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## THE QUESTIONNAIRE

### CHAPTER 1 – Introduction

1. Please give us the following contact information:
  - A. Name:
  - B. Company:
  - C. Work Title:
  - D. Country:
  - E. Email Address:
2. How many partners does your firm have?
3. The most significant source of revenue for your law firm is:
  - A. Individuals
  - B. Small Business with Less than \$50 Million in Revenues
  - C. Medium Sized Business with \$50 to \$200 Million in Revenues
  - D. Large Businesses with more than \$200 Million in Revenues
4. Choose the statement that best describes Litigation Revenues as % of Firm Revenues as a percentage of firm total revenues
  - A. Less than 10%
  - B. 10% to 25%
  - C. 25% to 40%
  - D. More than 40%
  - E. Don't Know

### CHAPTER 2 – LinkedIn Paid Ads

5. Have you used LinkedIn paid ads?
  - A. Yes
  - B. No
6. If so how much did your organization spend in the last year on LinkedIn paid ads?
7. How much do you plan to spend this year on LinkedIn paid ads?
8. How long have you been using LinkedIn paid ads?

9. Which of the following have you used: text ads? Text and image ads? Video ads?
  - A. Text ads
  - B. Text and image ads
  - C. Video ads
10. How do you go about making text or video ads for LinkedIn? Do you hire outside firms to help with the text or video ads? Use law firm marketing staff? How involved are the attorneys themselves?

### **CHAPTER 3 – Pages and Followers**

11. How many lawyers at your organization have personal pages on LinkedIn?
12. How many practice areas or departments do you describe on your LinkedIn Site?
13. How many followers does your organization have on its LinkedIn sites?
14. How often do you send out posts or updates to your followers?

### **CHAPTER 4 – Endorsements**

15. How many endorsements does the firm have on LinkedIn?
16. How important are endorsements to the firm's marketing efforts and how much staff time do you expend in procuring them?

### **CHAPTER 5 – Participation in LinkedIn Groups**

17. Does your organization participate in any LinkedIn Groups?
  - A. Yes
  - B. No
18. How many?
19. Which ones?
20. How important are LinkedIn Groups to the marketing of the firm and how do you use them?

## **CHAPTER 6 – LinkedIn Page Metrics**

21. What metrics do you track on your LinkedIn page? Which are the most important ones and why?
22. Rank your presence on LinkedIn as a marketing tool compared to: Facebook, Google+?
  - A. Facebook
  - B. Google+
  - C. Twitter
  - D. YouTube
  - E. LinkedIn

## **CHAPTER 7 – Job Postings on LinkedIn**

23. Does your firm post available jobs on LinkedIn?
  - A. Yes
  - B. No
24. How much did your firm spend over the past year on job posts on LinkedIn?

## **CHAPTER 8 – InMail**

25. What is the firm's policy on sending out LinkedIn Invitations?
26. How many InMail messages does the firm send per month?

## **CHAPTER 9 – LinkedIn Content Development**

27. Describe the process that your firm uses to develop LinkedIn profiles for your attorneys. Do they write and post the profiles themselves? Are they edited by an online marketing specialist to insure proper key word usage and other practices to assure their effectiveness? What practices has your firm developed and what have been the results?
28. Does your law firm have a policy of providing content, or content development assistance, to individuals so that they can promote the firm through their personal LinkedIn pages? If so what kind of assistance do you provide?

29. In the past year, when you send out LinkedIn updates to followers from your law firm webpage, how many of them were targeted to specific recipients and how many of them are general and sent to all followers?
- A. Targeted to specific follower recipients
  - B. Sent to all recipients
30. As an educated guess what percentage of your LinkedIn updates from your firm LinkedIn page includes photos, videos or other visual materials?

## **CHAPTER 10 – Parting Advice**

31. How would you advise your peers on the most effective ways to use LinkedIn?

## **SURVEY PARTICIPANTS**

Adams and Reese  
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Eckert Seamans  
Faegre Baker  
Daniels  
FordHarrison LLP  
Foster Swift Collins  
& Smith PC  
Freeborn & Peters LLP  
Fretzens LLP  
Gaebe Mullen Antonelli  
Goodmans. LLP  
Gray Reed & McGraw, P.C.  
Greene and Letts  
Holland & Hart, LLP  
Kirtan McConkie  
M LLP  
Phelps Dunbar  
Phillips Nizer LLP  
Porter Hedges LLP  
SA Law  
Sacker & Partners LLP  
Winick  
Wolff & Samson

**WORK TITLES OF INDIVIDUALS RESPONDING TO THE SURVEY**

BD Assistant  
Business Development Exec  
Business Development Manager  
Business Development Manager  
Chief Marketing Officer  
co-Founding Partner  
CTO  
Director of Client Development  
Director of Communications  
Director of Communications  
Director of Marketing  
Director of Marketing  
Director of Marketing  
Director of Marketing  
Director of Marketing and  
Business Development  
Director of Marketing and  
Recruiting  
Director of Marketing Partner  
Managing Director  
Managing Partner  
Marketing Director  
Marketing Manager  
Marketing Specialist, Brand &  
Interactive  
Partner  
Partner  
Partner  
Partner  
Partner/Attorney