# Keeping in Touch

By Shain Manuele, Esq., and Sheri Long,
Handle | BAR Practice Management Program

**It is no secret that COVID-19 and the associated restrictions have completely changed the way lawyers practice. After almost a year of dealing with the implications of the pandemic, we are still handling changing rules, procedures and workarounds. Difficult as this situation has been on attorneys, it has been equally difficult on clients. Many client matters have been placed in a holding pattern, especially if the client is waiting for a jury trial.**

Another reality is many tasks are taking longer to complete simply because people are not in the same workspace. What used to be viewed as the simple task of obtaining signatures is now taking longer with the need to send a document out to multiple parties to have them sign and return it.

As you continue to move forward, it is wise to continue to keep in touch with your clients. Staying in contact will strengthen relationships with your clients, and in turn, it will likely result in word-of-mouth referrals. Not only is keeping in touch an important aspect of working the matter but can also turn into a powerful marketing strategy.

There are a variety of ways to handle communicating with your clients. We will explore some common ways that can help you keep the lines of communication open.

## Telephone Calls

In a professional services business, the most effective way to handle this is with a simple phone call. It tells your client that they are important enough to you to warrant personal communication.

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## Virtual Receptionists

If you are working remotely, it is helpful to employ a virtual receptionist service to answer your office calls in a professional, friendly manner. The State Bar of Nevada's professional partners, Front Office Staff-Reno and Ruby Receptionists, both specialize in answering calls for attorneys. You can review their offerings at https://www.nvbar.org/businesspartners/.

## Blogs

Start blogging. Blogs offer you an opportunity to educate others on a variety of subjects. They provide a reader a glimpse into your thoughts and your expertise. Write about something you have knowledge about or are interested in. You will want to convey some "inside" information that lets a reader in on a technique you have learned or a process you have established that will make the blog interesting. There are many articles on the internet that can help you with best practices. One of the most helpful – and brief – is on WordStream.com and contains five steps to writing a successful blog.

Blogs are the workhorse of online marketing. They can be used in a multitude of marketing streams as mentioned in the next three sections.

## Social Media

Start posting or increase your social media postings. If you are blogging, share the link on all your platforms. Post links to court information or links to get information on court hearings. Post updated COVID-19 notices from state and local officials – these items are changing on almost a daily or weekly basis and posting them lets your clients know you are staying on top of this information. Ask your clients with working matters to turn on notifications so they will be apprised when you add a new post.

## Website

Update your website with information on the status of your working situation and how to best reach you. If you are blogging, place your blog in a predominant position on the site. Post updated COVID-19 information here as well.

## Automated Email/Newsletter

An effective way to keep your clients apprised of news at your firm is using automated services to send emails or newsletters. Clio has email automation software built into its Grow product. You can create, schedule and send automated, yet personalized, client communications. Clio also has more than 200 integrations with other software apps including Mail Chimp. You can use Mail Chimp to send a mass email, or a monthly or bi-monthly newsletter. And do not forget to put a link to your blog in the newsletter or email.

These software systems also allow you to perform some data analytics on the items you send. And you can use these systems to ask for updated contact information from your clients.

**The Handle | BAR practice management program offers a multitude of resources for attorneys looking to start their own practices, manage, build and protect existing practices, and who are transitioning into a solo/small practice—or who may be looking to leave the practice of law entirely. If you have questions about how to utilize the tips provided in this article or need practice assistance, contact the state bar's Handle | BAR Practice Advisor at www.nvbar.org/handlebaradvice.**