

# MASS TORT INSIDER

## FROM PI TO MASS TORT

*A Beginner's Guide*

## MAXIMIZING YOUR PORTFOLIO

Transform Your ROI  
Invest Like an Investor  
Smart Risk Management  
Camp Lejeune - A Rare Gem

## ETHICAL RESPONSIBILITY OF LAWYERS IN CASE ACQUISITION

## ENHANCE YOUR MTMP EXPERIENCE INSIDER SECRETS



**ENJOY MTMP 2023!**



We hope that you all enjoy MTMP the biggest event twice a year. Please find us on the exhibition floor at booth Booth #**62** and #**63** or Cabana #**303** if you would like to speak with our team about what we can do for your law firm.

[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL

## Table of Contents

About This Publication

Open Letter From Jacob Malherbe

TCPA What You Should Know as an Attorney

Uncover the Shocking Truth of How Your New Case Could have been Generated

Camp Lejeune a Rare Gem in Mass Torts

Acquiring a Quality Case - Inside Tips from a Vendor

MDL VS State Court - Which is Better for Your Case?

Zantac's Aftermath & How to Recover

Maximize your MTMP Experience - Insights from an Industry veteran

From PI to Mass Torts - A Beginners Guide

The Secret to Keeping Your Clients Trilled in Digital Advertising

Leading the Way in Digital Marketing Excellence

Maximize your ROI with our Proven Digital Advertising

The Importance of Choosing the Right Creative for Social Media Advertising

Transform your ROI. The Step-by-Step Guide

Revolutionary Changes in TV Advertising - Learn how to Stay Ahead

RightChoice Legal - High Impact Branding For National Campaigns

Maximize Your Case Docket as an Investor, Not a Lawyer

Enhance Your Case Portfolio with Smart Risk Management

Top 6 Case Portfolio with Co-Counsel Picks

The Secret to Revolutionize our Industry & Why You Need To Be Part of it





## ABOUT JACOB MALHERBE AND DAVID POTTER



**Jacob Malherbe the founder and CEO of X Social Media**, an influential Inc. 500 company that has revolutionized how mass tort lawyers can use Facebook, social media and digital TV services to find and sign up client. In recent years his efforts and advertising platform have helped lawyer find potential new clients at an unprecedented clip while driving down the cost of case acquisitions to levels unthinkable even a few years ago. Jacob Malherbe joined the fight to help victims during the 2010 BP Oil Spill and have now deployed over 400 million dollars into digital advertising and case acquisitions.

**David Potter ESQ. and President of X Social Media** has a passion for mass tort litigation that aligns with his deep -seated belief in seeking justice and retribution for those who have been hurt by others. Practicing mass tort law is not just a job, it's a calling and a personal crusade. Throughout his legal career of over 20 years, David has seen large corporations rush products to market, fail to adequately test for safety, even bury evidence of potential harm to the public; all in the name of corporate greed.



[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



## Dear Members of The Mass Tort Industry

**As a vendor in this industry, I have seen both the good and bad. I am writing this open letter to address the state of our industry and the changes that are taking place, particularly in regard to case acquisition.**

Over the past decade, we have witnessed an increasing interest from Wall Street to invest in our industry. While this investment has enabled us to help more victims, it has also brought in new players who lack an understanding of the ethical responsibilities that come with being an agent of the law firm. This has created a risk for law firms that I am not sure the law firm fully understand or appreciate, there for this letter.

One of the most concerning risks is the increasing number of TCPA violations, where clients are contacted without giving consent to calls or contact.

These calls are now being performed by humans in foreign countries, and marketing outfits procure long lists of clients for law firms that are unfamiliar with the ethical rules of being a lawyer or are focused on the

cost per case metric rather than the quality of the client acquisition process. Therefore, I urge all lawyers to be mindful of how their clients were contacted and how their vendors find clients. It is crucial to adapt a KYV (Know Your Vendor) standard, where law firms work with vendors who have been certified for compliance with a set of ethical standards.



- **Jacob Malherbe**  
Founder and CEO  
X Social Media  
[jacob@xsocialmedia.com](mailto:jacob@xsocialmedia.com)

### **The KYV standards we propose include:**

- Knowing the advertisement TV or digital that the client responded to
- Tracking the client journey from first response to sign up.
- Ability to audit a campaign run by the vendor.
- Vendor certification for TCPA compliance
- Vendor certification that they are not engaging in unethical practices such as robo-dialing, email spam, or direct solicitation.

Remember, your ethical responsibility as a lawyer extends beyond your own advertising. It includes knowing the ethical vendors used by other attorneys who refer clients to you. Failing do so will soon become your problem as well.

If we do not self-regulate this issue, it will eventually become a scandal and shine an unwanted light on our industry. This will in turn hurt the ability of victims to get the help they need.

[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL





## TCPA What You Should Know As An Attorney

**The Telephone Consumer Protection Act (TCPA) was enacted by Congress in 1991 to protect consumers from unwanted telemarketing calls and robocalls.**

The TCPA has become an increasingly important law in recent years as more and more people rely on their cell phones as their primary means of communication. Attorneys need to be aware of the TCPA rules as they apply to their practice to avoid violating the law and facing penalties.

The TCPA applies to any call made to a consumer using an automatic telephone dialing system (ATDS) or an artificial or prerecorded voice. The law requires that the caller must have the consumer's prior express written consent before making such calls. The term "prior express written consent" means that the consumer must have given permission in writing, and the consent must be clear and conspicuous. This means that attorneys cannot simply assume that they have the consumer's consent to call them, even if they have previously provided

their phone number.

The TCPA also requires that callers provide an opt-out mechanism during each call. This means that if a consumer no longer wishes to receive calls, they must be given a way to opt-out of future calls. If a consumer does opt out, the caller must immediately honor the request and stop making calls.

It is important to note that the TCPA applies to both telemarketing calls and non-telemarketing calls.

Violations of the TCPA can result in significant penalties.



- **Jacob Malherbe**  
Founder and CEO  
X Social Media  
jacob@xsocialmedia.com

The law allows consumers to sue for up to \$500 per violation, which can quickly add up if multiple violations occur. Additionally, the Federal Communications Commission (FCC) can also impose fines of up to \$16,000 per violation.

To avoid violating the TCPA, attorneys should take steps to ensure that they have the proper consent to contact consumers and that they are providing an opt-out mechanism during each call. Attorneys should also be cautious when using automated calling systems and should ensure that they follow all TCPA rules.

In summary, attorneys must be aware of the TCPA rules as they apply to their practice to avoid violating the law and facing penalties. By obtaining proper consent and providing an opt-out mechanism during each call, attorneys can ensure that they follow the law and can avoid any legal issues that may arise from TCPA violations.

**www.xsocialmedia.com**  
**1-888-670-0006**



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL





# How Shady Marketers Find Your Cases

Written By David Potter

**Lawyers may advertise for cases or retainers, but it is important to consider if they truly understand how these cases are generated. Some vendors are transparent about their advertising methods, allowing lawyers to see the ads being run for them and where they are placed on platforms like Facebook.**

However, other unknown vendors may be secretive about their case-generation methods, which raises red flags, including the unsafe use of:

- Email Marketing
- Affiliate Traffic
- Overseas Call Centers
- Unconfirmed Sources
- Extremely Low Cost Per Case Pricing

Obtaining your cases ethically from a known vendor is the safest way to advertise for cases in mass torts.

It's your job to determine appropriate ways for a marketer to reach clients, especially as it reflects on

your law firm. This is why asking your vendor about their case generation methods is important.

Standardizing the criteria for mass tort cases encourages accountability and the ability to measure and compare results. To ensure the safety of your case acquisitions, you can have the vendor sign a contract with your firm outlining the methods used and confirm that no cases are coming from email marketing. As a lawyer, it's essential to



## The Resource for Mass Tort Lawsuit Claims

understand the origin of the cases you're handling. When working with vendors, it's important to ask for tracking information on each case, including the specific ad or campaign that generated it. Any vendor can provide this information easily. If they cannot provide this data, it's a warning sign that they may have used unsavory methods. Ensure the integrity of your law

firm by becoming aware of the various traffic sources that cases can come from and having a clear understanding of how your vendor generates cases. Safe advertising strategies done in-house by your vendor may include Digital or Social media marketing as well as TV advertising.

At the MTMP conference, it's common for attendees to be approached by individuals who do not have badges for the conference and may not be reputable business partners. It's important to be vigilant and check if the person you speak with has an MTMP badge. If they don't, they may be trying to sell you a product or service that doesn't exist. Be cautious when conducting business with individuals outside of the conference venue.

**"Have more questions? Talk to X Social Media for more information."**

- **David Potter**  
President & General Counsel  
X Social Media  
david@xsocialmedia.com



**www.xsocialmedia.com**  
**1-888-670-0006**





**SocialMedia**  
MASS MARKETING WITH A MISSION

# CAMP LEJEUNE

We can provide the following on Camp Lejeune Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

## Lead and Case Cost

### TIER 1

**\$775** COST PER LEAD  
**\$3,700-\$4,200**  
COST PER CASE

### TIER 1&2

**\$775** COST PER LEAD  
**\$3,000-\$3500**  
COST PER CASE

### TIER 1,2&3

**\$775** COST PER LEAD  
**\$2,500-3,000**  
COST PER CASE

**CAMP LEJEUNE**  
water contamination

has been found to increase risk of the following:

- Parkinson's Disease
- Kidney Cancer
- Non-Hodgkin's Lymphoma
- Leukemias (all types)
- Liver Cancer
- Bladder Cancer
- Multiple Myeloma
- Kidney Disease
- Renal Toxicity
- Systemic Sclerosis

PEOPLE WHO SERVED, L  
CAMP LEJEUNE BETWEEN  
CLICK TO LEAR

THERE'S SOMETHING  
IN THE WATER



**CAMP LEJEUNE**  
Highly Contaminated  
Drinking Water

Exposed to the water at Camp Lejeune  
between 1953 - 1987.



Significant compensation  
may be available

Branded Cost +20%  
Introduction to  
Co-counsel and  
Intake Centers

"Schedule a time for a free strategy  
analysis of your firm to see how  
X Social Media can help you."



- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com

**SocialMedia**  
MASS MARKETING WITH A MISSION

[www.xsocialmedia.com](http://www.xsocialmedia.com)

1-888-670-0006







## Camp Lejeune: A Rare Gem In The Mass Tort Arenas

By David Potter, President & General Counsel, X Social Media

**Camp Lejeune's unique characteristics and low-risk profile make it a valuable addition to any mass torts portfolio.**

The project's notoriety grew in July of 2022 due to the government's failure to address the issue of contaminated water at Camp Lejeune, as well as the efforts of several law firms to bring attention to the case. Finally, in August 2022 the Camp Lejeune Justice Act was passed, leading to the government to accept liability for the injuries resulting from the contaminated water.

One of the most striking aspects of the Camp Lejeune project is that compensation for victims comes from a treasury fund with no cap or political approval needed for payouts. This makes it a low-risk option for plaintiff lawyers, with very little litigation, duration, or solvency risks. Furthermore, the injuries sustained by victims over several decades

could result in higher payouts than those in other mass tort cases.

For example, Roundup has paid out over \$11 billion in settlements – making it a safe and reliable option for investors. Other torts, such as Hair Relaxer, may be promising but are still a risky investment. When deciding which torts to invest in, it's



"In addition to providing cutting edge digital marketing campaigns, X-Social has greatly expanded our networking opportunities."

**Dave Russotto,**  
**Partner**  
**Marcari Russotto Spencer & Balaban**

important to consider the potential risks and rewards of each option.

In addition to the torts you invest in, it's crucial to consider the track record of your co-counsel. Look for firms with a history of successful litigation and high payouts. These firms are a reliable option for investors, as they have

the experience and expertise to handle complex cases and secure favorable outcomes for their clients.

When investing in cases, it's important to understand the risk profile and focus on sure bets rather than what may be popular today but forgotten tomorrow. This means investing in torts and co-counsel that have a proven track record of success and are likely to generate a positive return on your investment.

Finally, it's important to ensure that every dollar invested generates a return. If you have borrowed money from a Wall Street lender, high interest rates can quickly eat away at your profits. By following these guidelines, you can build a successful portfolio and make the most of your investments in the Mass Torts field.

**"The longer you wait, the more expensive it will be to acquire cases. Call us today to discuss your campaign."**

**- David Potter**  
**President & General Counsel**  
**X Social Media**  
**david@xsocialmedia.com**



**www.xsocialmedia.com**  
**1-888-670-0006**



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



We can provide the following on Roundup Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

**Lymphoma Leukemia**  
Lawsuit Compensation



- Non-Hodgkin's Lymphoma
- B-Cell
- T-Cell
- Follicular Lymphoma
- Hairy Cell
- Survivors

Check Comp

**Lead and Case Cost**

**TIER 1**

**\$610** COST PER LEAD

**\$4,000-\$4,500** COST PER CASE

**ROUNDUP WEEDKILLER Cancer Awareness**

ROUNDUP EXPOSURE IS LINKED TO CANCER



- Non-Hodgkin's Lymphoma
- Adult T-cell leukemia Lymphoma
- Anaplastic Large Cell Lymphoma
- B-Cell Lymphoma
- Burkitt Lymphoma
- Chronic Lymphocytic Leukemia (CLL)
- Mantle Cell Lymphoma (MCL)
- Multiple myeloma
- Marginal Zone Lymphomas
- Burkitt lymphoma
- Lymphoblastic lymphoma
- Hairy cell leukemia (HCL)
- Primary central nervous system (CNS) Lymphoma
- T-Cell Lymphoma
- Adult T-cell leukemia lymphoma
- Anaplastic large cell lymphoma cancer (BIA-ALCL)

Significant compensation may be available. CLICK FOR CASE PRE-QUALIFICATION NOW [LEARN MORE](#)



**Branded Cost +20%**  
**Introduction to Co-counsel and Intake Centers**

“Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you.”



- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com





## Case Aquisition Insider Tips From A Vendor

Written By Jacob Malherbe

**Attending the Mass Torts Made Perfect conference? If you plan on buying qualified retainers from MTMP vendors, it's important you make wise decisions. Here's a checklist to ensure you ask all the necessary questions for quality answers:**

- You provide the criteria for the case, not the vendor.
- Get criteria from co-counsel, unless you're handling the cases in-house.
- Find out how the case is generated and confirm with proof from the vendor.
- Understand the return policy for cases that don't meet the determined criteria.
- Know what you'll receive when the case is delivered.
- Vendors should not ask for a backend fee.
- Determine the delivery time.
- Check references for the vendor to ensure others had positive experiences.
- Compare 2-3 vendors to understand market pricing.
- Consider your communication and overall relationship with the vendor.

**www.xsocialmedia.com**  
**1-888-670-0006**

- Look out for red flags when going through this checklist.

When vetting new vendors, pay attention to their established criteria. Vendors may include non-standard injuries in mass tort cases in order to appear more competitive.

As a lawyer, you must understand how the case was generated when



"Jacob the owner is probably the most sought after expert on Facebook I highly recommend this company, they've been a great company to work with."

**Darryl Isaacs**  
**Attorney at Law,**  
**Isaacs & Isaacs Personal Injury Lawyers**

working with vendors, whether it be through social media, television, or Google advertising. Confirm your cases will be generated within the bounds of legal ethics for advertising.

Before finalizing a deal, review and agree on the return policy to avoid any confusion. Misunderstandings often happen during intake and a return policy can mitigate issues.



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL

Look at examples of the deliverables and review the level of detail provided about the injured party. For instance, make sure you have the diagnosing doctor's name and pharmacy to obtain records.

Communicate your expectations to the vendor and include a maximum delivery time for contracts as part of your agreement. Check references to ensure that others had positive experiences with them. Avoid vendors who are difficult to contact or lack assistance from a support team.

Another red flag is if the vendor or their attorney takes a percentage for themselves. Remain cautious and know that any claims that "this is necessary" are likely false.

Be wary of vendors offering significantly lower prices. They would already have a dominant market share if they were truly exceptional. Stay vigilant and watch out for red flags to avoid falling victim to a scammer and losing your money.

**"Have MTMP questions or want to talk strategy? Contact us today."**

**- Jacob Malherbe**  
**Founder and CEO**  
**X Social Media**  
**jacob@xsocialmedia.com**

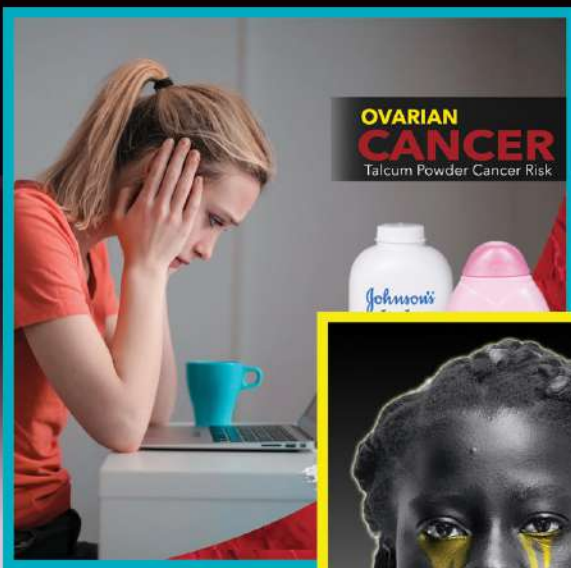


We can provide the following on Talcum and Ovarian Cancer Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

## Lead and Case Cost

**\$210** COST PER LEAD

**\$4,000-\$4,500** COST PER CASE



**Branded Cost +20%**  
**Introduction to**  
**Co-counsel and**  
**Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com





# MDL Versus State Courts: Which Is Better For Your Cases?

Written By David Potter

As the legal landscape evolves, so too must our strategies as personal injury lawyers. The multidistrict litigation (MDL) system was a game-changer for plaintiff law, providing a platform for collaboration and resource pooling among the best legal minds. This collaboration gave the plaintiff side the power to match up against the deep-pocket defense side, backed by unlimited capital from public markets.

Unfortunately, in recent years, the defense has found ways to outsmart us, targeting the strongest plaintiff firms and settling with their clients individually. As a result, the plaintiffs' bar is now starting to see a split between the MDL and state court.

For example, the Parquat tort has a venue in Louisiana, Zantac in California, and NEC in Illinois.

Many plaintiff firms with significant trial resources are creating their own dockets in state court, attracting referral firms to join them. It's important to pay attention to this shift as it should be part of everyone's diversification strategy. The ultimate goal is to get clients paid quickly and for the largest amount possible.



## The Resource for Mass Tort Lawsuit Claims

This shift in the legal landscape creates a third strategy, which we call the HOLD strategy. In this approach, a single firm holds the cases and keeps up with the statute of limitations and any needed actions. However, the cases are not referred until a settlement is in place. Then, the firm comes in late with their docket to capture more of the attorney's fee by entering their

cases only after the case has settled. To follow this strategy, firms need a company like Torticity to get the cases worked up and to keep clients engaged with their firm. Firms also need to have their ear to the ground to know who is in settlement talks and what firms to send the cases to.

Our industry is small, with only around 1,000 players, so knowing everyone and what is going on does not take much, and it could have a significant impact on our bottom line. It's up to us to get good consulting on these strategies and good intel on how to deploy them. The future of our industry is in our hands, and it's up to us to stay informed and adapt to new trends and strategies.

**"Schedule a free strategy analysis of your firm to see how X Social Media can help you."**

**- David Potter  
President & General Counsel  
X Social Media  
david@xsocialmedia.com**



**www.xsocialmedia.com  
1-888-670-0006**



**SocialMedia**  
MASS MARKETING WITH A MISSION



# X SOCIAL MEDIA IS GRATEFUL TO OUR WONDERFUL CLIENTS!

WE ARE HAPPY TO SERVE YOU.



**Majed Nachawati**  
Founding Partner,  
Nachawati Law Group

"Cultivating a productive working relationship with Paul Liebman and X Social Media for case acquisition has been a resounding success. The team conducted themselves with the utmost professionalism, displayed exceptional responsiveness, and "Cultivating a productive working relationship with Paul Liebman and X Social Media for case acquisition has been a resounding success. The team conducted themselves with the utmost professionalism, displayed exceptional responsiveness, and exhibited an unwavering commitment to executing the job to the highest standard. Their expertise in marketing for mass tort space is unparalleled, making them an outstanding recommendation for any firm's needs."

[HTTPS://NNTRIAL.COM/](https://nntrial.com/)



**Howard Ankin,**  
Partner  
Ankin Law Office LLC

"I've been actively marketing my Chicago law practice for over 25 years. I've investigated, tried-out, or used multiple vendors seeking the unicorn who would make my law career. Whether you are just starting out, or think you have it all figured out, Paul Liebman at X Social Media must be spoken to. When I tell you that from your first call with Paul it will be life-changing, I mean life altering. Trustworthy, knowledgeable, and connected, if I did not owe Paul a debt of gratitude I would have never have wrote this, wanting to keep him only to myself."

<https://ankinlaw.com/>



[www.xsocialmedia.com](http://www.xsocialmedia.com)  
**1-888-670-0006**

 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL

# RightChoice

LEGAL

# Advertising for the Greater Good

With technology and a sense of purpose, this advertising agency has grown by more than 2,000 percent, while helping half a million of people

**X Social Media (XSM)** isn't like other marketing agencies. Sure, it delivers cost-effective results for clients at scale. But its real purpose is to help abuse survivors and victims of corporate greed find justice by connecting them to relevant civil lawsuits called mass torts. Since 2015, XSM has used Facebook and Instagram advertising to connect more than 500,000 people to legal representation across a range of injustices. XSM fights to end racial discrimination, sexual abuse, human trafficking, and injuries caused by prescription drugs and manufactured devices by holding companies and people accountable for their actions.

Founder and CEO Jacob Malherbe was inspired to start the firm after he successfully used digital media to make a difference after the BP oil spill. Today, XSM is Inc.'s 159th fastest-growing business with a 2,429 percent three-year growth rate. The driver, says Malherbe, is their mission.

## A HISTORY OF HELPING

Malherbe believes it was divine timing that he moved to the Gulf of Mexico six months before the BP oil spill of 2010. He was busy running a successful business, but he felt compelled to help his neighbors who had lost everything. He set up a blog with advice for victims. As an immigrant from Denmark, he knew his writing wasn't perfect. But the content was useful, and the blog took off. Law firms from big cities took notice, but he chose to connect readers with local lawyers he trusted.

The experience gave Malherbe and his wife, Roseanna—now XSM's COO—the idea for the business. Malherbe notes their solution is four to five times cheaper than TV

advertising because they can target so precisely on Facebook and Instagram. They also screen people who click on the ads before connecting them with a law firm and continually invest in technology that improves lead-conversion rates.

## WHEN PURPOSE AND OPPORTUNITY OVERLAP

XSM doesn't rely on traditional business development; instead, new clients come to them. They post campaign performance on their website monthly, maintaining full transparency. The results speak for themselves. For example, in under four months, XSM connected 60,000 people affected by the opioid crisis to law firms pursuing civil action. Examples such as these explain the firm's \$52 million in 2019 revenue.

Malherbe advises fellow entrepreneurs to seek opportunities that help others while delivering real value for clients. He adds it is easy to get wrapped up in making money fast, but it is more important, and fulfilling, to drive positive change. If it is a good idea and it helps others, success will follow.



Co-Founders,  
Jacob Malherbe and  
RoseAnna Malherbe

XSOCIALMEDIA.COM



**19**  
Employees



**\$52+**  
million  
2019 Revenue

**X SocialMedia**







# Zantac's Aftermath & How To Recover

Written By David Potter

**In the mass tort world, Zantac case developments have left many wondering about the future of this once-promising litigation. Zantac, a popular medication used to treat heartburn and acid reflux, has been linked to different cancers, including esophageal, bladder, and colon cancer. However, a judge's recent decision has all but ended the MDL case against Zantac – leaving plaintiffs to focus on state court cases.**

With only a small chance for revival on appeal, the MDL case is over. However, there are still good state court cases in progress, which could provide plaintiffs with a path to recovery. The most critical state court case is in California, which has been postponed for five months. This postponement could be a good thing for the plaintiffs, as it could give them more time to prepare their cases and strengthen their arguments.

Despite setbacks, some plaintiffs have had success in reaching settlements with a few involved drug makers. In August 2022, a man suing Zantac drug makers for allegedly causing his esophageal cancer dropped his lawsuit a week before his scheduled trial. This led to a series of quiet settlements with Teva Pharmaceutical Industries Ltd., Perrigo Co., Sun Pharmaceutical Industries Inc., and Dr. Reddy's Laboratories Inc. All generic drug makers agreed to combine in a settlement that would pay Joseph Bayer more than \$500,000.

Zantac users who have sued for damages claim that generic drug makers and multi-national drug companies, like Pfizer and GlaxoSmithKline, knew Zantac's active ingredient – ranitidine – could degrade upon digestion and morph into carcinogenic NDMA for years. Yet, they failed to cease selling it. As with any mass tort litigation, it's essential to diversify one's portfolio to avoid being all-in on one case. Though Zantac was once considered a strong case, it was met with a judge who was unwilling to see the case from the plaintiffs' point of view.

Plaintiffs must now shift their focus to state court cases to find more success. Zantac's case shows that there is still a path to recovery for plaintiffs, but it's essential to keep an eye on the ever-changing legal landscape of mass tort litigation.

**"Visit us online at [xsocialmedia.com](http://xsocialmedia.com) for more current torts."**

**- David Potter  
President & General Counsel  
X Social Media  
[david@xsocialmedia.com](mailto:david@xsocialmedia.com)**



"Cultivating a productive working relationship with Paul Liebman and X Social Media for case acquisition has been a resounding success."

**Majed Nachawati, Founding Partner,  
Nachawati Law Group**

Mr. Bayer's trial was originally scheduled to begin in Illinois state court on Aug. 22, 2022. It would have been the first case heard by a U.S. jury regarding contamination in Zantac.

**[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006**



We can provide the following on Hurricane Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

**HURRICANE**  
DAMAGE COMPENSATION



Insurers often delay, mir claims while keeping policyh

FINANCIAL COMPENSATION POS THOUSANDS IN FLORIDA.

**Lead and Case Cost**

**\$304** COST PER LEAD

**\$3,000-\$5,000** COST PER CASE



**HURRICANE IDA DAMAGE LAWYERS**

PROPERTY DAMAGE CLAIMS DENIED OR UNDERPAID

HURRICANE IDA	
STATS AS OF: 5:00 PM	
LOCATED:	26.2°N 87.0°W
WINDS:	105 mph
MOVING:	NW at 16 mph
240 MI SSE OF THE MOUTH OF THE MISSISSIPPI RIVER	

NEW ORLEANS MIAMI

**JUSTICE & SETTLEMENT HELP** [LEARN MORE](#)

**Branded Cost +20%**  
Introduction to  
Co-counsel and  
Intake Centers

“Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you.”



**- Paul Liebman**  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com





# Maximize Your MTMP: Insider Secrets From Industry Experts

Written By Sam Clark

**The first part of the MTMP conference is a three-day event which kicks off the with business of law aimed at providing litigation updates from leading counsel on various mass tort projects.**

The event features presentations from attorneys who are well-connected and involved in each mass tort. If you are new to mass torts and are unsure of which you are interested in, research the ones that align best with your personal style. Consider what type of clients and injuries you have the most compassion for, as this often guides your decision. The event provides an opportunity to learn the criteria needed to file a claim and which law firms are serving in leadership positions for the MDL. Attendees are encouraged to ask questions of the presenters and to strike up conversations with panelists after the presentations are over.

**www.xsocialmedia.com**  
**1-888-670-0006**

Mass tort litigation is a team sport, and the leadership needs your support as much as you need theirs. Take advantage of the opportunity to form new relationships so you can stay current even after MTMP is over.

There are typically over 100 vendors offering various services, from obtaining cases to working them up for you to settle. These



"Paul and the X Social Media team are so much more than trustworthy businesspartners. They care about their clients and the real people their clients represent."

**Davis Cooper,**  
**Founding Partner,**  
**Cooper Law Partners**

vendors are well-versed in the industry and can provide valuable insights, so talk to multiple vendors and get different perspectives. With years of experience in attending these events, vendors are well-connected and can assist any problems you may encounter.

Vendors often have knowledge of "invitation only" early-stage

torts. These can be highly profitable if you are able to gain access to them. Additionally, vendors also know the practices of co-counsel lawyers who may try to persuade you to refer cases to them.

Attending the MTMP conference is not just about acquiring information about mass torts. It is a team sport and no one lawyer can do it alone. Building strong relationships with co-counsels and experienced players in the mass tort industry is essential for success no matter how experienced you may be.

You'll have many opportunities to connect with others at the various receptions. If your goal is to help mass tort victims, there will be multiple ways for you to connect as long as you are willing to take the first step and join the conversation. Consider yourself personally invited to stop by the X Social Media booth to chat about whatever questions you may have.

**"Reach out to us with any questions regarding MTMP or tort investment strategy."**

**- Sam Clark**  
**Director of Client Success, X Social Media**  
**sam@xsocialmedia.com**



We can provide the following on Paraquat Social Media Advertising  
Cost +20%TV Advertising Branded or Unbranded.

**Lead and Case Cost**

**\$135** COST PER LEAD  
**\$4500-\$5,500** COST PER CASE

**USED PARAQUAT?**

**PARAQUAT LINKED TO PARKINSON'S DISEASE**

- Tremor or shaking, usually in a limb, often your hand.
- Slowed movement & rigid muscles
- Impaired balance
- Loss of movement
- Speech problems



SEE IF YOU



**BREAKING NEWS**

**Strong scientific evidence linking the herbicide Paraquat to Parkinson's disease!**

**Branded Cost +20%**  
**Introduction to Co-counsel and Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



**- Paul Liebman**  
**Chief Revenue Officer**  
**X Social Media**  
**paul@xsocialmedia.com**





## From PI To Mass Torts: A Beginner's Guide

By David Potter, President & General Counsel, X Social Media

**While personal injury may be your primary practice area, gaining exposure to mass torts at a mass torts conference should be part of your long-game.**

Consider investing a portion of your firm's yearly profits in a marketing campaign to defer your taxable income until the payout day. While this may seem like a wise strategy, it's important to be aware that most mass torts are long-term investments that take as long as 60+ months to finish.

To shorten this timeline, consider investing in a mass tort that has been running for 60+ months and is in or near the settlement stage. Torts with the highest probability of payout in the next 24-36 months include Roundup, Hernia Mesh, Talc, and Camp Lejeune. Late-stage torts can provide a return of 3-5X your investment, which is lower than early-stage investments, but the risk is also much lower. The exception is the "Unicorn Tort" Camp Lejeune, which can potentially provide over 8X your investment back.

The middle tier of torts includes NEC, Paraquat, and possibly AFFF. These torts are typically 36-48 months from settlement.

Although the return is typically higher (5-8X your investment), they are medium risk and require diversification and investment in late-stage, low-risk torts before entering.



"I've found Paul to be reliable, knowledgeable and trustworthy. It is a pleasure to deal with him and X Social Media."

**John Ameen,  
Attorney,  
The Law Offices of John D. Ameen, P.A.**

The newest torts carry the most risk and are 60+ months from settlement. Although they offer a 10-15X ROI if they come to a settlement, you should never take the long shot unless you already have 90% of your investment in solid, late- and middle-stage torts. And remember that while

investing in mass torts can be profitable, it's essential to understand the risks and plan accordingly.

Co-counsel is the second most significant risk factor for your investment. It's important to make sure that the firms you are working with are prepared to provide you with monthly reports on your cases and are near the action in the torts you are investing in. Each mass tort should have only a handful of co-counsel to choose from.

It's essential to exercise caution when taking advice from strangers at the conference who may be attempting to win your business. This applies to both marketers and lawyers. Conduct your research and request references before doing any business. Find us at MTMP or reach out to discuss your mass tort investment strategy.

**"So give us a call and let's see how we can help you!"**

**- David Potter  
President & General Counsel  
X Social Media  
david@xsocialmedia.com**

**www.xsocialmedia.com  
1-888-670-0006**



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL





**SocialMedia**  
MASS MARKETING WITH A MISSION

# Toxic Baby Formula

We can provide the following on Necrotizing Enterocolitis (NEC)  
Social Media Advertising Cost +20% TV Advertising Branded or  
Unbranded.



Children and adults up to the age of 30 who were born prematurely and experienced any of the following, may qualify for compensation.

- DEATH
- NEUROLOGICAL IMPAIRMENT
- COGNITIVE IMPAIRMENT
- MOTOR IMPAIRMENT
- CEREBRAL PALSY
- BLINDNESS

## Lead and Case Cost

**\$145** COST PER LEAD

**\$4,000-\$4500** COST PER CASE

Necrotizing Enterocolitis (NEC)  
Baby formula link  
requiring surgery.  
Get Compensation Now

### Necrotizing Enterocolitis (NEC) Settlement Compensation



**BREAKING NEWS**

**Enfamil Similac**

**Toxic baby formula linked to Necrotizing Enterocolitis (NEC) requiring surgery.**

**Branded Cost +20%**  
**Introduction to**  
**Co-counsel and**  
**Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com

**SocialMedia**  
MASS MARKETING WITH A MISSION

[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006





# Unleash the Secrets to Keeping Your Clients Thrilled in Digital Advertising

Written By Sam Clark

**Starting a digital client acquisition campaign can be daunting, especially if it's your first time.**

That's where we come in to help you launch your campaign with confidence! When we launch new digital or TV campaigns, there are always a few critical items you'll need to be successful.

Here's a list of what you need to think about when starting a new campaign:

- Campaign Criteria
- Campaign GEO
- Landing Page Approval
- Ad Approval
- Ad Channel Approval
- Intake Script Approval
- Signed Case Integration

Sometimes, there is a slight delay in getting the intake to get hold of people to qualify or disqualify potential new clients. However, you should know that sign up normally lags 2 to 3 days from when leads start coming in. This is why the more you know about the process, the easier it is to set expectations moving forward.

assets as they are ready, which means you don't need to monitor and analyze their success yourself.

Additionally, having a success manager can also help answer your questions, provide routine updates on campaign performance, and offer regular reports on progress. Finally, a success manager can offer tangible next steps to take if adjustments to your campaign need to be made. Do you need someone who can help run through your checklist before you launch?



## The Resource for Mass Tort Lawsuit Claims

Launching a digital client acquisition campaign can seem overwhelming, but help from a dedicated success manager makes it run much more smoothly. In fact, most of your job includes approving

**"X Social Media takes care of most of the tough work while keeping you informed along the way. Contact X Social Media to get started."**

**- Sam Clark**  
Director of Client Success, X Social Media  
[sam@xsocialmedia.com](mailto:sam@xsocialmedia.com)

[www.xsocialmedia.com](http://www.xsocialmedia.com)

1-888-670-0006





VISIT US  
APRIL  
11-13, 2023  
BOOTHS # 64 - 65



# INTAKE DESK

Specializing in New Client Acquisition

# GROW YOUR MASS TORT DOCKET

**"INTAKE DESK PROVIDES IMMEDIATE AND HIGH VALUE RESULTS TO THE NATION'S LEADING LAW FIRMS"**

## SINGLE SOURCE SOLUTION FOR NEW CLIENT ACQUISITION

We provide **criteria driven campaign management** paired with our **best-in-class intake retention services** to retain qualified claimants on your law firm's behalf.

### Criteria Driven Campaign Management

We utilize litigation specific data to optimize your campaigns for injured claimants that need your firm's assistance.

### Best-In-Class Intake

With our state of the art U.S. based contact center we follow-up, qualify, and retain based on your firm's criteria.

### Predictable Results

Our Mass Tort trained staff and our campaign management experience allow us to deliver to your firm a **predictable cost per retained client**.

### Real time Transparency

We provide real time visibility into your campaign results from the beginning with our proprietary reporting system "TORTVISION".

## Seamless Integrations

Through our secure online portal, you can easily access all new client intake questionnaires along with important case documents or we can integrate with any case management system. We have built custom integrations with:



Let Intake Desk **Generate Predictable Results** That Will Help You Start Building Your Mass Tort Docket Today!

Phone : 954.800.4347

Email : info@IntakeDesk.com

Web Site: www.IntakeDesk.com





## Leading The Way In Digital Marketing Excellence

Written By Paul Liebman

**Building trust with clients is essential for a successful digital marketing campaign, along with communication and regular reporting of key metrics. In the legal industry, the most important metric to focus on is cost per case. By providing clear, accurate data, clients can see the value of the campaign and trust that their investment is paying off.**

Once you've established trust, it's time to focus on performance and optimization. With years of experience and over \$400 million in digital advertising spent, X Social Media has the expertise to optimize campaigns for the best possible results. Our status as a Facebook preferred partner gives us valuable insights into algorithm changes and new product launches, which our clients have access to.

A key component of our digital marketing strategy is the use of a feedback loop that reports the performance of your leads once they have

been contacted by intake. This provides us with detailed information on the outcome of each lead, whether it was qualified and converted or disqualified and discarded. Then, we optimize our campaigns by focusing on the ads that are producing the best cost per case results.

Our ad managers constantly monitor and optimize campaigns,



"Overall, I am incredibly impressed with the level of service I received from Paul Liebman and X Social Media. I look forward to continuing our partnership in the future."

**Mitri Shatara,  
Attorney,  
Alexander Shunnarah Trial Attorneys**

but this process depends on giving the Facebook algorithm enough time to learn and optimize each ad using machine learning. By focusing on the ads that are producing the best cost per case, we can deploy the full budget on those ads. This process ensures that you are maximizing your return on investment.

By being transparent and providing accurate data, we build trust with our clients and ensure that they are always in the loop. With daily morning reports outlining key metrics and the overall success of the campaign, clients easily keep track of the campaign's performance.

X Social Media has worked with over 500 firms, and our client's satisfaction is our top priority. We are happy to provide assurance of our expertise and success through references.

If you're in the market for mass torts cases, let's have a conversation about how X Social Media can help you reach your objectives. We pride ourselves on our transparency and ethical practices, allowing you to do business with peace of mind.

**"Reach out to me or come meet me at MTMP for a deeper discussion on this topic."**

**- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com**



**www.xsocialmedia.com  
1-888-670-0006**



**SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



SCAN FOR MORE LEAD INFORMATION



# SocialMedia

MASS MARKETING WITH A MISSION

## CURRENT LEAD AND CASE PRICE GUIDE 90 DAY AVERAGE

### FEATURED TORT CAMP LEJEUNE

**CAMP LEJEUNE**  
water contamination

has been found to increase risk of the following:

- Parkinson's Disease
- Kidney Cancer
- Non-Hodgkin's Lymphoma
- Leukemias (all types)
- Liver Cancer
- Bladder Cancer
- Multiple Myeloma
- Kidney Disease
- Renal Toxicity
- Systemic Sclerosis

PEOPLE WHO SERVED, LIVED OR WORKED AT CAMP LEJEUNE BETWEEN THE YEARS 1953 - 1997

CLICK TO LEARN MORE

From the 1950s through the 1980s, people living or working at the U.S. Marine Corps Base **Camp Lejeune**, North Carolina, were potentially exposed to drinking water contaminated with industrial solvents, benzene, and other chemicals.

**\$775**

COST PER LEAD  
(TIER 1)

**\$3,700-\$4,200**

COST PER CASE  
(TIER 1)

### HAIR RELAXER CANCER + FIBROIDS



**\$51**  
COST PER LEAD  
**\$1,500-\$2,000**  
COST PER CASE

### HAIR RELAXER CANCER ONLY



**\$78**  
COST PER LEAD  
**\$2,000-\$2,500**  
COST PER CASE

### CPAP



**\$2,000**  
COST PER LEAD  
**\$2,500-\$3,500**  
COST PER CASE

### HERNIA MESH



**\$105**  
COST PER LEAD  
**\$2,500-\$3,000**  
COST PER CASE

### SOUTHERN BAPTIST ABUSE



**\$300**  
COST PER LEAD  
**\$3,000-\$3,900**  
COST PER CASE

### PARAQUAT



**\$135**  
COST PER LEAD  
**\$4500-\$5,500**  
COST PER CASE

### ROUNDUP



**\$610**  
COST PER LEAD  
**\$4,000-\$4,500**  
COST PER CASE

### TALCUM POWER



**\$210**  
COST PER LEAD  
**\$4,000-\$4,500**  
COST PER CASE

### BABY FORMULA (NEC)



**\$950**  
COST PER LEAD  
**\$4,000-\$4,500**  
COST PER CASE



RightChoice  
LEGAL



BOOK TIME WITH PAUL LIEBMAN  
[CALENDLY.COM/PAUL-XSOCIAL](https://calendly.com/paul-xsocial)



[XSOCIALMEDIA.COM](https://xsocialmedia.com)



# Maximize Your ROI with Our Proven Digital Marketing Strategies

Written By Paul Liebman

**At X Social Media, we offer a distinctive blend of expertise and innovation in the field of case acquisition.**

As a trusted and seasoned partner, we have a proven track record of delivering outstanding results for our clients.

Our Agency Cost + model embodies efficiency, affordability and scalability, combining the creation of comprehensive campaigns with the establishment of a streamlined intake process, all while reducing the workload of law firms to a minimum.

Our unwavering commitment to transparency and accountability is a hallmark of our service. We understand the critical importance of keeping our clients informed and up-to-date on their budget and cost per acquisition. That's why every client is paired with a dedicated client success manager to ensure they receive the personalized attention and expert counsel they deserve.

For those seeking a more hands-off approach, we have devised a system that optimizes

the cost per qualified retainer while maintaining the highest standards of quality.

And in 2023, we are expanding our in-house Digital TV division, offering both digital and linear TV buys for Mass Tort or Personal Injury campaigns, leveraging the data from our digital business to target the right clients for maximum success.



“

Jacob, we just celebrated helping almost 60,000 people with filing Purdue bankruptcy opioid claims, so we just want to say thank you. Without you and X Social, it would not have been possible. All the vendors and everything you do has made us successful today, so we wanted to honor and thank you.

- Anne Andrews, Andrews & Thornton

At X Social Media, we offer the flexibility to promote your brand or leverage the power of our trusted legal brand, RightChoice Legal. As we continue to expand our presence in 2023, the RightChoice Legal brand will be prominently displayed on both digital and TV advertising,

instilling confidence in potential clients to choose your services. Our ultimate goal is to solidify RightChoice Legal as the epitome of trust and reliability within the legal industry by the close of the year.

In addition to delivering results, we are passionate about empowering our clients with knowledge and resources. That's why we offer free advice on any topic that can help our clients succeed, from connecting them with co-counsel to providing insights on current or emerging torts to introducing them to the leadership in these areas. At X Social Media, we are dedicated to providing exceptional support, reporting, and guidance to help you achieve your goals. Don't hesitate to reach out and let us help you take your case docket to the next level!

**“So give us a call and let's see how we can help you!”**

**- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com**



[www.xsocialmedia.com](http://www.xsocialmedia.com)

**1-888-670-0006**



**X SocialMedia**  
MASS MARKETING WITH A MISSION


**RightChoice**  
LEGAL

We can provide the following on CPAP Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

## Lead and Case Cost

**\$200** COST PER LEAD

**\$2500-\$3500** COST PER CASE



**CPAP DEVICES**  
**CANCER RISK AND ORGAN DAMAGE**

FREE CLAIM REVIEW

[Learn More](#)

The potential risks of particulate exposure and chemical exposure include:

Reactive Airway Disease (RAD)	Liver Cancer
Acute Respiratory Distress Syndrome (ARDS) after use of CPAP	Pancreatic Cancer
Asthma after use of CPAP	Larynx Cancer
	Lung Cancer



**Branded Cost +20%  
Introduction to  
Co-counsel and  
Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com





## The Importance of Choosing the Right Creative for Social Media Advertising

Written By Josh Jones

**As social media advertising becomes increasingly popular for businesses of all kinds, law firms that specialize in mass tort are no exception. In order to stand out from the competition and attract more clients, it's essential for law firms who want to attract mass tort clients to make sure their advertising content is eye-catching and creative.** This is because creative images can have a huge impact on the success of your social media advertising campaigns.

Law firm marketing managers should focus on choosing great creative content for social media marketing to attract new clients because it is an effective way of driving engagement, building relationships, and increasing brand visibility. Creative content can be used to showcase the firm's expertise and provide helpful information that potential clients can use. Additionally, creative content can help to

humanize the firm and establish a more personal connection with potential clients. By leveraging creative content, firms can stand out from the competition and capture the attention of potential clients.

Good creative images should be visually appealing, attention-grabbing, and memorable. They should also be relevant to the message you are trying to communicate and invoke an emotional response from your target audience.

For example, if you are a mass tort law firm looking to attract clients who have been injured by a medication or medical device, a creative image of an injured person can be a powerful way to communicate your message.

Additionally, the image should be of high quality and resolution, as people are less likely to engage with a low-quality image.

On the other hand, bad creative images can have a negative impact on the success of your social media advertising campaigns. Poorly designed images can be confusing and off-putting, which can lead to fewer leads and lower quality leads.

Additionally, stock images that have been used too often can make your content look unoriginal and unprofessional, which can also hurt your chances of getting new clients.

Overall, eye-catching and creative images are critical to the success of social media advertising for law firms that specialize in mass tort. Good creative images should be visually appealing, attention-grabbing, relevant to the message you're trying to communicate, and of high quality and resolution. Poorly designed images and overused stock images, on the other hand, can have a negative impact on the success of your campaigns. By utilizing creative images that are tailored to your target audience, you can increase your chances of generating more leads and higher quality leads for your law firm.

**"Visit us online at [xsocialmedia.com](http://xsocialmedia.com) for more current torts."**

**- Josh Jones**

**President & General Counsel  
X Social Media  
[joshua@xsocialmedia.com](mailto:joshua@xsocialmedia.com)**

**[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006**



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



We can provide the following on Tylenol and Autism Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

**Lead and Case Cost  
(Autism Only)**

**(Autism /ADHD)**

**\$100** COST PER LEAD

**\$80** COST PER LEAD

**\$2,000-\$3,000**

COST PER CASE

**\$1,800-\$2,200** COST PER CASE



**ACETAMINOPHEN WHILE PREGNANT  
LINKED TO INCREASED RISK OF AUTISM.**

**ACETAMINOPHEN  
&  
AUTISM**

Studies have found that taking acetaminophen while pregnant increases the risk of children developing autism.

**Time to File A CLAIM is Now  
No Cost to File!**

**LEARN MORE**



**Branded Cost +20%  
Introduction to  
Co-counsel and  
Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



**- Paul Liebman  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com**





# Revolutionary Changes In TV Advertising: Learn How To Stay Ahead Of The Game With OTT

Written By Corey Horn

**55 million cable users are estimated to cut ties with cable by 2025. Streaming applications like Netflix, Hulu, and YouTube TV are more popular than ever. But this means that it's time for businesses to rethink how they advertise.**

OTT (over the top) advertising is projected to reach a spend of around \$10 billion, while regular TV advertising is estimated at around \$66 billion. OTT advertising may still be small compared to traditional TV, however, its year-over-year growth rate of 57.4% says it's a trend that businesses should start planning around.

A few of the most popular OTT formats include:

- Video On Demand (VOD; a pre-roll or mid-roll ad that plays before or during a streaming video to target certain groups)

- Linear (live or scheduled ads that play on a streaming service optimal for brand awareness)
- Connected (a targeted ad that plays on a streaming service through a connected device that allows businesses to reach an audience based on viewing habits and preferences)



## The Resource for Mass Tort Lawsuit Claims

- Interactive (generate leads and increase conversions with an ad that prompts the audience to click through to a landing page or sign up for more information)
- Sponsored Content (native advertising for businesses looking to build brand awareness and establish themselves as a thought leader in their industry)

Businesses hope to spend less revenue while reaching more people by mastering the ability to target specific groups with increased precision through geographic, demographic, and behavior-based methods.

When it comes to OTT advertising in the mass torts industry, advertisements are still able to reach a similar audience as traditional TV. OTT ads mean businesses can rely less on inaccurate reports and targeting methods to reach their audience faster.

X Social Media works with clients to improve their message's timeliness by tying in phone logs to track real-time responses to our ads, which gives us an idea of how many of those calls resulted in a qualified lead and signed retainers.

**"Contact us if you need advice or consulting for your company's OTT advertising."**

**-Corey Horn**

**Director of Strategic Initiatives  
X Social Media  
corey@xsocialmedia.com**



**www.xsocialmedia.com  
1-888-670-0006**





# SocialMedia

Mass Marketing With A Mission



**RightChoice**  
LEGAL

[www.XSOCIALMEDIA.COM](http://www.XSOCIALMEDIA.COM)

1-888-670-0006





# RightChoice Legal: High Impact Branding For National Campaigns

Written By Corey Horn

**When launching a mass tort marketing campaign, it may be tempting to use the law firm's local branding and reputation as a way to increase your chances of success. However, the benefits of using a nationally recognized brand like RightChoice Legal far outweigh the advantages of using the law firm's local persona.**

A law firm's local branding and reputation are not nearly as important in a national advertising campaign as it is for local advertising. While a firm's local branding may be beneficial for attracting local clients for personal injury cases, it simply won't have the same effect on a national scale.

Nationally, potential clients are likely to be unfamiliar with a law firm's local reputation and branding. Instead, potential clients are more likely to respond to the specific message of an ad. This is why nationally branded advertising focused on the specific issue at hand can be more effective for a nationwide advertising campaign.

[www.xsocialmedia.com](http://www.xsocialmedia.com)

1-888-670-0006

In the case of Camp Lejeune contaminated water litigation, potential clients are more likely to respond to an ad that specifically outlines the health risks associated with the contamination and how a law firm can help them seek justice and compensation. Similarly, an ad for hair relaxer litigation should focus on the

firm's local or regional reputation may be beneficial for attracting local clients, it won't have much of an impact on a national level. For a nationwide advertising campaign, focusing on the narrative of the litigation and informing clients about the injuries that are subject to potential compensation will produce much better results for your law firm's campaign.



## The Resource for Mass Tort Lawsuit Claims

potential health risks associated and the legal options available to victims of the product. These messages are further enhanced when accompanied by a highly trusted, nationally recognized brand such as RightChoice Legal.

On a national scale, potential clients are unlikely to be influenced by the reputation of the law firm. While a law

The bottom line? A law firm's local branding and reputation are not nearly as important for a nationwide advertising campaign to attract mass tort clients. Using a nationally recognized brand such as RightChoice Legal will win every time.

**"Want to work with the experts in non-branded advertising? Let's start the conversation today!"**

**-Corey Horn**

**Director of Strategic Initiatives  
X Social Media  
[corey@xsocialmedia.com](mailto:corey@xsocialmedia.com)**





# SocialMedia

MASS MARKETING WITH A MISSION

SCAN FOR MORE  
LEAD INFORMATION

## CURRENT LEAD AND CASE PRICE GUIDE 90 DAY AVERAGE

### FEATURED TORT HAIR RELAXER CANCER

**CANCER FROM USE OF HAIR RELAXERS**

**Hair Relaxer Cancer Risk**

CREME HAIR RELAXER

A lawsuit has been filed over claims that chemical hair-relaxing products may put women at higher risk for Uterine Cancer, Breast Cancer, Fibroids, and Infertility.

[LEARN MORE](#)

In recent years multiple studies have been published that suggest a link between chemical hair relaxers and uterine cancer, and infertility. Researchers have warned many hair relaxer products contain as many as 5,000 chemicals, many of which are classified as toxic.

**\$78**

**COST PER LEAD**  
(CANCER ONLY)

**\$850-\$1,100**

**COST PER CASE**  
(CANCER ONLY)

### CAMP LEJEUNE TIER 1

**CAMP LEJEUNE**  
Water Contamination

Have you been exposed to the toxic water at Camp Lejeune?

JUSTICE & SETTLEMENT HELP

**\$775**

**COST PER LEAD**

**\$3,700-\$4,200**

**COST PER CASE**

### CAMP LEJEUNE TIER 1 & 2

**THERE'S SOMETHING IN THE WATER**

**CAMP LEJEUNE**  
Highly Contaminated Drinking Water

Exposed to the water at Camp Lejeune between 1953 - 1987?

JUSTICE & SETTLEMENT HELP

**\$775**

**COST PER LEAD**

**\$3,000-\$3,500**

**COST PER CASE**

### BAIR HUGGER

**Bair Hugger**  
Warming Blanket Lawsuit

Have you been injured by a Bair Hugger warming blanket?

JUSTICE & SETTLEMENT HELP

**\$1,275**

**COST PER LEAD**

**\$1,500-\$2,000**

**COST PER CASE**

### HURRICANE

**HURRICANE IDA**  
DAMAGE LAWYERS

PROPERTY DAMAGE CLAIMS  
DENIED OR UNDERPAID

JUSTICE & SETTLEMENT HELP

**\$304**

**COST PER LEAD**

**\$3,000-\$5,000**

**COST PER CASE**

### BIRTH INJURY

The biggest monetary award in the world is yours.

**Get Help Now**

**\$310**

**COST PER LEAD**

**\$4,000-\$4,500**

**COST PER CASE**

### MEDICAL MALPRACTICE

**Significant Compensation**

Not available to individuals who may have been harmed due to negligence, misdiagnosis, or mismanagement in a health care setting.

**Get Help Now**

**\$36**

**COST PER LEAD**

**\$4,000-\$4500**

**COST PER CASE**

### RIDESHARE/SEXUAL ASSAULT

**RIDESHARE**  
HARASSMENT JUSTICE

Have you been harassed or sexually assaulted while using a rideshare service?

JUSTICE & SETTLEMENT HELP

**\$156**

**COST PER LEAD**

**\$3,000-\$4,000**

**COST PER CASE**

### TYLENOL AUTISM + ADHD

**ACETAMINOPHEN WHILE PREGNANT**  
LINKED TO INCREASED RISK OF AUTISM

**ACETAMINOPHEN**  
AND  
**AUTISM**

JUSTICE & SETTLEMENT HELP

**\$100**

**COST PER LEAD**

**\$2,000-\$3,000**

**COST PER CASE**

### TYLENOL AUTISM ONLY

**ACETAMINOPHEN WHILE PREGNANT**  
LINKED TO INCREASED RISK OF AUTISM

**ACETAMINOPHEN**  
AND  
**AUTISM**

JUSTICE & SETTLEMENT HELP

**\$80**

**COST PER LEAD**

**\$1,800-\$2,200**

**COST PER CASE**



**BOOK TIME WITH PAUL LIEBMAN**  
[CALENDLY.COM/PAUL-XSOCIAL](https://calendly.com/paul-xsocial)



[XSOCIALMEDIA.COM](https://XSOCIALMEDIA.COM)



## Maximizing Your Portfolio: Invest Like An Investor

Written By Paul Liebman

**Attending the Mass Torts Made Perfect (MTMP) conference is a great opportunity for lawyers to network and stay up to date on the latest developments in the field.**

However, it's important to remember that every lawyer you meet there is attempting to sell their latest project and recruit co-counsel cases. As an investor, it's crucial to ensure that their objectives align with your overall portfolio strategy.

Diversification is key to minimizing risk, both in terms of the types of torts you pursue and the co-counsel you work with. Just like your personal investments, your portfolio should include safe and reliable options. While it's okay to invest in newer torts like Hair Relaxer, it's important to do so with caution and not to load up on them before they have established a track record.

One way to assess the track record of different torts is to look at their payouts.

For example, Roundup has paid out over \$11 billion in settlements – making it a safe and reliable option for investors. Other torts, such as Hair Relaxer, may be promising but are still a risky investment. When deciding which torts to invest in, it's



“

I have worked with Jacob on many projects and have always been impressed with his commitment to achieving results and quality of his work. Personal attention to the law firm is a strong suit for X SocialMedia.

- Ron Rash, Attorney

important to consider the potential risks and rewards of each option.

In addition to the torts you invest in, it's crucial to consider the track record of your co-counsel. Look for firms with a history of successful litigation and high payouts. These firms are a reliable option for investors, as they have

the experience and expertise to handle complex cases and secure favorable outcomes for their clients.

When investing in cases, it's important to understand the risk profile and focus on sure bets rather than what may be popular today but forgotten tomorrow. This means investing in torts and co-counsel that have a proven track record of success and are likely to generate a positive return on your investment.

Finally, it's important to ensure that every dollar invested generates a return. If you have borrowed money from a Wall Street lender, high interest rates can quickly eat away at your profits. By following these guidelines, you can build a successful portfolio and make the most of your investments in the Mass Torts field.

**“The longer you wait, the more expensive it will be to acquire cases. Call us today to discuss your campaign.”**

- Paul Liebman  
Chief Revenue Officer  
X Social Media  
[paul@xsocialmedia.com](mailto:paul@xsocialmedia.com)

[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL





# SocialMedia

MASS MARKETING WITH A MISSION

SCAN FOR MORE  
LEAD INFORMATION

## CURRENT LEAD AND CASE PRICE GUIDE 90 DAY AVERAGE

### FEATURED TORT HAIR RELAXER CANCER

**CANCER FROM USE OF HAIR RELAXERS**

**Hair Relaxer Cancer Risk**

CREME HAIR RELAXER

A lawsuit has been filed over claims that chemical hair-relaxing products may put women at higher risk for Uterine Cancer, Breast Cancer, Fibroids, and Infertility.

[LEARN MORE](#)

In recent years multiple studies have been published that suggest a link between chemical hair relaxers and uterine cancer, and infertility. Researchers have warned many hair relaxer products contain as many as 5,000 chemicals, many of which are classified as toxic.

**\$78**

**COST PER LEAD**  
(CANCER ONLY)

**\$850-\$1,100**

**COST PER CASE**  
(CANCER ONLY)

### CAMP LEJEUNE TIER 1

**CAMP LEJEUNE**  
Water Contamination

Have you been exposed to the toxic water at Camp Lejeune?

JUSTICE & SETTLEMENT HELP

**\$775**

**COST PER LEAD**

**\$3,700-\$4,200**

**COST PER CASE**

### CAMP LEJEUNE TIER 1 & 2

**THERE'S SOMETHING IN THE WATER**

**CAMP LEJEUNE**  
Highly Contaminated Drinking Water

Exposed to the water at Camp Lejeune between 1953 - 1987?

JUSTICE & SETTLEMENT HELP

**\$775**

**COST PER LEAD**

**\$3,000-\$3,500**

**COST PER CASE**

### BAIR HUGGER

**Bair Hugger**  
Warming Blanket Lawfall

Have you been exposed to Bair Hugger warming blankets?

JUSTICE & SETTLEMENT HELP

**\$1,275**

**COST PER LEAD**

**\$1,500-\$2,000**

**COST PER CASE**

### HURRICANE

**HURRICANE IDA**  
DAMAGE LAWYERS

PROPERTY DAMAGE CLAIMS  
DENIED OR UNDERPAID

JUSTICE & SETTLEMENT HELP

**\$304**

**COST PER LEAD**

**\$3,000-\$5,000**

**COST PER CASE**

### BIRTH INJURY

**Birth Injury**

Did your child have a birth injury?

GET HELP NOW

**\$310**

**COST PER LEAD**

**\$4,000-\$4,500**

**COST PER CASE**

### MEDICAL MALPRACTICE

**Medical Malpractice**

Significant Compensation

JUSTICE & SETTLEMENT HELP

**\$36**

**COST PER LEAD**

**\$4,000-\$4500**

**COST PER CASE**

### RIDESHARE/SEXUAL ASSAULT

**RIDESHARE**  
HARASSMENT JUSTICE

JUSTICE & SETTLEMENT HELP

**\$156**

**COST PER LEAD**

**\$3,000-\$4,000**

**COST PER CASE**

### TYLENOL AUTISM + ADHD

**ACETAMINOPHEN WHILE PREGNANT**  
LINKED TO INCREASED RISK OF AUTISM

**ACETAMINOPHEN**  
&  
**AUTISM**

JUSTICE & SETTLEMENT HELP

**\$100**

**COST PER LEAD**

**\$2,000-\$3,000**

**COST PER CASE**

### TYLENOL AUTISM ONLY

**ACETAMINOPHEN WHILE PREGNANT**  
LINKED TO INCREASED RISK OF AUTISM

**ACETAMINOPHEN**  
&  
**AUTISM**

JUSTICE & SETTLEMENT HELP

**\$80**

**COST PER LEAD**

**\$1,800-\$2,200**

**COST PER CASE**



**BOOK TIME WITH PAUL LIEBMAN**  
[CALENDLY.COM/PAUL-XSOCIAL](https://calendly.com/paul-xsocial)



[XSOCIALMEDIA.COM](https://XSOCIALMEDIA.COM)



## Top 6 Personal Portfolio & Co-Counsel Picks

Written By Jacob Malherbe

**When you diversify your portfolio and stay up-to-date on the latest industry trends, you can maximize your returns and achieve success in the mass tort arena. Explore our top 6 portfolio picks with a mix of low, medium, and high-risk assets:**

**1.** Camp Lejeune is a unicorn in the mass tort industry with low risk and high return potential, which is why 30% of my portfolio will go to this tort with co-counsel firms Keller Postman and Weitz Luxenberg.

Duration: 24-36 Months  
Rating: A+

**2.** Roundup comes in second with over \$11 billion in settlements led by strong litigation firms with big dockets. Working with Klein & Specter and Arnold & Itkin for state court settlement and Napoli Shkolnik for a settlement track, 20% of my portfolio will go into this tort.

Duration: 24-36 Months  
Rating: A

**3.** NEC's strong plaintiff teams lead the charge in both the MDL and state court case in Illinois. Using LRCR in Connecticut for the MDL and Keller Postman for the state court strategy, 10% of my portfolio will be allocated here.

Duration: 36-48 Months  
Rating: B



### The Resource for Mass Tort Lawsuit Claims

**4.** Similar to Roundup, Paraquat also offers better science and a higher payout potential for claimants with Parkinson's disease. Working with Wagstaff in Louisiana state court, I'll allocate 10% of my portfolio to this tort.

Duration: 36-48 Months  
Rating: B

**5.** Hair Relaxer splits the docket between both litigations with

DiCello Levitt and bankruptcy with Andrews & Thornton with the potential for smaller brands to become bankruptcy mass torts. 10% of my portfolio will be allocated to this tort.  
Duration: 60 Months  
Rating: C

**6.** A combination of PFAS and AFFF, with PFAS being more centralized to different locations such as cities and AFFF already in use in fire stations and military installations. I would entrust Levin Papantonio with my PFAS cases and Environmental Law Group Law in Alabama with my AFFF cases while allocating 10% of my portfolio here.  
Duration: 60 Months  
Rating: C

**"I plan on keeping 10% of my portfolio in cash for the next 6-12 months just in case, and I'll be looking out for new states that open up for church or sexual abuse at colleges or other Title 9 institutions."**

**- Jacob Malherbe**  
Founder and CEO  
X Social Media  
jacob@xsocialmedia.com



[www.xsocialmedia.com](http://www.xsocialmedia.com)  
1-888-670-0006



 **SocialMedia**  
MASS MARKETING WITH A MISSION



We can provide the following on Sexual Abuse Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

## Lead and Case Cost

**\$300** COST PER LEAD

**\$3,000-\$3,900** COST PER CASE



**NY ABUSE JUSTICE**  
Adult Survivor Claims

Survivors of sexual abuse now have a right to file a claim for compensation, even if the abuse happened while they were in prison.

**NEW YORK ABUSE by PRISON STAFF** Significant Compensation May Be Available

**CARING ATTORNEYS ARE HERE TO HELP**

The Adults Survivors Act allows survivors one year to launch a claim.



**WOMEN ABUSED IN NEW YORK STATE MAY QUALIFY FOR COMPENSATION**

- Albion Correctional Facility
- Bayview Correctional Facility
- Beacon Correctional Facility
- Bedford Hills Correctional Facility
- Edgecombe Residential Treatment Facility
- Likeview Shock Incarceration Facility
- Metropolitan Correctional Center New York
- Metropolitan Detention Center Brooklyn
- New York Woman's House of Detention
- Toxonic Correctional Facility
- Willard Drug Treatment Campus

**LEARN MORE**

**Branded Cost +20%**  
**Introduction to**  
**Co-counsel and**  
**Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



**- Paul Liebman**  
Chief Revenue Officer  
X Social Media  
paul@xsocialmedia.com





# Enhance Your Case Portfolio With Smart Risk Management

Written By Paul Liebman

## Congratulations on securing a loan from your favorite Wall Street funder!

But remember it's important to keep in mind that your loan provider will expect regular reports on how the funds are being spent. To ensure a successful relationship with your lender, you need to have a solid plan in place to provide updates on your case portfolio. This includes having the right people in place to gather information on fallout and worked-up cases from your co-counsel.

While the 20% annual interest rate charged by Wall Street may seem steep, it can be a great deal for lawyers who have a strategy in place to maximize their returns and receive sound advice on which cases to pursue. Here is a strategy for optimizing your case portfolio, as of February 24, 2023:

- Allocate 60% of your funds to late-stage mass torts such as Camp Lejeune, Roundup, Talc, and Hernia Mesh. Allocate 30%

to middle-stage torts like Paraquat, NEC, and AFFF.

- Allocate the remaining 10% to the most speculative torts, such as Hair Relaxer, Tylenol, and Baby Food Heavy Metal. While you want exposure to these torts, they should only represent a small part of your portfolio.
- Create a spreadsheet of all the



"Whether you are just starting out, or think you have it all figured out, Paul Liebman at XSocialMedia must be spoken to."

**Howard Ankin,**  
**Partner,**  
**Ankin Law Office LLC**

mass torts you know and estimate their market price. Use vendors like X Social Media to determine the price if competitive.

- Add a column for the co-counsel you have selected for each case type. Choose a strong firm with leadership and enough resources to handle the cases.

- Add a column for expected fallout, which is usually between 20-30%, but can vary by tort.
- Add a column for the duration of the tort. Estimate how long it will take to reach settlement and payout.

This allocation strategy is designed to account for the interest rate you are paying on your loan. With a doubling of the loan amount due in four years, it is crucial to ensure you have enough winners on the late-stage torts to pay back the loan. The middle-stage and early-stage torts should be seen as house money to play with. By following these guidelines, you can build a successful case portfolio and maintain a good relationship with your loan provider.

**"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."**

**- Paul Liebman**  
**Chief Revenue Officer**  
**X Social Media**  
**paul@xsocialmedia.com**



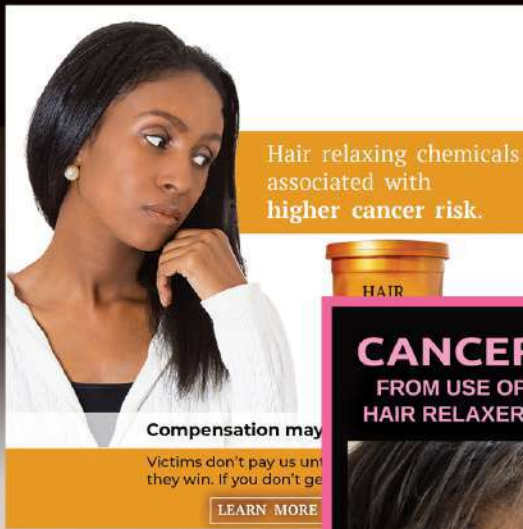
**www.xsocialmedia.com**  
**1-888-670-0006**



We can provide the following on Hair Relaxer Social Media Advertising Cost +20%TV Advertising Branded or Unbranded.

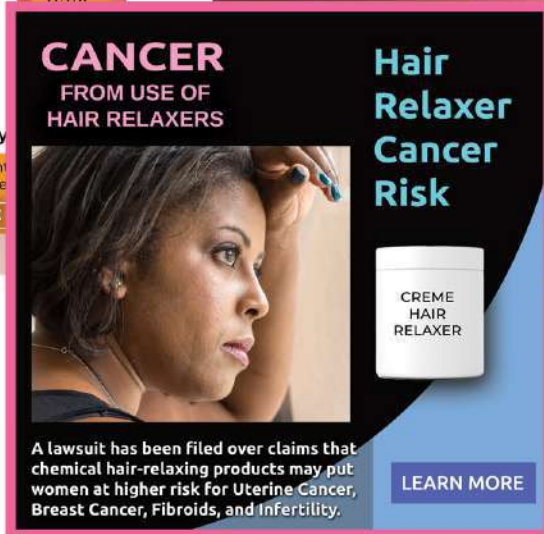
**Lead and Case Cost  
(Cancer Only)**  
**\$850 - \$1,100** COST PER LEAD  
**\$2,000-\$2,500** COST PER CASE

**(Cancer + Fibroids)**  
**\$497** COST PER LEAD  
**\$1,500-\$2,000** COST PER CASE



Hair relaxing chemicals associated with higher cancer risk.

Compensation may...  
Victims don't pay us until they win. If you don't get...  
[LEARN MORE](#)



**CANCER**  
FROM USE OF  
HAIR RELAXERS

**Hair Relaxer  
Cancer Risk**

CREME  
HAIR  
RELAXER

A lawsuit has been filed over claims that chemical hair-relaxing products may put women at higher risk for Uterine Cancer, Breast Cancer, Fibroids, and Infertility.

[LEARN MORE](#)

**Branded Cost +20%**  
**Introduction to  
Co-counsel and  
Intake Centers**

"Schedule a time for a free strategy analysis of your firm to see how X Social Media can help you."



**- Paul Liebman**  
**Chief Revenue Officer**  
**X Social Media**  
[paul@xsocialmedia.com](mailto:paul@xsocialmedia.com)







# The Secret To Revolutionizing Our Industry - And Why You Need To bBe A Part Of It

Written By Josh Jones

**I hope that you will agree that our industry is all about helping the people that where injured by a bad drug or product get the most compensation possible.** Said in another way we want to put as much money in their pocket for the injury they sustained as possible. In a mature industry (We Are Not) it comes down to standardized processes and procedures for each client that we interact with.

We need to change a lot of things about our industry but I will make it very clear in this article why its import.

## Here is what we must standardize:

- Case Criteria
- Landing page Questions setup
- Intake Script Setup
- Workup of the case
- Filing of the case.

Let me break it down so everybody can see the benefit to this.

Before filing any cases at the MDL level, it's important for all parties involved to agree on specific

[www.xsocialmedia.com](http://www.xsocialmedia.com)

1-888-670-0006

criteria for the cases. This includes having similar injuries and usage patterns for each case. Additionally, any disqualifying markers set forth by the PSC committee must be adhered to by all parties.

By avoiding weak cases, it will prevent the defense from having strong grounds to pursue at the bellwether trial level. This will increase the chances of winning bellwether trials and provide a stronger position for negotiation during settlement discussions.

Standard criteria for mass tort cases creates a standard market price for acquiring clients. This can help to clarify the market, which can be confusing today due to vendors selling cases that don't meet the standard criteria.

On the other hand, some attorneys may have their own reasons for accepting cases that fall outside standard criteria, but these reasons are not always in the best interest of their clients.

For example, they may know that their lender will discount their case docket when loaning them money, so they include non-compensatory cases to their docket, or they may

have received bad advice from a marketer about what cases to accept.

Having standard criteria will make the market more transparent for everyone in it including the attorneys, the funders and the marketers.

Standardizing the criteria for mass tort cases has other benefits as well. For example, in the call center aspect of the process, having a standardized script and sign-up process for each client will help identify the best call centers and set a benchmark for conversion rates. With standards in place, there is accountability and the ability to measure and compare results, which is not currently possible in the industry.

**"Visit us online at  
xsocialmedia.com for  
more current torts."**

**- Josh Jones**

**President & General Counsel  
X Social Media  
joshua@xsocialmedia.com**



 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



## **X SOCIAL MEDIA IS GRATEFUL TO OUR WONDERFUL CLIENTS!**

WE ARE HAPPY TO SERVE YOU.



**Davis Cooper,**  
Founding Partner,  
Cooper Law Partners

"Paul and the X Social Media team are so much more than trustworthy business partners. They care about their clients and the real people their clients represent. They are great people who get great results."

<https://cooperlawpartners.com/>



**Mitri Shatara,**  
Attorney,  
Alexander Shunnarah  
Trial Attorneys

"I had the pleasure of working with Paul Liebman and X Social Media for case acquisition, and I cannot say enough good things about my experience. Paul was an absolute pleasure to work with—he was professional, responsive, and always went above and beyond to ensure that my needs were met. His attention to detail and dedication to getting the job done right were evident in every interaction we had. Throughout the process, Paul was always available to answer my questions and provide guidance. His expertise in the field of case acquisition for legal cases is second to none, and I would highly recommend him and his team to anyone looking to acquire new cases. Overall, I am incredibly impressed with the level of service I received from Paul Liebman and X Social Media. Working with him was truly a pleasure, and I look forward to continuing our partnership in the future."

<https://shunnarah.com/>



[www.xsocialmedia.com](http://www.xsocialmedia.com)  
**1-888-670-0006**

 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL

# X SOCIAL MEDIA IS GRATEFUL TO OUR WONDERFUL CLIENTS!

WE ARE HAPPY TO SERVE YOU.



**John Ameen,  
Attorney,  
The Law Offices of  
John D. Ameen, P.A.**

"I've found Paul to be reliable, knowledgeable and trustworthy. It is a pleasure to deal with him and X Social Media."

<https://www.protectingyou.com/>



**Darryl Isaacs  
Attorney at Law,  
Isaacs & Isaacs Personal  
Injury Lawyers**

"I want to give a big shout out to Paul Liebman, his company X Social, we've worked with them, they've been amazing. Jacob, the owner, is probably the most sought after expert on Facebook. I highly recommend this company, they've been a great company to work with."

<https://wewin.com/>



[www.xsocialmedia.com](http://www.xsocialmedia.com)  
**1-888-670-0006**

 **SocialMedia**  
MASS MARKETING WITH A MISSION

**RightChoice**  
LEGAL



**SocialMedia**



## MASS MARKETING WITH A MISSION

CHAPTERS BY:

MIKE PAPANTONIO • BRENT COON  
ANNE ANDREWS • RICH NEWSOME  
DARREN MILLER • SHARON BOOTHE  
SCOTT BLACKBURN • DAVID POTTER  
JARRET PRUSSIN • JAY JACKSON  
JASON HENNESSEY  
& MORE...

A LAWYERS GUIDE TO MASS TORTS | JACOB MALHERBE

A LAWYERS GUIDE TO  
**MASS TORTS**

ESTABLISH YOUR LEGACY



JACOB MALHERBE

NEW BOOK BY  
JACOB MALHERBE



VISIT OUR BOOTH AT  
MTMP FOR A FREE,  
MAYBE EVEN SIGNED COPY,  
(IF JACOB IS THERE) ON THE 2021 BOOK  
"A LAWYER GUIDE TO MASS TORTS."



IF WE RUN OUT OF BOOKS YOU CAN ALSO ORDER THE BOOK  
ON OUR WEBSITE WITH FREE SHIPPING

[www.xsocialmedia.com](http://www.xsocialmedia.com)



# SocialMedia

MASS MARKETING WITH A MISSION



**1 MILLION +**  
EXCLUSIVE  
LEADS DELIVERED

**\$100M+**  
IN AD SPEND  
MANAGED ANNUALLY

**250,000+**  
SIGNED CASES  
AND COUNTING

## THREE WAYS TO PARTNER WITH X SOCIAL

### DIGITAL TV

- NATIONAL CASH BUY OR COST PER CALL MODELS AVAILABLE
- PROPRIETARY DATA DRIVEN TARGETING AND CONVERSION TRACKING

### DIGITAL LEADS

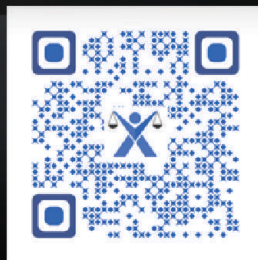
- LARGEST LEGAL ADVERTISER ON FACEBOOK
- 1 MILLION+ INJURY CATEGORIZED DATA LIST TO USE IN YOUR NEXT CAMPAIGN

### SIGNED PACKETS

- DATA DRIVEN INTAKE CENTER
- GUARANTEED COST PER PACKET MODEL



**RightChoice**  
LEGAL



SCAN TO GET THE LATEST CASE INFO

[www.xsocialmedia.com](http://www.xsocialmedia.com)