

'This Is the Future': New Marketing Agency Aims to Reach Attorneys, Law Students Through 'Legal Influencers'

The newly launched Legal Influencer Marketing Agency, or LIMA, represents online influencers who can help connect legal tech companies, universities and nonprofits to lawyers and law students through social media platforms like TikTok, Instagram, Twitter and LinkedIn.

"Marketing to lawyers is hard. What can you do, really, to make sure that only lawyers are going to see your ad?"

This question was first raised by New York-based attorney Ramtin Taheri. And now a small group of legal professionals, including Taheri, thinks it has the answer.

Taheri is the co-founder of the Legal Influencer Marketing Agency, or LIMA, which represents online influencers who can help connect legal tech companies, universities and nonprofits to lawyers and law students through social media platforms like TikTok, Instagram, Twitter and LinkedIn.

The plan was hatched almost a year ago by co-founders Taheri, of risk and compliance company NICE Actimize; Perkins Coie partner Brian Potts; and Stuart Perelmuter, the CEO of atAdvocacy, a political influencer advocacy studio.

The newly formed group says it will forego traditional marketing methods and instead utilize modern channels, which, according to Taheri, are not only yielding results, but are outperforming traditional media in spades with a more personalized approach.

"A great thing that influencers can provide is a trusted, authoritative voice that traditional marketing can't provide," Taheri told Law.com. "A lot of our influencers are lawyers and law students themselves, so they can speak to the audience in a more organic way. Because lawyers, a lot of times, are in the trenches and actually using these products, they're a better voice."



LIMA co-founder and in-house counsel for NICE Actimize, Ramtin Taheri.

According to a LIMA [press release](#), the agency has already formed relationships with almost 20 legal influencers, who are collectively followed by hundreds of thousands of U.S. and Canadian lawyers and law students. Its team includes "expert marketers and lawyers with vast experience in the legal profession and who are passionate about the law."

"LIMA's influencers cover a wide range of areas of law and expertise, and they discuss a variety of important issues in the legal world, from important developments in the law to legal technology to work-life balance," the release stated.

Perelmuter added that the advent of influencer marketing has been left out of the legal community for too long, despite its proven success in other fields.

"A lot of people see social media influencers as the cool new thing in brand awareness, but at its heart it's the most classic, proven form of marketing there is: a trusted authority giving their advice to a targeted demographic about a brand they love," he said. "Honest influencer marketing has been incredibly effective for any field that's

embraced it, and I'm excited to be working with Ramtin and Brian to bring these tested techniques to the legal field."

LIMA's marketing will include multi-influencer campaign management, strategy and content creation, and communicating with influencers on campaign execution.

Taheri told Law.com that, unlike many other lawyers with prominent voices on social media, LIMA's influencers have audiences that are primarily lawyers and law students.

"I would say that a lot of our influencers don't think of themselves with the word 'influencer,'" he said. "They're mostly just people who have organically grown an audience because they were posting about something they themselves felt passionate about. We also call them creators, which may be more of an accurate term."

Their "creators" also vary in specialty, which he says better targets specific demographics.

"Each one of them has a different persona; some of them focus on legal subjects like privacy or bankruptcy or other areas like intellectual property. Others post about things like work-life balance and life at a big law firm ... other people just post about fun stuff, like one of our accounts is funny memes for lawyers," he said.

LIMA's influencers will also have leeway to pick the clients they want to work with, based on their personal experiences and if they fit a client's legal needs.

Potts, who has marketed computer keyboards to legal professionals since starting his own company in 2017, also said that marketing to lawyers and students directly is more difficult today because of restrictions on digital platforms like Facebook, as well as changes to Apple's privacy policy.

"That's part of the reason I'm so excited to be involved with this project," he wrote in the statement. "I've learned that traditional marketing avenues do not work with lawyers and law students. Lawyers are trained to be very careful and thorough, so they do not like to make major purchases without the endorsement of a trusted authority."

Taheri added that buying basic ads on Facebook and LinkedIn was not convincing enough to lawyers who often make large purchases. As in-house counsel for NICE

Actimize, they shelled out \$40,000 per year in contract life cycle management software for their department.

"That's a huge deal, and also you build your entire legal team around it," he said. "We did a lot of research; any genuine testimonial we could get was like gold to us, because we had nothing else to go on."

Taheri said that he, Potts and Perelmutter are currently plotting out their first campaigns and have already sent out more than 10 proposals to influencers.

"I think clients can tell that this is the future, and they're looking for alternative ways of marketing."