

## **Interlegal Marketing Committee Minutes**

**26<sup>th</sup> September 2022 – 08h30 EST/14h30 CET**

**Conf. Call – [www.zoom.us](https://www.zoom.us)**

### Present

Frédéric Letendre (Chair), William Blum, Emeline Eraud.

### In Attendance

Colin Russell (Officer), Jeff Braun

### Apologies

João Paulo Menezes Falcão, Ramon Bado, Gabriele Brand-Ogris, Alexandre Dupont, Emmanuel Reveillaud, Özlem Kurt, Uday Ahlawat.

- 1. Welcome / Quorum**
- 2. Notes of the Previous Meeting:** Agreed without further comment.
- 3. Marketing Support Update**
  - a. Frédéric confirmed that we have selected a candidate to be the new Marketing Officer for Interlegal and this is Sally Edwards from the UK. She will hopefully be present in our next meeting.
  - b. Frédéric also announced that he intends to hand over the chairmanship of the Marketing Committee as soon as a suitable replacement can be found. This will be discussed with the Executive Committee at the General Assembly in Athens and in the coming weeks.
- 4. Social Media and Website**
  - a. Frédéric discussed performance for the previous period. This indicates modest improvements in performance on all three social media channels (LinkedIn, Facebook and Twitter).
  - b. For the website, there have been some minor modifications on the website and a focus on the 'Doing Business In' articles (also in social media). Access appears to be mainly direct to the website rather than through search engines.
  - c. Having reviewed the SEO activity, and following discussions with Shreya Mintri, it was agreed that there should no longer be a focus on a full SEO strategy, as this is not producing the results hoped for. Instead we will focus primarily on the

generation and publication of member content, supported by a basic level of SEO activity..

**5. Next Meeting (continuation of this meeting):**

3<sup>rd</sup> October 2022 at 14.00 CET