



FÉDÉRATION INTERNATIONALE DES CONSEILS
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VON PATENTANWÄLTEN

Covid-19 Resources

FICPI WEBINAR 27 MAY 2020
“Business development using LinkedIn”

Session Notes

Moderator: [Alexander Wyrwoll](#)

Speakers: [Ana Celidonio](#), [Catherine Dhanjal](#)

These notes do not capture every element of the recording but will provide an overview.

Good morning, afternoon and evening!

My name is Alexander Wyrwoll, I'm from Germany, a firm called Winter Brandl and am a FICPI member. We will talk about business development using LinkedIn today.

As you probably know, FICPI is a global community of independent IP attorneys. In fact, FICPI is the only international NGO whose membership consists entirely of IP attorneys in private practice. We believe that the FICPI business family makes the world a little bit smaller, bringing independent IP attorneys from around the globe together to connect, share knowledge and grow.

Like everyone else in the world, FICPI and FICPI members are striving to address issues that arise as a result of the COVID-19 crisis and we are working hard to support FICPI members and the IP community at large.

As part of our resource package during that time we've developed this webinar series; a comprehensive spreadsheet of key changes in IP offices; plus blogs and news articles; and other initiatives, to bring alternative ways to share knowledge and thought leadership and for members to contribute their own ideas and experiences.

For those of you who are not yet members of FICPI, but are interested in joining, we will send you details about how to join after the webinar.

We have Catherine Dhanjal who works with FICPI as our newsletter and blog editor and also has her own PR and marketing consultancy, specialising in working with clients in the professional services and other complex or regulated sectors.

And Ana Celidonio of Lobo de Rizzo, a Brazilian full service firm.

Our first speaker is Catherine and I look forward to what you have to say.

Catherine Dhanjal: Thank you Alex, it's good to be here.

**FICPI is a global community, built on trusted relationships,
which strengthens the practice of the independent IP attorney.**



'How can I use LinkedIn to get better known, reach people I can't already, make new connections and cement existing ones' are questions I'm often asked so I'll try and address some of those areas in this webinar.

So, why use LinkedIn as opposed to any of the other social media platforms?

For business to business communication I would rank LinkedIn #1, Twitter #2, Facebook #3.

Twitter has become more important partly because, since its acquisition by Google, the results now sometimes show in Google searches. In my experience, Twitter has very good usage in pockets, so specific areas such as academics and researchers, journalists, information managers and librarians, tend to be frequent users of Twitter. You'll also see big spikes in Twitter usage around your area of interest when there's a conference or event.

Facebook is pervasive, in our daily lives most of us will use Facebook and may well be using it multiple times a day, especially during the coronavirus when keeping in touch with friends and relatives is not always possible face to face. At the moment, unless you are a consumer brand, so manufacturing or selling something you might buy in your weekly supermarket shop, or beauty, fashion, leisure, those kinds of areas, I would say it will be useful to have a presence but not to put too much effort into it right now. Establishing a basic business page with your services and updating once a week or so would probably be enough for now and having that presence allows people to tag you in recommendations, or to find you if they search for a business or area of expertise using Facebook search. And, of course, you can show your company business on your personal FB profile if you wish.

Instagram: this is coming up fast and I think if you have the other three platforms working well I would say it's time to look at Instagram for business to business.

As for LinkedIn, it's now become a staple of many of our business lives. Unlike Facebook it's not really about sharing pictures of your lunch or your kids, or funny videos (although you will find some on there), it's more about business people talking to other business people. Generally this is done in a non-salesy way and that's what I'd recommend for best results. Ideas, knowledge, questions, recommendations all are very popular on LinkedIn.

- In terms of a few stats for you, worldwide it has around 660+ million members and 40% of the monthly active users who are visiting LinkedIn daily (source <https://foundationinc.co/lab/b2b-marketing-linkedin-stats/>)
- An estimated 10% of the member base (60 million) are senior level influencers and around 40 million are in decision-making positions
- Focused on business to business communication
- Like the Rolodex of yesteryear... but much more
- Enables you to have direct reach to senior decision makers or specialists you may not otherwise know about or be barred access from
- It's somewhere people go to check your credentials, arguably ahead of your website

If you're not on there, it looks odd!



A good personal profile on LinkedIn

Getting a good LinkedIn profile is very important because Google ranks LinkedIn results very highly. For me, for example, searching on my name usually brings LinkedIn as the top result and Google will generally show your name, job title and a line or so about you.

- Suitable photo – head and shoulders, clear, looking professional
- You can also take advantage of the header for e.g. your company logo
- Have a strong descriptor e.g. we help businesses build and protect their brands not senior manager at John Smith
- About section – more opportunity to give a snapshot of the difference you can make to a company or the services you offer (remember LinkedIn is searchable, so for example someone could type in ‘trademark law’ and then view the results by content, person, company, etc)
- Then your experience section also gives you an opportunity to expand on your skills and experiences, so take advantage of this and don’t leave it at a one liner. You can also add ‘assets’ like PDFs, photos, videos, links to websites and presentations – made smoother since LinkedIn bought SlideShare.
- And then you have other sections such as volunteer work, education... I would say don’t be shy, maybe ask a colleague or client for their thoughts on why they wanted to work with you and then make sure your LinkedIn profile covers all those bases.
- And don’t forget about the contact details section. My view is that you’re on LinkedIn to encourage connections and make yourself known and available, so include your office telephone number and office email address. In settings and privacy you can limit how much information people see about you if you wish and whether people can see your profile outside of LinkedIn, eg in a Google search, whether people can tag you etc..

And as you get more experienced you might want to start looking at who’s viewed your profile and potentially checking them out and requesting to connect or starting a conversation. You can also use that in reverse, so you could look someone up on LinkedIn and not request to connect and they may request to connect with you when they see your interest.

You can also look at how many followers and connections you have and who they are, and get in touch with past clients or connections as a way to develop connections for business. And I should explain that followers are people who have requested to get updates on your activities whereas connections are people with whom you have that two way connection.

What shouldn’t you do?

I have seen some funny things over the years. One thing to do is to really think about your photo – not out of focus, at a party, in the bath, or doing anything you wouldn’t do in a business meeting. Be wary of swearing, politics, giving insights into your personal life or



home. We all have our own boundaries we'll set – those are the benchmarks I like to work through.

Question: How much background – school, degree etc would be necessary?

Catherine: I would put that information on there. I have a Masters degree, first degree, post graduate qualification so I would leave it at that and not put earlier qualification. You may have Continuing Professional Development or other professional qualifications and I would put those up there as it shows you're keeping your knowledge current. If you don't have qualifications you want to put on LinkedIn, then think about fleshing out other areas of the profile instead.

Question: is there any limit to how much you should put up?

Catherine: I would say that putting up more information than less is generally better. LinkedIn is something that doesn't stay static so a few years ago it was all about soliciting recommendations that you'll see on the footer of your LinkedIn or having skills recommendations. I think now it's more about content. So your posts, your articles, and using that to supplement your good basic LinkedIn profile.

Question: What personal contact information should be on your profile?

Catherine: You can put your website, your mobile number or office line, email. Some people are quite wary about putting their day to day email address on there so they may create a Gmail address or something like that and use that just for LinkedIn or other places where they don't want to give out their personal email address.

Question: What's the best way to use InMail?

Catherine: If I'm sending an InMail out I would try and make it very obvious why I want to connect rather than a generic message.

Alex: Something of substance, so to say?

Catherine: Yes, exactly. And in reverse, if I have a generic message coming in I would take a look at their LinkedIn profile and make a decision about whether to accept or to ignore it or engage with them. Or I may send them a short message back saying something like 'Could you let me know more about the specifics of what you think would be of mutual interest' or words to that effect.

Question: We are focusing on LinkedIn today but what do you think about Zoom as a platform?

Catherine: So Zoom is a platform for video meetings rather than sharing ideas and connections in the same way that LinkedIn is. Zoom I think is a fantastic platform, it's one I was using before lockdown. One of the things I like is that it's so stable for video calls like this. It allows you to share, it allows you to collaborate and use whiteboards. It's pretty



much something that people can use even if they have very strong security in their firms. One of the things to look out for is and that Zoom have been doing a lot of work on recently is the confidentiality side of things. And you'll have seen that Zoom has released a number of updates in recent weeks to combat that. You can also do things like only allow registered Zoom users on your call, set a password etc.

A good LinkedIn page for your company

So having a LinkedIn Page for your company is something I would definitely recommend.

There are three immediate reasons for this: 1. you can then link your company in your personal profile so that there is a hotlink from your personal profile where you have your employer or firm listed which goes to your business page, so if someone wants to know more about you they can click from there to explore. 2. It will show up in searches within LinkedIn and it will show with a descriptor when someone searches for your firm using Google. 3. It allows people to tag your company in posts.

How important it will be to invest money and energy in your page depends largely on the nature of your services and business. For example, are you looking at a very big client base with frequent churn, or a small one where long-term relationship building is the focus?

Either way, even for a one man band or boutique service, having a LinkedIn company page will be a useful addition to your marketing activity.

So for the company page, similar to the personal profile, you have an 'about' section which you can populate with a '60 second' overview of the company, you can add a hotlink to your website, information on company size, specialities, office locations, etc.

You can post assets up such as videos, and you can put your job vacancies on there.

You can also do slightly more advanced things like create events and showcase pages.

And you can set an admin or number of 'admins' who can then post to your page, do edits and updates, etc.

I'm very pleased that Ana Celidonio from Brazilian law firm Lobo de Rizzo will be speaking shortly about her firm's use of LinkedIn, they have built a very impressive following for their LinkedIn page, which isn't easy to do, so it's great that Ana can share some tips with everybody on this call.

Activities on LinkedIn

So I'm now going to talk about 'Activities' if you like that people want to carry out on LinkedIn which is the process of creating articles and posts, sharing, liking and those kinds of activities.



Getting started with LinkedIn is really easy through liking or creating a reaction to someone else's post or article and you'll see those on the LinkedIn homepage. And LinkedIn has fairly recently increased the scope of the 'reactions' available so you're not restricted to a thumbs up for like but you can choose from five reactions now from liking to 'impactful' or 'curious'.

By making a reaction to that post or article, you are spurring LinkedIn into then showing that content and your reaction to your followers or connections, and that's also available to see if someone goes to your profile under 'activity'. This helps to get you involved in a conversation and shows your followers/connections and their connections your area of interest and keeps you visible – the ripple effect.

If you're not yet at the stage where you want to create a post or article of your own, you have the option to share other people's posts or articles. Essentially the posts are the shorter pieces and the articles the longer pieces. Ideally if you do share someone or a company's post or article you would share with a comment about why you think this is interesting, or your thoughts on this area, to help showcase your expertise, or to move the conversation along or to help solve a problem, etc. And this is also very easy to do, you'll find the sharing button under each post and article and you can click on that, add a comment or hashtags if you wish and then click 'post' to share.

In terms of creating a post, a post is a shorter piece so around 1300 characters whereas an article is a longer, more a blog type post of around 125,000 characters. You can add photos, videos, a document like a PDF to a post, or you can type your text and add a weblink. The articles are more like blog posts, so you upload your header image, title, and write your article and you can do some basic formatting or add additional images then share the article as a post to your connections and followers and the news feed.

Articles are more for thought leadership and more complex pieces I would say generally whereas posts are shorter and perhaps more immediate.

And of course you can comment on other people's articles and posts to help keep you visible, provide expertise, etc.

Groups

In terms of groups, hopefully some of you online are members of the FICPI LinkedIn Group.

This is a closed group for FICPI members and Rebecca Sandland, the web administrator, checks join requests against the FICPI member database and admits those people who are members.

The idea with groups generally is that they offer a closed wall space to discuss areas of interest with other genuinely interested parties and to have a freer discussion than you might otherwise have in LinkedIn as a whole.



You can search for groups using the search bar at the top and then filtering your results. And you can look for pointers such as membership size and location to give you clues about whether you might want to join that group. You'd likely want to join a group with a couple of hundred members or more so that there are discussions going on and people to comment on your discussions. And if anyone would like me to, I can show you searching and filtering and key pointers when we get to the Q&A section.

Groups can be a good hunting ground for potential clients, or companies and individuals who might act as referrers or pipelines for your business.

Using search on LinkedIn

So using LinkedIn's search facility is a really good way to increase your number of connections. Of course, you have the FICPI member database on the FICPI site if you want to search for a FICPI member but if you want to search beyond that, such as for potential customers or staff, search can be really useful.

As a matter of course, if I work with someone on a project, or have an upcoming meeting with a prospect, I will take a look at their personal and company profile and request to connect with them.

You can filter your search so if someone has a name such as mine which is unusual you probably don't need to do that but if you are searching for John Smith you will need to use some filters or add additional information to narrow down your search and again I can show that in Q&A at the end if anyone would like to see that.

So I've squeezed a lot into this presentation and I hope that will be useful.

Question: I would like to unfollow some people but don't want to let them know it.

Catherine: They won't be notified if you sever that connection. I think they would have to be very vigilant to notice that you had gone unless you were someone with whom they were in frequent communication. If you feel that you need to send something you could always send them a mail to say something like you are focusing your LinkedIn connections down to a smaller core.

Question: How to best grow the company page followers?

Catherine: Ana will pick up on that in a lot of detail but at very top level I would say that regular posting, consistency and sharing are key.

Question: LinkedIn Premium, yes or no?

Catherine: I have dipped in and out of LinkedIn Premium over the years and I would say that dipping in and out is a good way. When you say you're going to leave Premium you will inevitably get an offer coming through offering you something like half price for three months so I would take advantage of those offers.



Question: Is it a disadvantage to link the firm's page to the personal one?

Catherine: It shouldn't be a disadvantage unless you have a staff member who's left under a cloud or something like that. Otherwise I would say it's a positive.

Question: I recently recorded some videos for LinkedIn. Do you think this is a good idea?

Catherine: Yes definitely. And making sure you get them out of the 'bubble' of LinkedIn through other opportunities like sharing it with your database of contacts, direct contact with clients in your email signature and looking at other ways to build traction for the connect that you have made the effort to generate.

Question: On the LinkedIn Premium, can you drop in or drop out?

Catherine: Yes you can. I would say if you're going to be a heavy user of search, so you're actively targeting contacts, then it's useful to have LI Premium. If you're going to take advantage of the InMails it's useful or if you're looking for a job. I would say otherwise it's probably something to dip in and out of.

Question: Should we focus on people in our field of practice or a wider scope of connections?

Catherine: For me personally, I'm not an IP lawyer, my focus is PR and marketing. I make sure I have connections in that field so if people want to bring me into a project or vice versa, I have those trusted connections available. I also have sectors I focus on, professional services firms and research-intensive companies for example. So I'm always looking to make connections in those sectors as well as in that skills area.

Alexander: All of us can be contacted after.

Question: What do you think about Sales Navigator for teams of people who actively search for contacts?

Catherine: If you are doing a couple of hundred or more searches in a day you will have to have Sales Navigator or some paid-for LinkedIn subscription because you will get closed down fairly quickly if you don't. You basically just have to pay the price if you want to do that kind of thing.

Question: A lot of people have been adding connections that we don't personally know. What do you think about this?

Catherine: It's not something I'd recommend. There are people who use that as a strategy. So they may piggyback on connections to get to a wider network and people may assume that your connection is trusted by you and that they can trust them. I think doing a bit more due diligence rather than less is important.

Alexander: Thank you Catherine, Ana please take over!



Ana Celidonio:

As Catherine mentioned, it so happens that I wrote an article and I was not sure about the FICPI rules on publication so I added Catherine and Rebecca to my contact list. They took a look at my LinkedIn profile and the reason I'm here is that in a short period of time I got a lot of followers and activity on my profile and on the firm's page. I'm here to share some of that experience.

For me personally, I didn't use LinkedIn, I didn't use any social up to two years ago when I changed firms. Then I moved to Lobo de Rizzo full-service firm which is a very different environment with a policy on LinkedIn and I had to become more active on my own profile. I got a bunch of business cards and I used to keep them but I started instead to put them into LinkedIn. I had to be identified with my area and what I'm doing. The interaction with people on LinkedIn is very important and you need to engage with people and respond to people on LinkedIn. I've also reached out to people for information in specialist areas or countries. Many people use it daily. In our firm we say that you should use it at least twice a day. For us that's around 10am and 5pm. People really look more into that tool and you do get answers. The results really pay off for me. As a coincidence yesterday I got a job request through LinkedIn and we'll talk today. It can work for sure!

I came from an IP only firm to a full-service firm and I think that maybe some of us in an IP only firm are protected. Now I have larger horizons and I had to do something more with communications, before business would come regularly. When you move you have to be more proactive and everyone will have to do that now. Just keep asking yourself what else you can do. There's a lot more that can be done.

This week in one of the business magazines in Brazil the front cover was on LinkedIn and how growth has taken off more during the pandemic. Brazil is ranked fourth in terms of numbers of users. Where I work has doubled the numbers of followers during this pandemic, we now have 40,000 followers for Lobo de Rizzo's company page on LinkedIn. We have a lot of questions from prospects and clients and it's being very well used during this time.

The firm decided to invest in LinkedIn as part of its strategic plan of growing and adding new areas of the law and saw LinkedIn as a way to communicate that. They did a presentation in a jobs fair and after the presentation the number of followers grew a lot. LinkedIn got in touch with the firm and offered a training on LinkedIn from their staff. Almost 300 staff were trained. We also put marketing people in place and carried out training according to how to post according to the brand identity, how to post in a way that connects to the image of the firm etc. I learned about hashtags and not to use things that are too creative or you won't come up and you won't be connected to other discussions that come up in that area.

The company also differentiates what it posts on LinkedIn and Facebook. If it's a firm celebration it will go on Facebook and pro bono work in schools etc. would go on Facebook rather than LinkedIn.



LinkedIn stays professional because the LinkedIn users would reject the kind of post like a photo of your lunch on LinkedIn post.

We also stress timing – you should try to post as soon as possible when something happens. Because we're a large firm that takes some planning. For example, for a large firm you don't want to have everyone post on the same day. Everybody should share and promote the firm.

And the trick is to get everyone engaged.

To get everyone in the firm aware of the tool there were some training sessions on the IT aspect and structure to do with the computer, security issues, we also stressed our obligations like confidentiality around client matters. Must be careful not to post a real case without permission from clients.

We stress a lot the importance of professional attitude on social media – your image and the firm's image are always connected. Be careful not to comment on something that happened that's to do with a client of yours. Once you post it's completely out of control so be careful.

Once you ask people to be online and be active you also have to tell them what not to do.

The firm also asks you to be proactive week after week – it should be constant attention to LinkedIn and to react to colleagues' posts or competitors' posts so that you create an image for yourself as a professional.

Alexander: That was very interesting, thank you Ana.

Question: If you don't want to accept someone as a contact, do you refuse them or just not respond.

Ana: I don't respond, I don't refuse anyone. Sometimes they come up with a good reason for me to accept them. If they are from the IP area I generally respond.

Catherine: I do the same, I leave them in abeyance rather than refusing them I would leave them as pending.

Question: what are the costs of premium options

Catherine: they are available on LinkedIn.

Question: Should I post to everyone or only to my contacts?

Ana: I post to everyone.

Catherine: I do the same. When you go to settings and privacy you have various options. I make my profile as open as it can be so that first degree, second degree, third degree, no



connection can see what I'm posting but you can tweak those options as you prefer within the privacy settings.

Question: Did your firm have any problems with colleagues posting things they shouldn't on LinkedIn?

Ana: Not at this firm but I have seen an example of an employee complaining about maternity leave, the complaint wasn't true, in the end she ended up leaving. You can use LinkedIn posts as part of employee hearings. It's useful to train the whole firm, not just the lawyers but support staff too.

Question: Should you accept connection requests from competitors rather than prospective clients or service providers?

Ana: I do accept competitors. I take it as a compliment. In LinkedIn you have a way of protecting your contact list so that your connections can't see your contact list.

Catherine: Yes, it depends how you've set your privacy up.

Ana: You can keep your contact list more private, it's an asset that you have. You don't have to leave it open.

Catherine: You're right it is an asset. I also accept connections from competitors but in my market it might be a bit different. I'm very specialist in what I do. There are lots of PR and marketing agencies and we all have our own specialisms. It's very rare for me to find myself in a competitive pitch with any of my connections. We talk about people buying people. There was a previous FICPI webinar on 'delighting the client' and of course that starts well before they become a client, it starts when they're a prospect so I think there's a lot more to the buying process than whether you can provide that service or not.

Question: LinkedIn is not as widespread in some countries like Japan.

Panel: Didn't have specialist knowledge of those countries to recommend alternatives.

Question: How often should you post on the LinkedIn page?

Ana: As often as you have something new to post.

Catherine: If you're a small firm maybe twice a week. If you are larger and have people and information then once a day or more than once a day. And amplifying posts by having people like and share. Not just sharing but with your own commentary as to why you think this is particularly interesting or to elicit other people's views and comments to keep the conversation going.



Alexander:

I'd like to highlight that we will have number of additional webinars coming up, as you can see listed on the slide. Keep an eye open for announcements.

Think about joining the FICPI family so we can be part of the group and grow together.

And finally, thank you to all of you for attending. You will receive an email shortly with a link to the webinar recording and other useful information.

Suggestions for future topics

Please contact: secretariat@ficpi.org

How to join FICPI

Go to the website www.ficpi.org where you can see many national sections and you can contact them directly and join that way.

Otherwise – can apply direct to secretariat@ficpi.org and we will contact you and provide you with more information.