Strategic Communications for Bar Leaders

by Tim Eigo

State Bar of Arizona

Presented by the ABA Standing Committee on Bar Activities and Services and the Division for Bar Services
WE HAVE A STRATEGIC PLAN
IT’S CALLED DOING THINGS.

-HERB KELLEHER

ABA BAR LEADERSHIP INSTITUTE
IGNITE YOUR LEADERSHIP JOURNEY

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I LOVE THE SMELL

OF FACEPALM IN THE MORNING
Demand is off the charts! Fares have increased to get more Ubers on the road.

9.9X
THE NORMAL FARE

$34.37 MINIMUM FARE

$1.29 / MIN   $8.42 / MILE

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desuckify

verb - decrease the suckiness of something

I just finished my report -- will you desuckify it for me?

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“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin
Besides Youtube, Millennial Teens Spend Most of Their Time on Social Sites/Apps

Which sites or apps do you spend most of your time on?

- YouTube: 64%
- Facebook: 51%
- Snapchat: 42%
- BuzzFeed: 14%
- Twitter: 28%
- Instagram: 26%
- WhatsApp: 6%

Base: Qualified Respondents (16 to 19 year olds) (n = 684)
Source: Refuel Agency Digital Millennial Teen Explorer

Q41: Which of the following sites or apps do you spend most of your time on? Please check all that apply.
Snapchat App: Smartphone User Penetration by Age

- Age 18-24
- Age 25-34
- Age 35+

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Because users don’t have to rotate their phones, they’re 9x more likely to watch Snapchat ads in full.

-Snapchat
THE POWER OF A "THUMBSTOPPER"
TAKEAWAY

SHORT AND TO THE POINT!

ENGLISH-- IT'S MORE THAN JUST A MUFFIN...

IT'S A MAJOR!

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TAKEAWAY

NOSTALGIA was better in the OLD DAYS

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Avoiding

1. Respect the stream: Hone a scalable voice that falls within a narrow spectrum but that varies by channel.

2. Serve the need: Create and sustain a la carte menus of content that serve members where they are rather than require they consume everything to get something.

3. Feed the beast: Deliver sufficient amounts of relevant and effective content to sate the binge-watching appetite for value-laden messages.
I will never stop learning. I know there’s no such thing as a status quo. I will build our business sustainably through passionate and loyal customers. I will never pass up an opportunity to help out a colleague, and I’ll remember the days before I knew everything. I am more motivated by impact than money, and I know that Open Source is one of the most powerful ideas of our generation. I will communicate as much as possible, because it’s the oxygen of a … company.

I am in a marathon, not a sprint, and no matter how far away the goal is, the only way to get there is by putting one foot in front of another every day. Given time, there is no problem that’s insurmountable.

—excerpt from the Automattic creed
Bye-bye!

I'm done! Goodbye.
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