



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

phone (888) 886-0939 • www.fosterwebmarketing.com

Volume 4, Issue 8

August 2011

Inside This Issue

- 9 Ways To Market Your Way To A Better Practice 1
- Google's Gone Social 2
- Frequently Asked Questions 3
- Where do most marketers fall short? 3
- Staff Spotlight: Robby Daly—Jedi Master 3

You can always read, download and sign up for our newsletter at www.FWMnewsletter.com



9 Ways To Market Your Way To A Better Practice

"Don't put all your eggs in one basket." - Mom

What is marketing all about? It's about putting yourself in a position to enjoy your life outside of work.

If you market your company so well that you can raise your rates and actually work less while making more money, you'll have time to travel, be with your family and enjoy life. But every company needs to consider that there is no magic pill. No single marketing strategy is enough to turn your practice into the one you always dreamed of. The right mindset, however, can work wonders. A well-rounded marketing approach that includes both online and offline campaigns will be more effective and lay the foundation for long-term success.

But for those that aren't thinking about marketing all day and need to focus on practicing law, what are the best options available? ***Here are 9 proven ways to market your practice in today's world.***

1 Content

Yes, it's the most obvious one but we have to say it. If you aren't writing at least 30 pieces of content each month, it's time to step it up. But if your fingers hurt from typing so many blogs and articles, go back and re-optimize old content.

2 Video

Another form of content but it ranks better in searches, builds trust with potential clients and converts more viewers in contacts. It's not the future anymore, it's the here and now. Check out YouNeedYouTube.com to get our free book, *The Small Business Guide to YouTube*.

3 Free Offers

Content and video will get people to your site. But now what? You need to get them to take action. Whether it's a phone call or a web form, you need to capture information about them so you can continue to market to them. A free offer, like a book or DVD, is the best way to do this. Read more about this on Page 4.



HAS YOUR WEBSITE GONE MOBILE?

By 2013, mobile internet usage will overtake desktop usage. You need to be where your potential clients are searching.

- No monthly fees
- Optimized for mobile search
- Same look & feel as your desktop site
- Complete syncing with DSS

Call 888-886-0939 today to get more information about a Foster Web Marketing mobile site.

— continued on page 4



FOSTER
WEB MARKETING

**Killer Website
Marketing
System for
Attorneys**

Foster Web Marketing
10555 Main Street, Suite 470
Fairfax, Virginia 22030

Toll free: (888) 886-0939
Fax: 703-997-1309

www.fosterwebmarketing.com



MAKE MARKETING HAPPEN WEEKLY PODCAST



Jimmy Daly

Our marketing dude Jimmy has teamed up with



Charley Mann

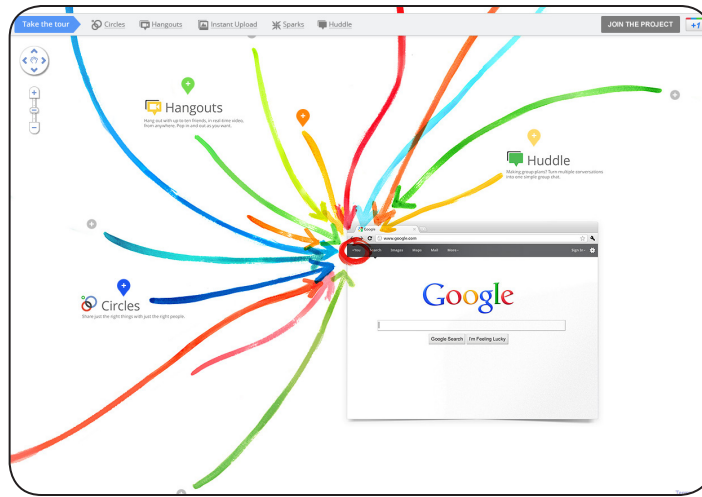
Ben Glass' marketing dude Charley Mann to publish a

weekly podcast loaded with practical marketing advice.

Check out our website

MakeMarketingHappen.com

to download the podcast to your iPod or listen online!



Google's Gone SOCIAL

The search giant has jumped headfirst into social media. What are your impressions of Google+ so far?

It was no secret that Google was itching to compete with Facebook and they have finally launched a real social network that looks to be ready to take on the social media monster.

So far, users have been impressed by the clean interface and integration with other Google products.

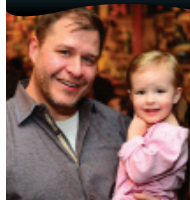
Until Google+ is available to everyone, it will be difficult to judge whether or not it can rival Facebook as the world's most popular social network.

Even if it can't match Facebook's 650 million users, Google is going to be able to use the data from Google+ to make their search results more accurate. Search

is their cash cow and the motivation for many of their side projects. More user data always means better ads and better search results. 🌐

We'd love to hear what you think of Google+ so far. Just email jimmy@fosterwebmarketing.com and we will feature you in a future newsletter!

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Q: Can you provide some tips to get more out of Google Analytics?

A: We use Google Analytics every single day to track activity on our sites. Here is a quick way to find out what your best keywords are. Go to "Traffic Sources" then click "Search Engines". Filter out keywords that contain the name of your firm.

This will give you a list of organic search terms that brought new people to your website. Check this regularly and write content around these terms to take advantage their popularity. You'll also want to make sure that the pages that capture these search terms have a call to action and a video.

Q: What's the latest on Google Panda?

A: This update will continue to evolve and will likely take on new forms and new names in the future. Just stay focused of really good content (including video) and make sure to be optimized for local search with sites like Google Places. One quick tip: Don't blast out a ton of content at once. Get on a regular schedule (ideally 1-2 articles each day) and stay consistent.

Where do most marketers fall short?

Conversion. It's the hump that many lawyers can't quite get over. Here are a few tips to help you out!

Have you ever watched your favorite football team march the ball down the field, only to get stuffed on the goal line and turn the ball over? Most of us at the Foster Web Marketing World Headquarters in Fairfax, VA are Redskins fans, so we know this feeling all too well.

But please...we beg you...don't let this happen to your law firm's marketing efforts. You have spent so much time and effort to get people on your website, you cannot afford to turn the ball over. You don't need to score a touchdown every time. Field goals and even first downs are great progress in the marketing funnel. So how can you avoid the same mistakes that so many others have made?

Don't forget the call to action! Every page on your website needs a call to action. Your potential clients can't read your mind so tell them what to do.. Whether they should pick up the phone and call you, fill out a form, "Like" you on Facebook, the idea is the same. Capture some

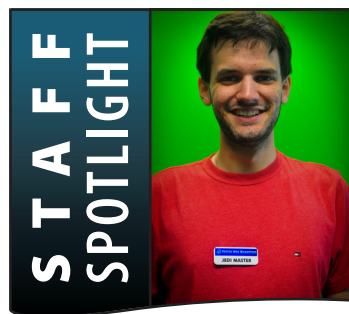
information about them so you can continue to market to them in the future.

- **Entice them with a free offer.** By far the best way to capture contact information is to offer a free book or report that offers really interesting and helpful information. Make sure you have planned an automated follow-up sequence. It could take 6 months or even a year to convert someone. But remember, you didn't propose on the first date. It takes time for these relationships to grow so be patient!

- **Get video on your website yesterday.** Video is proven to keep people on your site longer and build trust. It is a conversion necessity. It's your chance meet every visitor on your site and it's coming to be expected. Don't get left behind! 🌐

For more information on converting web visitors into real clients, check out our book "Explode Your Law Practice Through Internet Marketing" at www.ExplodeYourLawPractice.com.

Remember, you didn't propose on the first date. It takes time for these relationships to grow so be patient!



Robby Daly—Jedi Master

Robby Daly has been working for Foster Web Marketing for just over one year. In that short amount of time, he has proven himself as a very capable web developer and gone from shredding paper to programming and coding websites. Just how did that happen?

Robby joined the team in June of 2010 after meeting Tom through his daughter (and Robby's girlfriend!) Torie Foster. What began as a summer internship of office work quickly turned into career path. Tom discovered that Robby was actually a computer science major at St. Joe's University in Philadelphia and could write HTML and CSS. He spent his sophomore year at St. Joe's working 10-15 hours a week developing websites, learning the ropes of ColdFusion (the engine that makes DSS run) and fine tuning his HTML skills in addition to his course load and extracurricular activities.

When he isn't coding, Robby is involved in the theatre program at St. Joe's. He has appeared in shows like The Phantom of the Opera, Sweeney Todd, Grease, Les Miserables and Hair. He's already preparing for his role in Jesus Christ Superstar this fall.

As you may already have guessed, Robby is the younger brother of Tom's marketing dude Jimmy. Since Jimmy came on board late in the summer of 2010, they both owe their jobs to Ms. Torie Foster. Thank you Torie! 🌐

Robby has appeared in shows like The Phantom of the Opera, Sweeney Todd, Grease, Les Miserables and Hair.

9 Ways To Market Your Way To A Better Practice

4 Direct Mail

Sales letters, postcards, hand-written notes. Just because most people send emails doesn't mean they don't like receiving actual direct mail. In fact, the more emails we send, the greater the satisfaction of opening a physical envelope. Technology is great but don't get too far away from proven tactics, even if it's as simple as a hand-written thank you note to a client. That small effort is meaningful and could transform them from a happy client to a raving fan that wants to tell the world just how great you are.

5 Newsletters

A form of direct mail designed to educate clients and potential clients. If you are reading this newsletter, you know it works!

6 Books

Ah...books, remember those? Why should a lawyer write a book? If you haven't written a book (or hired someone to do it for you) you are missing the chance to raise your rates AND get more clients. Authors are considered experts in their fields and are sought after by media outlets and local publications. A free book on your site will let your web visitors know that you are the real deal, build trust, build your herd and get your name out there. A simple tool with countless marketing benefits. Check out BenGlassLaw.com for examples of how a pro markets with books.

7 Go Mobile

Have you checked to see how many of your web visitors are coming from mobile devices like iPhones, iPads and Droids? If it's more than 6% of your site visits, it's time to get a mobile site. Mobile traffic will overtake desktop usage in the next few years. Don't miss your "white marlin" catch because you didn't have the right bait. Go to FosterMobile.com to learn how to track mobile visitors to your website.

8 Seminars

Teleseminars, webinars and live presentations are a great way to educate a large group of people all at once. Giving potential clients free access to a legal expert is a big deal and requires only a small amount of time from you. [GoToMeeting](http://GoToMeeting.com) and FreeConferenceCall.com are great tools for doing this online. Get involved with an advocacy group for your particular niche. For example, if you are a divorce lawyer, it would be very cool to give free seminars on custody laws to people going through a divorce.

9 Go Local

The simplest way to connect with someone is to meet them face to face. Get to know your local community, neighbors and anyone you share office space with. Don't think of it as cold calling. Think of it as building real relationships. In a world where we often communicate with people we've never met in person, it means a lot to knock on someone's door and shake their hand. 🌐

Foster Web Marketing has the tools and resources to help you accomplish all of these tasks. For more information on transforming your practice and your life, give us a call at 888-886-0939.

Dedicated to your success!

Tom