

**RESULT NOTIFICATION FORM**

Congratulations! The following result has been created on your behalf:

CLIENT ID	
<b>Firm:</b>	Hellerman Communications LLC & Jones Walker LLP
<b>Professional(s):</b>	John Hellerman (JH) & Mary Margaret Gorman (MMG)
<b>Secured By:</b>	John Hellerman
<b>Type:</b>	Byline Article
<b>Outlet:</b>	Marketing the Law Firm
<b>Byline:</b>	John Hellerman & Mary Margaret Gorman
<b>Date:</b>	April 2018
<b>Headline:</b>	We Wrote This Article to Share with You
<b>URL:</b>	<a href="http://hellermanllc.com/wrote-to-share-with-you/">http://hellermanllc.com/wrote-to-share-with-you/</a>
<b>Notes:</b>	Use the article as an example of the true benefits of using content as an engagement tool, and of after-placement plans (APPs).

**AFTER PLACEMENT PLAN**

Use this result as an excuse to connect with your network – not in a self-promotional way but instead as a thoughtful educator.

Below is a listing of our after-placement activity recommendations:

FOR THE MARKETER			
Activity	Completed? (Y/N)	By	Notes
Secure Reprints & Posting Rights	Yes (Y)	Amanda Shipley (AS)	
Post to 3 <sup>rd</sup> Party Vendors	Y	AS	
Twitter	Y	AS	
LinkedIn	Y	AS	
Facebook	Y	AS	
Instagram	Y	AS	
Blog Post	Y	AS	
Intranet (Jones Walker)			
Promote to External Influencers			
Develop LMA 2018 Ad	Y	AS	
Share via Newsletter			
Pitch Podcasts			
Request MTLF Website Analytics			
Create Infographic on Results			

<b>FOR THE PROFESSIONAL</b>			
<b>Activity</b>	<b>Completed? (Y/N)</b>	<b>By</b>	<b>Notes</b>
<b>Email Clients &amp; Prospects</b>			
<b>Contact Influencers Sharing Similar Content</b>			
<b>Twitter (mention outlet)</b>	Y	JH & MMG	
<b>LinkedIn</b>	Y	JH & MMG	
<b>LinkedIn Article</b>		JH	
<b>LinkedIn Groups</b>			
<b>Add to LinkedIn Profile</b>			
<b>Facebook</b>	Y	JH & MMG	
<b>Legal Marketers Extraordinaire Group</b>	Y	JH	
<b>Add to JD Supra</b>			
<b>Add to Dezurve</b>			
<b>Hand Out Copies at LMA 2018</b>	Y	JH	
<b>Repurpose for LMA-Nola &amp; Baton Rouge Presentation</b>			
<b>Live Tweet During LMA Presentation</b>			
<b>Identify Other Speaking Opportunities</b>			
<b>Share Results w/ Legal Bloggers</b>			Big Law Business, ABA Law Practice Division, AttorneyatWork, Ann Lee Gibson, etc.