

TRAINING NOTICE



THE KENYA SCHOOL OF LAW

COURSE: SOCIAL MEDIA MARKETING FOR LAW FIRMS
3 LSK CPD POINT)

DATE: 11TH – 13TH NOV 2025

VENUE: VIRTUAL

COURSE DESCRIPTION

This course aims to equip participants with the knowledge and skills to effectively leverage digital marketing strategies for law firms in Kenya. Participants will be guided through the fundamentals of digital marketing, tailored specifically for the legal sector, to enhance their firm's online presence and client acquisition.

TARGET AUDIENCE

This course targets legal professionals, law firm administrators, marketing personnel within law firms, and anyone interested in understanding and implementing digital marketing strategies for legal services in Kenya.

TRAINING FOCUS

The course will focus on the following key topics:

- a) Introduction to Digital Marketing for Law Firms
- b) Search Engine Optimization (SEO) for Legal Websites
- c) Social Media Marketing for Lawyers
- d) Content Marketing for Law Firms
- e) Online Advertising (PPC) for Legal Services
- f) Email Marketing Strategies
- g) Measuring and Analyzing Digital Marketing Performance

COURSE OUTCOME

At the end of the course, participants will be able to:

- a) Develop a comprehensive digital marketing strategy for a law firm.
- b) Optimize law firm websites for search engines.
- c) Effectively utilize social media platforms for legal practice.
- d) Create engaging content to attract and retain clients.

- e) Understand and implement online advertising campaigns.

COURSE FEE

The cost of the course is **Kes. 15,000** inclusive of VAT and registration fee (covers tuition fees, course materials, stationery, lunch and refreshments).

Money should be deposited in the School's account: **(Account No. 202 2029 110 ABSA Bank of Kenya, Absa Bank Kenya PLC, Plaza Branch, Nairobi, Kenya)** and the bank slip or evidence of electronic funds transfer presented to the Finance Office.

CPD POINTS

Members of the Law Society of Kenya who attend and complete the training will be entitled, on payment of **extra 1,000.00 to be awarded 3 CPD points**. Payment of this sum shall be effected **during** the training, as will be directed by the organizers of the training.

APPLICATION PROCESS

All applicants should apply through the online application platform on the KSL website; <https://services.ksl.ac.ke/web/login> . After application, participants will receive a link to the training.

CONTACT DETAILS

For any queries, contact the CPD secretariat through **cpd@ksl.ac.ke**.

Website: www.ksl.ac.ke



ISAAC KULOBA

For DIRECTOR / CHIEF EXECUTIVE OFFICER



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