

A large, modern lecture hall with tiered seating. The room is filled with students, many of whom are looking towards the front. The lighting is warm and focused on the audience. The text is overlaid on the center of the image.

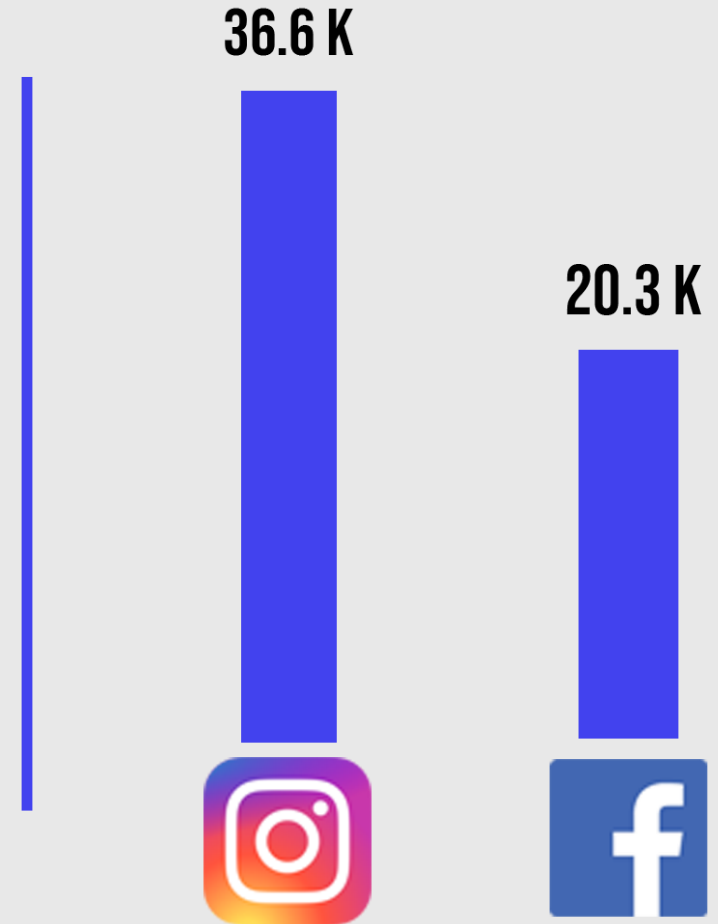
VISION 2030: TAKING THE NEXT STEP IN GROWING LLM

A marketing blueprint to grow your LLM program each year

LAW SCHOOLS THAT WE HAVE SUPPORTED



OUR WORK



PROBLEMS FACED BY LAW SCHOOLS IN MARKETING

- Academic thinking v. Entrepreneurial thinking
- TIME
- Under utilization of funds allocated for marketing or not adequate allocation
- Quick Returns
- Failure to recognize the urgency
- Marketing Aversion




GROUP POLL

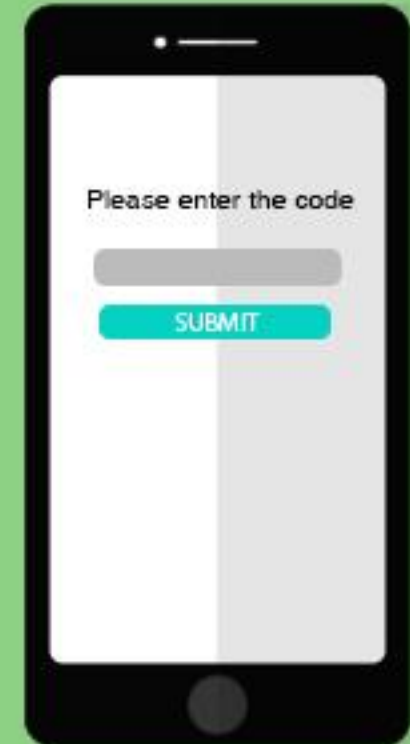
Go to www.menti.com and use the code **23 88 98**



1 Grab your phone

 www.menti.com |

2 Go to www.menti.com



3 Enter the code
and vote!

WHAT IS YOUR LLM RECRUITMENT OR LLM MARKETING BUDGET?

UNDER 5K

5K-10K

10K-20K

ABOVE 20K

Use Menti poll to vote now.

GROWING YOUR LLM PROGRAM



LLM Live Fairs or
LLM Recruiting Expo



LLM Virtual Fairs
Virtual Recruiting Event



Leveraging social media
And partnerships in social
media



Dedicated time frame
For active recruiting
LLM Application Month™



Benefits of the LLM Association

LLM LIVE FAIRS

- Get seen in the market.
- Getting a meeting face to face and following up in the coming few months is really effective.
- Legal Education and Services Expo – LEASE
- Legal Education and Services Expo – LEASE China on March 22nd and 24th Upcoming.
- Some Jurisdictions are really important – India, China, East Asia, South America.



5 Years

First of its kind
in India

3500+
Footfall

LEASE 2018™
LEGAL EDUCATION AND SERVICES EXPO

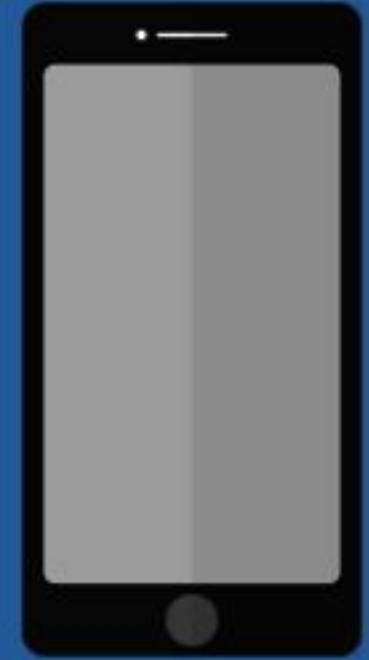
China
March 22nd, Shanghai
March 24th, Beijing

Future expansion
Japan
Thailand
Indonesia

LLM LIVE FAIRS

Which LLM Live Expo event you or your law school been part of?

- Legal Education and Services Expo (LEASE)
- Education USA
- Others
- Private LLM Recruitment Activity
- Never been part of an LLM recruiting event



- 1 Grab your phone
- 2 Go to www.menti.com
- 3 Enter this code and vote!

19 18 86

LLM VIRTUAL FAIRS - WEBINARS

Advantages



TIME



MONEY



SAFETY

- What works- and what does not
- Why it works.
- Getting a lead list through out the year.
- Nurturing throughout the admission cycle.

SOCIAL MEDIA- INSTAGRAM, FACEBOOK, TWITTER



Very good for going live if you have a dedicated following

Best place for video promotion as the Facebook algorithms are now pushing for larger video penetration



Very good for publicity

Can reach a global audience with just 280 characters

Good for general announcement – sharing stories is not possible

Can get better page ranking in Google if social media is active

LLM WEEK



LLM week is an online portal where law students can interact directly with the Deans, Alumni, Admissions directors and Head of Graduate Programs.

6
SEASONS

Address an international audience of law students to pitch your law school programs and clear their queries.

1000+
ATTENDEES

SOME OF OUR PREVIOUS PARTICIPANTS

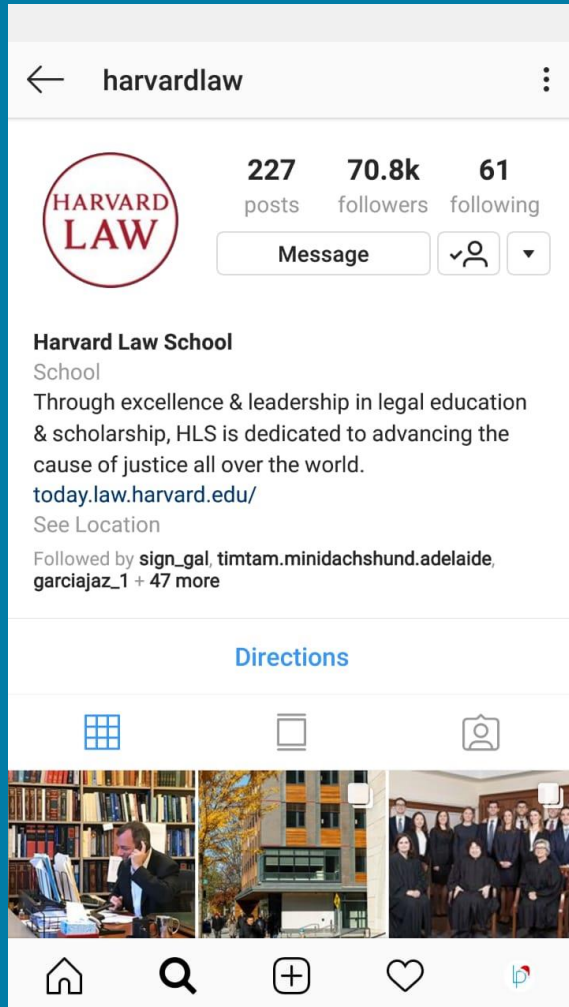


SOCIAL MEDIA- INSTAGRAM, FACEBOOK, TWITTER

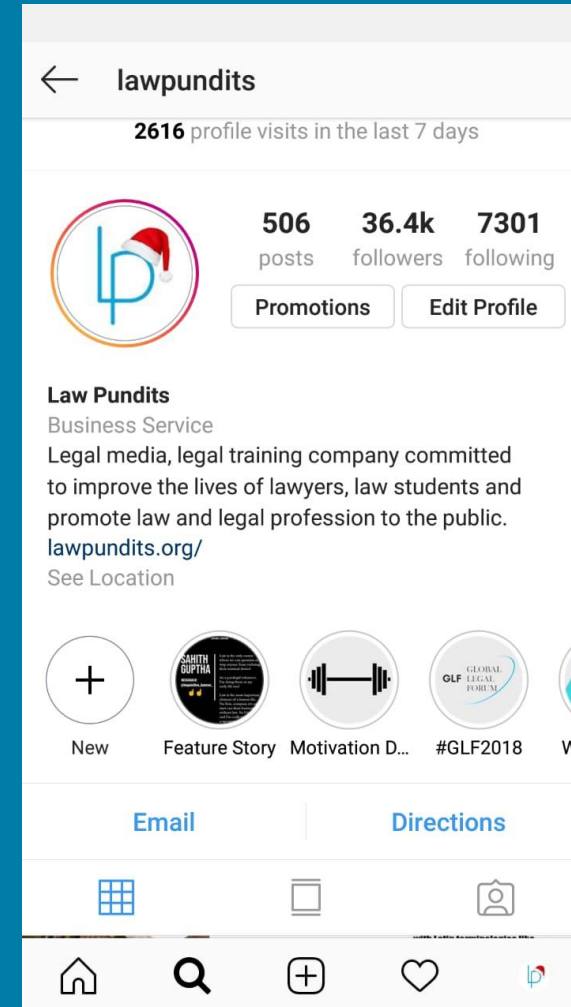


- The next big thing
- Much of the younger generation is now on Instagram than Facebook
- Much easier to build a following than other social media
- Our biggest network of law students is on Instagram

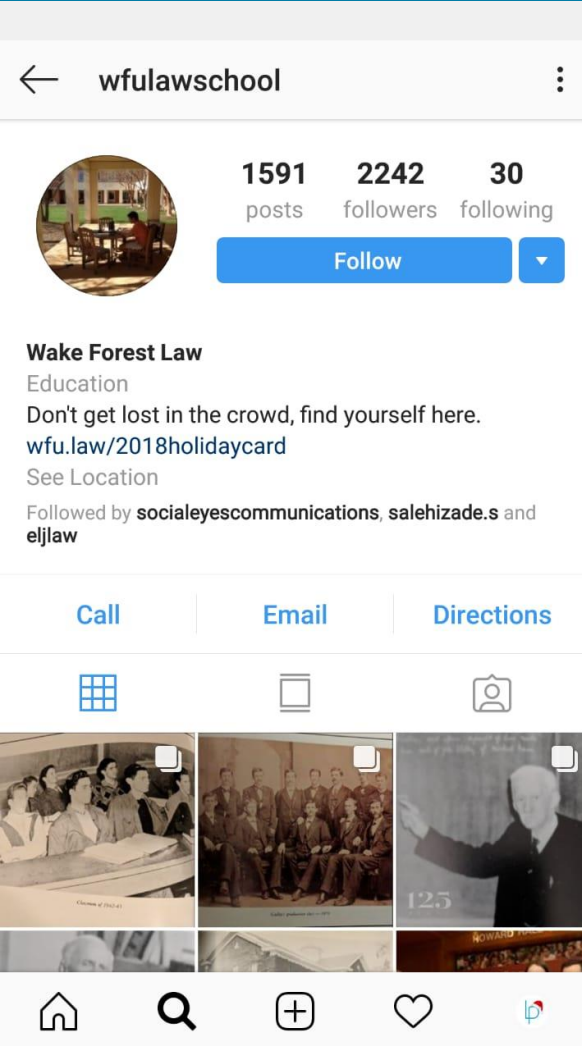
SOCIAL MEDIA




Courtesy: Harvard Law School (Data as of 24/12/2018)



(Data as of 24/12/2018)






← wfulawschool


 **1591** posts **2242** followers **30** following






[Follow](#)

Wake Forest Law
Education
Don't get lost in the crowd, find yourself here.
wfu.law/2018holidaycard
See Location
Followed by [socialeyescommunications](#), [salehizade.s](#) and [eljlaw](#)

[Call](#) | [Email](#) | [Directions](#)





← fordhamlawnyc

 **501** posts **2850** followers **35** following

[Follow](#)

Fordham Law
School
A complete legal education in the heart of New York City #FordhamLaw
www.fordham.edu/info/27349/strategic_plan
See Location
Followed by [wokelaws](#), [socialeyescommunications](#), [lawshipsabroad](#) + 1 more



Courtesy: Wake Forest Law School (Data as of 24/12/2018)

Courtesy: Fordham Law School (Data as of 24/12/2018)

LLM APPLICATION MONTH™



- A strategy to drive more people towards LLM.
- Like the Education week, but this month has more involvement with several active applications and promotion from partnering law schools.

LLM APPLICATION MONTH™

HOW DOES THIS WORK ?

Law schools will partner up with the social media team of Law Pundits and will feature student experiences on a daily basis throughout the associated Social media handles.

Specific chat days for interested candidates.

Priority consideration for applications and scholarships for students who reach out through us.



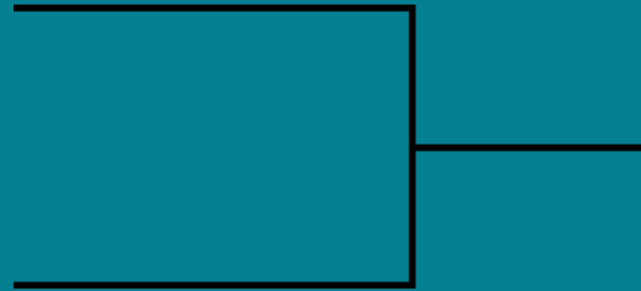
LLM APPLICATION MONTH™



STATISTICS FOR SEASON 1

50k+ Reach

10k+ Likes



150+ Queries

*Consolidated data from Law Pundits and associated social media handles

THE FUTURE CHALLENGES AND VISION FOR EXPANSION

- LLM – not an essential degree, but international education after law is much sought after.
- Cost benefit analysis.
- Like AALS – This is the only platform –
We work worldwide with several law schools.
- Law Pundits initiated the formation of IALLM.



IALLM AND LAW PUNDITS



- Things to do for current and future LLM students
- Under Law Pundits Strength and IALLM (www.iallm.org) growth:
 - Utilize and leverage social media
 - Utilize and leverage Live LLM fairs - LEASE India, LEASE China and other strategic places.
 - Help and support for current LLM students by organizing specific LLM recruitment events
 - Help and support to the law schools partnered with Law Pundits and IALLM. (www.iallm.org)



WHERE DO LAW SCHOOLS FALL BEHIND?



- Time
- Effort
- Deans and Graduate Admission Directors have multiple roles to play.

- That is where we come in.
We have been managing it for a few law schools, especially in the LLM application month.
- We have noticed that not all law schools have leveraged what we have offered.



OUR REACH

FOLLOWERS



40.2k



52.6k



5 k

*CONSOLIDATED DATA OF ALL SOCIAL MEDIA HANDLES BY LAW PUNDITS

OUR REACH

POSTS REACH

HALF A MILLION IMPRESSIONS 

OVER 3K VIEWS PER STORY 

OVER 200K LIKES 

*CONSOLIDATED DATA OF ALL SOCIAL MEDIA HANDLES BY LAW PUNDITS

OUR REACH

EVENTS

50+
LAW SCHOOLS WORKED
WITH WORLDWIDE

700+
APPLICATIONS
PROCESSED

100+
EVENTS & EXPOS

*CONSOLIDATED DATA OF ALL EVENTS BY LAW PUNDITS



THANK YOU