills for Maximum Social Media Engagement
- likes • 1 Comment
- [See post analytics](#)

Below the post, another notification is visible: Congratulate Andrea Sheehy for starting a new position as Director of Marketing and Business Development at Brach Eichler LLC. This notification also includes a 'Say congrats' button and a 'Like' button.

It's About the Quality Not Quantity of Your Connections



- Be smart about with whom you connect
- It's great to have 500+ connections; however, not all connections are created equal
- Each of you should have at least 500 connections
- Engagement with your network and connecting with the right people are far more important than its size
- Requesting connections with people you don't know and can't find common ground with has little benefit and you can be penalized for doing it

Cultivating Your Network

- Make a connections plan – How will you find contacts and build your network?
 - Consider following your former firms/companies, alumni groups and trade associations
 - Search for contacts through their companies
 - Review your connections' connections (especially your colleagues and competitors) – who do they know who you know?
- Utilize the "People You May Know" feature
 - This is a great tool to browse while commuting – download the LinkedIn app
- Go through your Outlook contacts and make sure you are connected to VIP people on LinkedIn
- Connect with the people who have viewed your profile (if you know them)
- Search through your colleagues' connections as well as those of your competitors for leads
- Regularly write content valuable to your connections and always share it on social media with a brief synopsis.
- Be generous – like and share others' posts and congratulate others on their successes, especially your VIP connections.

LinkedIn Is a Powerful Tool

- Today, most people do not send an email when they move jobs, instead they use LinkedIn to notify their professional networks. It's up to you to do the due diligence to find where they landed.
- It's important to link in with the people you meet in person who you consider worthwhile to extend the relationship online
- LinkedIn gives you a reason to be in touch with contacts in your professional network
- Every day, **like and/or share others' posts** in your industry and at your company
- **Write content** that you can then also share: This will help you build your personal brand and stay top of mind with your professional network
- Congratulate the successes of those in your network through the **notifications section**
 - Job moves, promotion, job anniversaries, professional milestones (an appointment to a board, an award, the publishing of a book, etc.)
- Use LinkedIn **before and after events** to build relationships and research people
- Use professional milestones to reach out to individuals who you've been meaning to contact
 - I have seen these notifications serve as the catalyst to reigniting relationships
 - They can serve as the "hook" to get your foot back in the door with someone important

Participate in LinkedIn Groups



Which aspect of your career are you most passionate about? Chances are, there's a lively discussion happening right now in one of LinkedIn's groups on that topic.



The best thing is, being part of a group enables you to bypass LinkedIn's standard requirement to be connected to someone in order to reach out to them. If you and another professional are part of the same group, you can communicate without limitations.



One way to start connecting with people you want to know is to join LinkedIn groups. Whether it's a group run by a major publication, a group for people with certain job titles, or a group dedicated to a niche topic, there are millions of groups to choose from, so start searching to find groups that are right for you and join them.



Then join discussions and start interesting discussions within the group. Be known as a thought leader.

New LinkedIn Section: Featured

Featured

See all



When it comes to content right now, your guiding principles should be: 1) sensitivity t...



What Not to Do With Your Content During COVID-19

jdsupra.com

16 • 5 Comments

With so much content being produced right now, here's my latest JD Supra article on tip...



10 Tips for Content Marketing Success

jdsupra.com

11

I wrote a new arti
Mid-Market Repo



How To Maintain
During COVID-19

law.com

11

New LinkedIn Feature: Stories

May 7, 2020

LinkedIn Stories Is Coming - How to Use LinkedIn Stories to Build Your Brand and Business

 LinkedIn

 Facebook

 Twitter

 Send

 Embed



WRITTEN BY:



JD Supra Perspectives

Contact

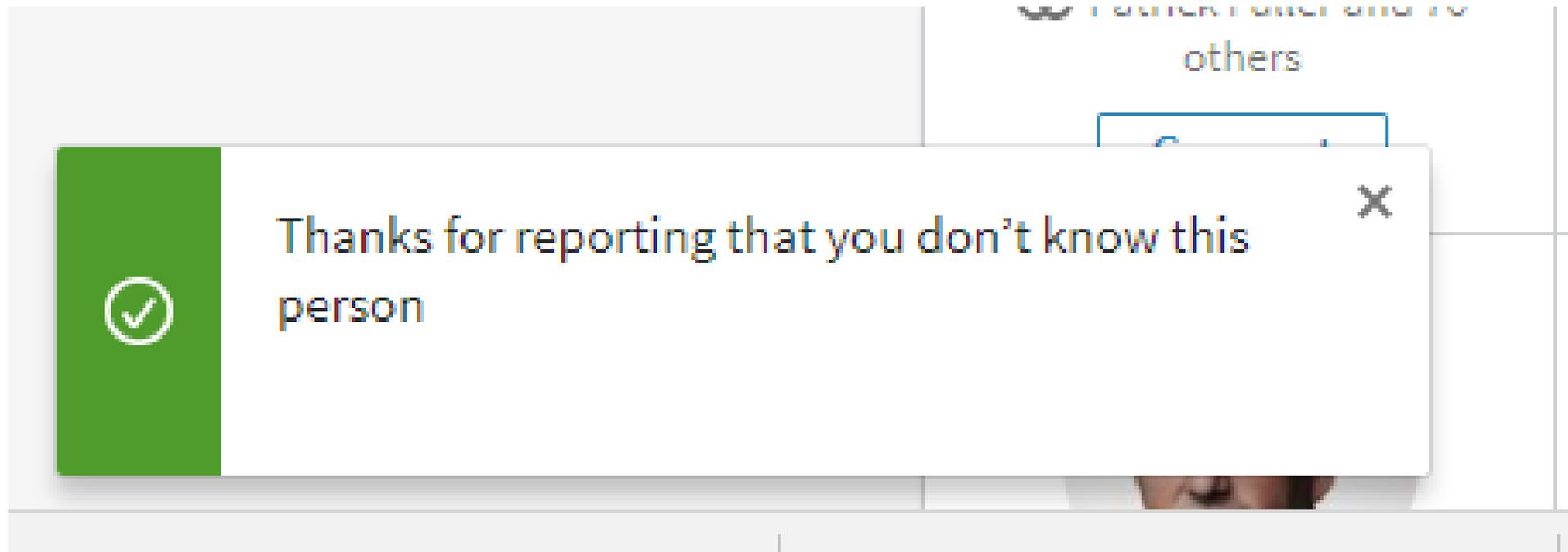
+ Follow



Stefanie
Marrone

+ Follow

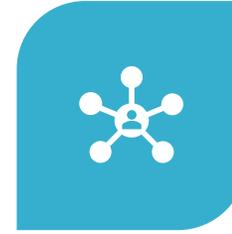
Managing Your Connections – Manage LinkedIn Invites



The Power of LinkedIn



TAKE THE TIME TO **LIKE, COMMENT OR SHARE** ON IMPORTANT CONNECTIONS' POSTS. THIS HELPS TO **BUILD RELATIONSHIPS** AND **KEEPS YOU TOP OF MIND**. IT HELPS PEOPLE TO LIKE YOU.



RECONNECT. LINKEDIN IS A GREAT WAY TO IDENTIFY PEOPLE WITH WHOM YOU SHOULD RECONNECT.



USE IT AS A **RESEARCH TOOL**: IF YOU MEET SOMEONE THROUGH A PERSONAL CONNECTION, LOOK UP THE PROFILE TO FIND PROFESSIONAL COMMONALITIES.



USE THE **MESSAGING FEATURE**.



VISUAL CONTENT PERFORMS BETTER ONLINE THAN TEXT. TAKE PHOTOS AT EVENTS, USE CANVA.COM TO CREATE FREE CUSTOM GRAPHICS, USE PICSTITCH, REPURPOSE HEADSHOTS.



Schwartz Sladkus Reich Greenberg Atlas LLP

335 followers

4d • Edited •

SSRGA's [Steven Sladkus](#) featured in [New York Post](#) on Libya Renting Out Its Manhattan Office Space

[#SSRGA](#) [#SchwartzSladkusReichGreenbergAtlas](#) [#NYRE](#) [#RealEstateLaw](#)

<https://lnkd.in/gVrWWHP>



War-torn Libya is renting out its Manhattan office space

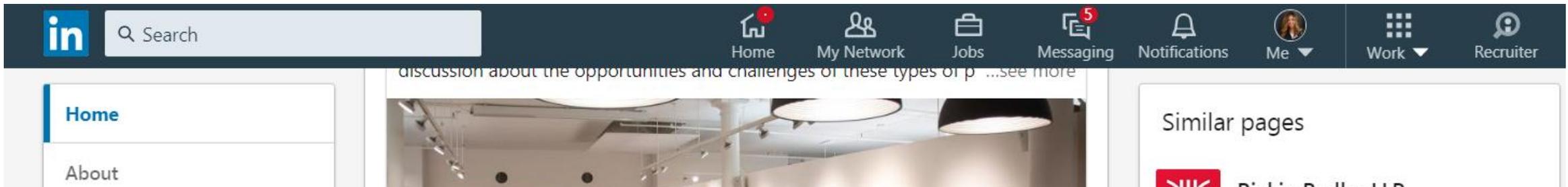
[nypost.com](#)

Like Comment Share

Key Profile Area: Sharing an Update

Sharing an update with your network is quick and easy:

1. You can also **like**, comment and **share** posts made by other individuals or companies
2. The post will then appear in the home page to your connections
3. It's recommended to **add short intro text** to introduce the post
4. You can **edit** the post at any time
5. The goal for sharing content on LinkedIn should be to provide useful, value-added information



Best Practice – Share at the Right Time



What's the point of creating content if no one is seeing it?



Share content when you will get maximum exposure



Content shared on LinkedIn between 10:45am and 4:30pm get far fewer clicks per share



Share in the morning or in the evening during commuting hours. Or when people just get to the office. *You have a captive audience!*



The best windows of time to share on LinkedIn are:

around 7:00am to 10am

between 12pm and 2pm

between 5:00pm and 7:30pm



Social sharing platforms let you choose scheduled times to post content



There's actually really no "best day" of the week to send content



You may get lightly more engagement on Tuesday, Wednesday and Thursday and, unsurprisingly, a bit less on Monday morning and Friday afternoon



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Recent LinkedIn Updates

- Mobile editing (finally!)
- Photo tagging in posts
- LinkedIn reactions
- The importance of including hashtags within your posts
- LinkedIn events
- Notifying employees about updates through LinkedIn

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August 19, 2019

New LinkedIn Company Page Enhancements You Need to Know About

[in LinkedIn](#) [f Facebook](#) [t Twitter](#) [Send](#) [Embed](#)



LinkedIn has been busy making updates to its company pages with new features to help businesses drive awareness, engage with followers and bring in leads. The platform is prioritizing content from companies and focusing on the use of hashtags and mentions to highlight posts. Here are four important

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Like



Celebrate



Love



Insightful

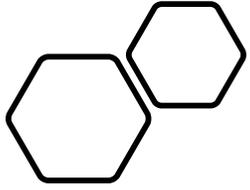


Curious

Putting it all Together

How to effectively market yourself and your firm using content

- Don't name your coronavirus content the "Coronavirus Resource Center" – nearly every firm is using that same verbiage – make yours stand out with a unique name.
- Carefully select your platforms (LinkedIn, Twitter, Facebook, YouTube, Instagram) – ONLY invest time in the platforms where your clients are.
- Adjust your content for each medium, meaning don't post the same exact copy to each platform.
- Build an editorial/content calendar to track your posts.
- Train your employees on how to use social media to tap into their networks.
- Reuse and repurpose your content to make it work harder and smarter for you.
- Effectively use hashtags to make your content more discoverable – use tools such as Ritetag and Hashtagify.me to find relevant hashtags
- Include calls to action (CTAs) so that you can capture contact information
- Understand how SEO works and use it to your advantage.
- Use analytics to refine your content and social media strategy.
- Craft strong headlines for every piece of content you create
- Pay it forward by promoting the content of key contacts and clients.
- Use a mix of platforms to engage with your target audiences (video, written content, podcasts, etc.)



How to effectively market yourself and your firm using during COVID19

Be sensitive -
we're all
stressed

Don't post self-
congratulatory
content

Don't launch a
new service /
product

Provide
content of
value

Offer your help
/ offer your
opinion

“How are
you?”

Be patient

Your Homework

Set up Google alerts for your VIP contacts so you can keep abreast of significant news about them

Use LinkedIn to build your network and be in touch with VIP contacts

Set up more video conferences and virtual happy hours/get togethers

Reach out to someone on LinkedIn in some way every day – comment on a status, recommend an article, “like” someone’s post.

Buy and read *Never Eat Alone* by Keith Ferrazzi

Update your bio and LinkedIn profile. Update your representative matters

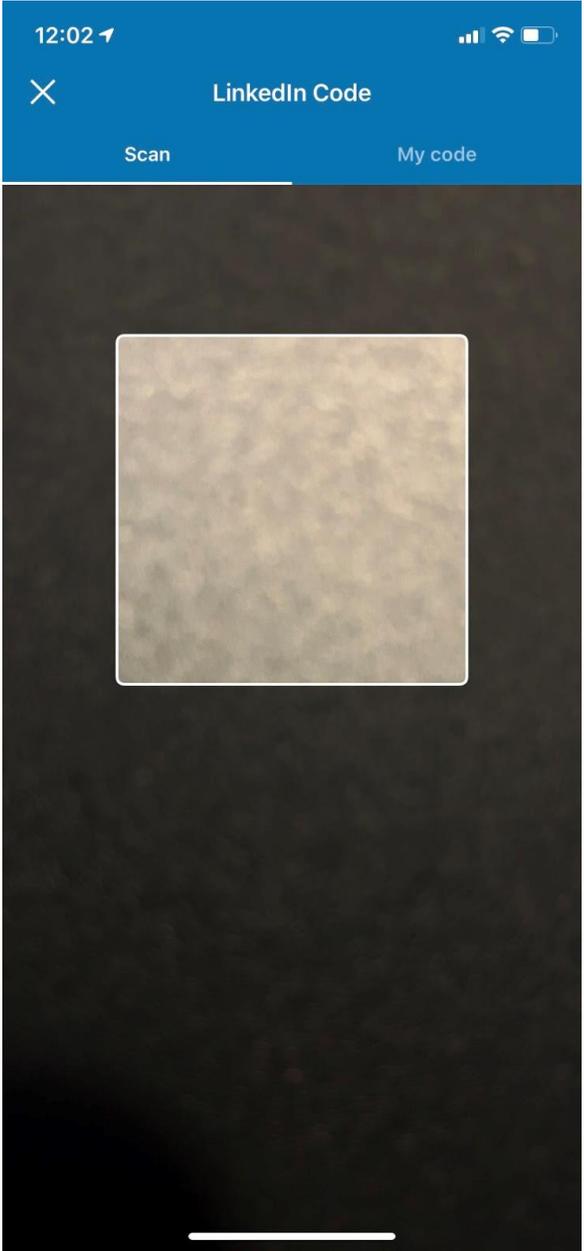
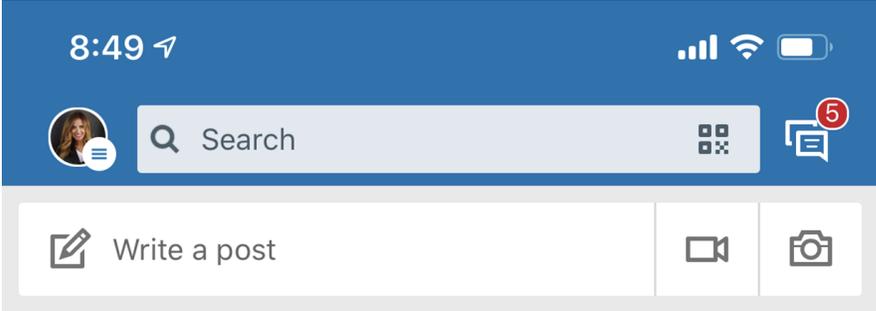
Create a strong LinkedIn headline and cover image

Connect With Me (and a LinkedIn trick – QR codes)



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Q & A

