



Interlegal Marketing Committee (“MC”) Minutes

4th October 2021 – 08h30 EST/14h30 CEST

Conf. Call – www.zoom.us

OneDrive – Marketing Committee : <https://bit.ly/3iFEKfq>

Present

Frédéric Letendre (Chair), Uday Ahlawat, William Blum, Emmanuel Reveillaud.

In Attendance

Colin Russell (Officer), Rosanne Bourque (Marketing)

Apologies

João Paulo Menezes Falcão, Ramon Bado, Gabriele Brand-Ogris, Özlem Kurt, Alexandre Dupont, Emeline Eraud.

1. **Welcome / Quorum**
2. **Notes of the Previous Meeting:** Agreed without further comment.
3. **Social Media and Website**
 - a. Performance report for the previous period reported by Rosanne Bourque: Most social media indicators continue to be broadly positive compared to previous years although activity overall continues to be quiet and it is believed that this is due to the summer period. Overall Facebook activity has shown modest improvement, Twitter remains stable and LinkedIn continues to do well with increasing followers and interactions.
 - b. Rosanne and Emeline continue to follow and link with firms identified via LinkedIn that are in the current priority jurisdictions for new members, including contact with firms in South Africa and Ireland. Colin reminded that the EC will be reviewing the list and seeking suggestions from members for priority countries through the member survey.
 - c. The website has seen overall traffic increasing but some other indicators such as bounce rate in decline. Rosanne will be looking into the causes for this and developing actions in response. Consideration is being given to providing posts in languages other than English.



4. Marketing Strategy

- a. Frédéric provided an introduction to the three year marketing strategy which he has recently presented to the Executive Committee. A discussion followed on different aspects of the document starting with views being sought on the personas represented in the strategy (ie member firms, potential new member firms, clients).
- b. Views were expressed that indicated that a flexible approach to the types of firms would be sensible. Bill thought that 5-25 partner firms fit naturally into the Interlegal model. Emmanuel and Uday both talked about the importance of the firms' websites although again flexibility needs to be applied if not up to our requirements at time of application subject to a satisfactory explanation and a commitment to build one.
- c. Emmanuel and Frédéric indicated that there might be value in focusing on the areas of expertise and to prioritise firms who display these. Making sure our mapping of our own areas of expertise is also important.
- d. Frédéric presented further areas from the strategy document including the objectives, content pillars and events.

5. SEO

- a. Uday introduced a proposal and strategy for SEO that has also been presented to the Executive Committee. This is a collaborative effort between the in-house marketing team at Ahlawat & Associates and an external agency.
- b. Uday explained that performance targets are discussed and agreed and so far all targets have been exceeded. It has been especially helpful with regard to generating business leads and new client acquisition.
- c. Uday showed some specific examples relating to Linked In which had generated huge interest.
- d. Uday explained that one helpful outcome from this work is to ensure that all Interlegal offices are tagged on Google. This will be looked into by Rosanne.
- e. Frédéric provided an update on the transfer of website ownership from Mintlogix. This has now been agreed in principle subject to agreeing a contract and a one-off transfer fee of €3500.

6. New Members Development

- a. Colin provided an update on enquiries and applications for members. We now have two live applications but are seeing an increase in enquiries recently from Romania, Saudi Arabia, Indonesia, Ethiopia and several other countries.
- b. The list of target markets for new members will be a topic for a future meeting.

7. Newsletters

- a. The next newsletter will be from our President and will comprise of the survey for members and will be sent out imminently. The next newsletter after that will focus on website and marketing activity and performance and will be in late autumn/early winter.



8. Events

- a. The labour law webinar with EAI and Praxi Alliance was held on 23rd September and was widely considered as a success with 67 registrations and 59 attendees. Formal feedback will be sought in due course.
- b. Further events will be agreed by the EC in due course and will be discussed in future meetings.
- c. We are planning to undertake activity to coincide with Global Entrepreneurship Week (GEW) which takes place in week commencing 8th November. Rosanne asked for any ideas about posts and activities to be sent to her.

9. Special projects

- a. FICAC video project update: Two videos have been prepared – the first about Brexit labour issues has been sent to FICAC and the second on IP is ready subject to sign off by Frédéric. The Executive Committee has asked if video(s) about the Interlegal network can also be made available to FICAC. This will be looked into.
- b. EAI Joint Book project – Colin reported on progress. Although activities are running behind schedule, it is still hoped that the book may be ready to publish in late October. This will be dependent, however, on the quality of the copywritten version and how many corrections are required and whether it can all be done in time. Colin is managing this very closely.

10. Next Meeting:

15th November 2021 at 08.30 EDT/14.30 CEST