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

- **India's Biggest LLM Fair**
  - 5 Years in a Row

- **LLM Week**
  - Biggest LLM Web Series
  - 6 Seasons

- Social Media Engagement:
  - Instagram: 36.6 K
  - Facebook: 20.3 K
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
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 22^{nd} and 24^{th} Upcoming.
• Some Jurisdictions are really important – India, China, East Asia, South America.
5 Years

First of its kind in India

3500+ Footfall

China
March 22nd, Shanghai
March 24th, Beijing

Future expansion
Japan
Thailand
Indonesia
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

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Advantages

• What works - and what does not
• Why it works.
• Getting a lead list throughout the year.
• Nurturing throughout the admission cycle.
What works best?
• **Facebook**
  - 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
  - Can reach a global audience with just 280 characters
  - Very good for publicity
  - 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.

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

Harvard Law School
Through excellence & leadership in legal education & scholarship, HLS is dedicated to advancing the cause of justice all over the world. today.law.harvard.edu/
See Location
Followed by @gailtimtam.minidachshund.adelaide.golajaz_3 - 47 more

Law Pundits
Business Service
Legal media, legal training company committed to improve the lives of lawyers, law students and promote law and legal profession to the public. lawpundits.org/
See Location
• 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.
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.
50k+ Reach
10k+ Likes

150+ Queries

*Consolidated data from Law Pundits and associated social media handles
• 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.
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

- Facebook: 40.2k
- Instagram: 52.6k
- Twitter: 5k

*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