**Interlegal Marketing Committee Notes**

**5th March 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Nikolaos Margaropoulos  Uday Ahlawat  Joao Paulo Menezes Falcao  Ramon Bado  Gabriele Brand-Ogris  Emmanuel Reveillaud  Jim Wright  William Blum  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Tania Lamerton Viegas (Catch Global)  Fernando Guerreiro (Inesting)  Duarte Canario (Inesting)  Apologies  Jeremy Shulman  Miguel Neto  Alexandre Dupont  Ibrahima Bah |  |
| 1. Minutes of the Previous Meeting   Agreed with no further comments. | Schedule 2 |
| 1. Social Media    * 1. Traffic: Both Linked In (more than 150 followers) and Facebook (more than 110 followers) are growing slowly in terms of followers but there has been a slight decrease in overall traffic highlighting the need for continuing material with relevant and interesting content.      2. Member of the Week: Still continuing with a number of new profiles still to go through.      3. In a nut shell: Tania has produced a blog focusing on video marketing to help people’s confidence in using it. Frédéric will ask members to do a ‘one minute comment’ on video for Moscow general assembly meeting on a subject of the member’s choice. |  |
| 1. Catch Report    * 1. Tania presented on the importance of video in content marketing and presented latest competitor brief with information about LIFT (a legal industry think tank) and examples of information from the Interlaw and Meritas networks, both of which focus on member expertise. 2. SEO    1. Approval of infographic outstanding. Uday will review and feedback to Fernando by 6th March. Website traffic shows a drop in overall traffic and referral traffic, although links traffic is up thanks primarily to the translation website [www.linguee.com](http://www.linguee.com) | Schedule 4  Schedule 5 |
| 1. Website    * 1. Frederic presented the outcomes of the website survey and will present a proposal for Moscow regarding website development for consideration by Uday and João Paulo. | Schedule 6 |
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| 1. Next Meeting   Monday 16th April at 08.30 EST/14.30 CET by [www.zoom.us](http://www.zoom.us) |  |