



FOSTER
WEB MARKETING

THE CAPTAIN'S LOG

EXPLORING THE FINAL FRONTIER OF MARKETING

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CLIENTS: Think about some of your friends and colleagues who are really good at what they do, but somehow they wound up working with a company that wasn't for them.



Go to FWMfriends.com and fill out the form to refer someone. We'll pay for one month of your DSS license fee when they become a client.

Do You Really Know What You REALLY WANT?

by Tom Foster, Founder | CEO

I've been doing a lot of self-reflection lately. I turned 51 in January of this year. I don't feel 51—physically or mentally. I don't even know what it's supposed to feel like. I do feel that my body has aged slightly, but I can still do most of what I did when I was in my 20s and 30s.

But it's state of mind that really matters in this game called life. Your brain is really the operating system (OS), and your body is the machine controlled by the operating system. Wisdom, created by your experiences, is your data storage—your very own infinite hard drive. This is why it's critical for your brain/OS to operate at maximum efficiency.

Maybe you, like me, find it odd that the 10-pound physical glob flopping around in your skull is pretty much the key to everything in your life. It pushes buttons that manage your moment-by-moment existence, and it fires off an incessant torrent of thoughts and emotions of every variety—happiness, sadness, worry, anxiety, fear, dread, concern, ego, pain, regret, jealousy, envy—that can take over, making us feel helpless and causing massive anxiety and worry.

If you're honest with yourself, have these emotions started "running the show" at any point doing your life? I felt like a ping-pong ball bouncing between them all.

Many of you who know me well have noticed a change over the last few years—and not necessarily a good one. The more successful Foster Web Marketing became, the more insanely miserable I felt inside.



After consulting with some of my very best friends and trusted colleagues, I feel that I've discovered what was and is wrong with my own thinking, and my entire view changed.

I was filled with dread, worry about the future, and anxiety about nearly everything: Google changes, email blacklisting, client relationships, employees, my personal relationships, and finances.

Most entrepreneurs have these issues at some point. I have friends and colleagues who have been hugely successful—meaning they have created, maintained, and/or sold their companies for enough money to sustain themselves and a small country for the remainder of their days. I have discovered that they face the same issues, maybe even bigger ones. Even business icons like Jeff Bezos or Elon Musk probably aren't happy dudes who sleep through the night with no concern.

After consulting with some of my very best friends and trusted colleagues over a period of which seems like years, I feel that I've discovered what was and is wrong with my own thinking, and my entire view changed.

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HOW TO STAND OUT in a Skippable World



There are a million websites to choose from, and they're only a click or tap away. "You're competing against the best experience a consumer has ever had," as one presenter at the Google Global Partners Summit put it, anytime you publish ads or content online. If your goal is to improve your reach and increase your leads, you have to figure out how to stand out in an increasingly skippable world.

How Law Firms Can Stand Out in a Skippable World

Google tells us that standing out is all about putting the focus on your target audience—in other words, your perfect clients—and figuring out what makes them tick. *Here's some wisdom for attorneys who want to put Google's recommendations into action:*

UNDERSTANDING INTENTION

- You need to understand your perfect clients and what they're looking for, but that doesn't happen overnight. It's something that law firms should be working on constantly and continually. After all, you can't offer something of value if you don't know what your audience finds valuable!

CAPTURE ATTENTION

- To capture attention, you need to meet your target audience's basic expectations, but also entertain them and stimulate their curiosity. To do that, it really all comes back to knowing your audience. You'll stand out if you

can be in the right place, at the right time, and with the right message. Creativity and novelty also play a part here. Audiences quickly become numb to ads that never change or look just like competitors' ads.

DRIVE ACTION

- To spur your audience to action, you need to understand who you're targeting and how they are likely to reach out. What do your perfect clients think they should be doing? What do they expect from you? Who is asking questions on their behalf? Use clear calls-to-action that let people know exactly what the next step is, whether that's downloading your book, filling out your contact form, or sharing your content on social media.

All these ideas are a big part of Google's message for the start of 2018, but they're really nothing new. Putting the focus on your perfect client will always be a foundational marketing philosophy that works. **Need help? Reach out to our marketing experts to start defining your perfect clients today.** 🌐



STRATEGIC CONSULTING: From Ground Zero to Marketing Hero

“Digital marketing started out as something I read about. Then, it was something I did. Now, it’s something I know,” Mike Cardoza, founder of the Cardoza Law Corporation, tells us. How did he get there? In part, Mike credits his roaring success to the help he received from our Strategic Consulting program.

Mike’s website launched with Foster Web Marketing in the summer of 2015, and he remembers “coming from ground zero.” He developed his digital marketing strategy and worked on book offers, email campaigns, and his online brand image. He also started meeting with Matt, one of our SEO experts, to check in on his progress and talk over new ideas.

With Matt’s guidance, Mike was seeing measurable results and increased traffic to his website by the beginning of 2016—but he wanted to push it further. Our Strategic Consulting program was the perfect way to focus his efforts and give him a chance to directly “pick the brain” of an expert. Mike began his one-on-one Strategic Consulting calls with Jamie Kelly at the beginning of October 2016.

318 Percent Increase in Organic Traffic and 240 Percent Increase in Organic Conversions

At the one-year mark with Strategic Consulting, Mike saw a 99.9 percent increase in total site traffic and a 40 percent decrease in bounce rate:



Comparison of site statistics after one year of Strategic Consulting

There was an 89 percent increase in on-site goal completions/conversions, along with a staggering 318 percent increase in organic traffic and 240 percent increase in organic conversions:

| Default Channel Grouping | Acquisition | | | Behavior | | | Conversions | |
|----------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------|-------------------------------|-------------------------|----------------------|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions |
| | 99.91% 32,160 vs 16,087 | 13.02% 88.64% vs 78.42% | 125.95% 28,506 vs 12,616 | 40.24% 32.81% vs 54.91% | 6.07% 1.44 vs 1.54 | 8.85% 00:01:25 vs 00:01:33 | 5.49% 1.54% vs 1.63% | 88.93% 495 vs 262 |
| 1. Organic Search | | | | | | | | |
| Oct 1, 2016 - Sep 30, 2017 | 25,706 (79.93%) | 90.40% | 23,238 (81.52%) | 28.97% | 1.39 | 00:01:22 | 1.14% | 292 (58.99%) |
| Oct 2, 2015 - Sep 30, 2016 | 6,141 (38.17%) | 88.10% | 5,410 (42.88%) | 31.40% | 1.52 | 00:01:36 | 1.40% | 86 (32.82%) |
| % Change | 318.60% | 2.61% | 329.54% | -7.73% | -8.34% | -15.32% | -18.89% | 239.53% |

Improvements in organic statistics



Attorney Mike Cardoza’s website launched with Foster Web Marketing in the summer of 2015.

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Do You Really Know What You Really Want?

I decided to get real honest with myself. What IS IT that I really want? I had been doing lots of things the way I thought they were supposed to be done—based on what everyone else was doing or, and this is important, my perception of what everyone else was doing.

I had to laugh at myself: I assumed that everyone else, including some of my competitors, was doing “the right thing.” They quite possibly are, but probably not for MY company or ME. So, the first thing I did was stop thinking about, obsessing over, and ultimately doing what everyone else was doing. And more importantly, I stopped thinking that what everyone else was doing would work for FWM.

I didn’t set out to make FWM a huge company that makes tons of money. That’s not what I was about then, and it’s not what I am about now. Nothing is further from my mind in terms of motivation or inspiration. Don’t

misunderstand; I want to make money to grow my business, invest in the technologies that support my clients and make them successful, pay my people well, and support my family. I think that’s fair for all of us—there’s nothing wrong with that.

“I decided to get real honest with myself. What IS IT that I really want?”

When what I had to do became clear to me—thanks to many consultations with great thought leaders like Ben Glass, Rem Jackson, Dave Frees, Jay Henderson, my quiet, unsung partner and brother for life, Buster Tate, and many others—I was simply relieved.

It’s just not as hard as I was making it. I felt like I had lost my wallet and spent hours, days, and weeks looking for it with great and growing frustration, only

to have found it in my pocket—where it was all along.

I’d like to pass this gift on to you. But you have to want it truly and be ready to receive it. For years, many people tried to give this gift to me, but I didn’t recognize it for what it was. I thought the gift was too easy and therefore not worthy. I kept “searching” for answers from others who were even further from the truth than I.

If you are truly interested in growing your business, your life, and your peace and joy, I would love to talk with you about what I have discovered through my own journey and see how I can help you with yours. Send me an email and let’s set up a time to talk. 🌐

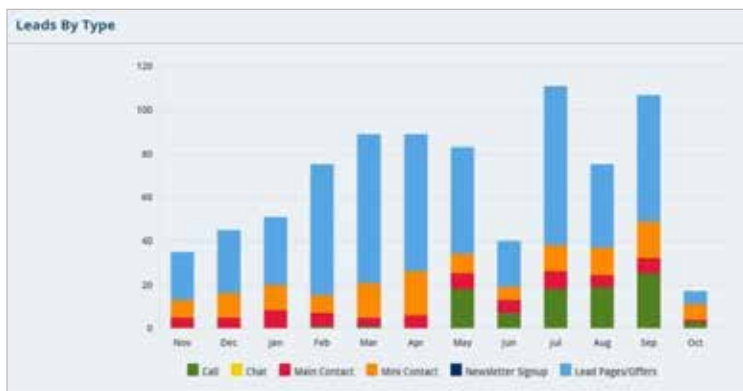
Dedicated to the truth of excellent marketing,



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Strategic Consulting: From Ground Zero to Marketing Hero

His organic traffic grew steadily, and his leads saw an upward trend over his first year in Strategic Consulting:



DSS shows a remarkable increase in leads

In short, Mike had an explosion in leads and business

growth. He is now so busy that he has outgrown the Strategic Consulting program and is now using a more robust marketing service program that we offer.

Mike tells us that he liked the Strategic Consulting program because it gave him a chance to maintain total control over his marketing strategy, but with the bonus of actionable advice from an expert. “I was getting new tips, new tricks, and more accountability with each call,” Mike says. “Everything started making sense.”

Moving forward into 2018, Mike plans to harness his incredible growth and continue to drive success. 🌐

 **What are your plans for your digital marketing in 2018? Is the Strategic Consulting program the right fit for you? Give our experts a call today to find out.**