



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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

Volume 5, Issue 9

September 2012

Inside This Issue

Do I Really Need To Use Web Video?	1
True or False: Your Job is Done Once the Case is Closed.	2
Staff Spotlight: Connie Gray	3
Frequently Asked Questions	3
The Benefits of Acting on Breaking News	4

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

“The other night, a potential client called and she said that she had found me through our website....

She went on to say that the videos made her feel like I was someone she could trust to handle her case, and that I obviously knew what I was talking about.”



Joe Miller

NC Workers Rights

www.ncworkersrights.net

Check out www.FosterWebSuccess.com to hear what our lawyers have to say about us!

Do I Really Need To Use Web Video?

We understand why many attorneys who are enthusiastic about other marketing strategies are hesitant about producing online videos. Some of the questions we get are: “Aren’t videos hard and expensive to make?” “Don’t videos take forever to load on the Internet?” “Don’t I have to be on camera? I hate being on camera!” “Does anyone even watch videos online?”

If those reasons listed above explain why you aren’t interested in making attorney videos—we have solutions for every one of them. These days, it’s easier than ever to make affordable, quality, unique, and engaging videos for your law firm—and if you don’t want to be in them, you can hire one of our spokesmodels (don’t worry, we have the legality of that covered). It’s also easier than ever to integrate videos onto your website, start a YouTube channel, and share your videos with the world. We can help you with that part, too.



These days, it’s easier than ever to make affordable, quality, unique, and engaging videos for your law firm.

Here’s the thing: to stay competitive and relevant, you really need to enter the world of web video. Remember back in 1999, when you weren’t sure if your law firm needed a website? The answer was yes, even if you didn’t know it back then. It’s the same with web video today. Yes. You need it. You just might not know it yet.

Still not convinced? Here are some hard facts that video is an integral part of web marketing:

- Last month, 180 million Americans watched at least one video on their computer, tablet, or smart phone.
- In the same month, 33 billion videos were watched on the Internet, including 11 billion ads.
- The average viewer watches 23 hours of video online each month.
- 57 percent of marketers said that they would increase their online video marketing plans in 2012.
- Mobile video streaming increased by 93 percent last year alone.
- Tablet users watch 30 percent more online videos than desktop users—and tablet use is growing by leaps and bounds. Tablet users are also more likely to watch videos to the end.
- In 2011, mobile viewing made up over 50 percent of all mobile traffic—and that number is only predicted to increase over time.



Need help coming up with quality, engaging web videos for your law firm? Call (888) 886-0939 to speak with our expert video marketing team today.



Killer Website Marketing System for Attorneys

FOSTER
WEB MARKETING

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

Toll free: (888) 886-0939
DSS: (866) 448-8999
Fax: (703) 997-1309
www.fosterwebmarketing.com



DYNAMIC SELF-SYNDICATION ATTRACT | CONVERT | RETAIN

WHAT'S NEW IN DSS?

Draft / Preview feature: Now you can add content for Library, Blog, News and FAQ in draft format... then preview how it will look on your site... and go back later to edit and publish it. There is also a new left menu bar item, "Draft Content" where you can see a list of all items you have in draft status – so you can easily update them and publish them to your site!

Video disclaimers: Want to add a disclaimer or any other kind of text to a text area at the top of your videos? Now this is possible, right in DSS. To use this feature, go to the video detail page (the page where you edit an individual video in DSS). Scroll down, and you'll see a new "Video Notation" field.

"Private" reports: Ever wished you could have a landing page on your site that was only accessible by people with a direct link... say, for an email campaign or other special offer? You can now! If you chose to mark a report as private, the link won't appear anywhere on your site but will be accessible by people with the actual link.

Google+ for business just got better: Using a Google+ for business link on your site? We've added a rel=publisher tag to tell Google that your site is associated with your businesses Google+ page! And as usual, there is no charge for this change – just another way we stay on top of technical SEO to help your business!

Privacy disclaimer for forms: Ever wished you could ask web visitors to agree to your Privacy Policy before they submitted their contact info? Now you can! Every one of our sites has a Privacy Policy that you can edit in DSS, and on the edit page there is a way for you to turn on a Privacy Policy checkbox for all of your forms. If you turn this on, check that it is styled properly on the mini form, Contact Us page, and on each report page. If you notice anything that does not look right, just let us know and we'll fix it for you! You can edit your Privacy Policy in DSS by going under Site Admin on the left menu bar, click on Site Setup, then select Privacy Policy.

Splash images for embedded videos: If you add a non-YouTube video through the "Embed a New Video" feature in DSS, you may have noticed that on your website's video summary page there is no thumbnail image. This is because not all video providers include a thumbnail image. Now you can add one through DSS!



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)

True or False: Your Job is Done Once the Case is Closed.

FALSE! After you have resolved a legal issue with your client, you need to continue to nurture and grow your relationship—and you need to do it through multiple contacts and multiple mediums.



What does your law firm's follow up sequence look like right now? If you don't have one, or if your follow up just consists of a single thank you or a holiday card, you may want to add a killer follow up sequence plan to your marketing strategy as soon as possible.

Why are follow up sequences important?

- **They lead to referrals.** If you've been in business very long, you know that referrals often bring some of the best new cases and clients to your law firm.
- **They help establish you as a local authority.** Follow up sequences help your former clients remember your name and let them know how you've been active in the area. Frequent and continued updates about you and your firm keep you fresh in their memory and leaves the impression that you continue to be active and accomplished.
- **They stave off buyer's remorse.** Whether or not your client's case went perfectly, a follow up sequence can solidify for any client that they chose a professional, experienced attorney who cares about the people they work with and who does the best job possible—an attorney that continues to be at their side even after the case is over.

What should your follow up sequence look like? Client follow up is a great time to get creative with your marketing. Try getting in touch with your client several ways—with a phone call soon after the case is over, with a regular automated email, with a survey or questionnaire, and with a hand-written note. As time passes, be sure to let your former clients know about newsworthy items that involve your office in a monthly newsletter, as well as the little things like the Little League team you sponsor playing in the local championship.



Need help coming up with an awesome, personable, and effective follow-up sequence? Talk to our team for ideas and strategies that mesh with your business, your clients, and your goals.



Staff Spotlight: Connie Gray

Whether you are a co-worker or a client, it's difficult to be involved with Foster Web Marketing without also being delighted and impressed by Connie Gray at some point during your experience. During the past five years with the company, Connie has had a boatload of different titles and responsibilities, but her vital role as Tom's right-hand woman and the office's virtual maven has remained constant.

In her spare time Connie is a Master Gardener, a voracious reader, and a passionate cook.

Since coming on board as Tom's virtual assistant in 2008, Connie has handled the client database, taken customer support calls, trained clients in DSS, and managed Foster's team of virtual marketing assistants—just to mention a few of the roles she's held. During a typical day she looks after Tom's calendar, oversees a variety of meetings, and helps with general tasks. She's also the unofficial Queen of Infusion.

Connie's work history is

as varied as her everyday undertakings—she was an educator for 22 years in an inner-city school district, a grant administrator, a professional development consultant, and finally the owner of a virtual assistant company. For most of her life she's lived in Kansas City where she now resides with her husband Joseph. While she admits that being a virtual member of the Foster team is sometimes a challenge since she often can't personally

interact with colleagues or clients, she loves spending time with her family, including her stepdaughter Shellis and her three grandsons. In her spare time Connie is a Master Gardener, a voracious reader, and a passionate cook.

What's her favorite aspect of her job and what Foster Web Marketing does? "I love the educational aspect. As a teacher, I agree with teaching people how to do the work themselves and assisting them to succeed."

FAQ



Tom Foster

Photo by Jim Folliard of the Fairfax Video Studio.

Q: What are the benefits of a trackable phone number on my website?

A: *There are two vital aspects of successful attorney marketing: 1) creating lots of great marketing campaigns and then 2) analyzing the effectiveness of each of your campaigns.*

Did you get that second point loud and clear? You'll never be able to improve your marketing strategies if you never take a close look at how well each one works.

With that in mind, let's talk about call tracking for your attorney website. Call tracking is, very simply, a great way to analyze how your successful your online marketing is and better understand the people who are calling your firm. With call tracking you can:

- See just how well your website calls to action are working.

- Collect information about your callers, such as when they are calling and where they are located.
- Better understand your potential callers.
- Track whether any calls have gone unanswered as well as the duration of calls.
- Save money! By better understanding which marketing strategies work, you can dump lousy marketing campaigns and invest in effective ones.
- See if your receptionist is answering the phone in a polite and helpful manner, or turning prospects off.



Call tracking is a great way to analyze how your successful your online marketing is and better understand the people who are calling your firm.



When it comes to excelling at marketing, information is power. Call tracking on your attorney website is just one more great way to collect information—both about your potential clients and about the effectiveness of your marketing efforts. Obviously, the benefits of call tracking depend on the size of your office, the size of the area you serve, and the number of marketing campaigns you are running. Our marketing team can help you decide if call tracking is right for your business.

The Benefits of Acting on

BREAKING NEWS



When a news story breaks something always happens on Google and all of the top search engines: keywords related to the news story spike as people affected by the story search for information, opinions, and answers.

This small window of time after a big event takes place is a golden opportunity for law offices—as long as they pick topics that are relevant to their practice and as long as they contribute high-quality content to the discussion.

What are the benefits of creating content based on breaking news?

#1 **You establish yourself as a leading voice in the community.** If you offer unique insight into legal issues as they arise in your city or state, your readers will come to know you as someone with an important, knowledgeable voice – and someone whom they can turn to with questions.

#2 **You boost website traffic.** If you contribute quality, unique content about the news item quickly, you will see a traffic jump as people type keywords related to the event into search engines and click through to your site. Some might be following the story because they have similar issues and need legal help.

#3 **You improve your SEO.** Don't be surprised if other people link to your story, Tweet about it, or post it on Facebook. All those high-quality organic incoming links can be great for your search engine optimization.

#4 **You improve your social networking status.** After blogging about a current event, post it on Facebook and Twitter. Post your video about the news on YouTube and your website. There are probably lots of people talking about the event – get involved in the conversation while gaining followers and friends.

#5 **You open yourself up to new opportunities.** In the past, we've had clients who were contacted by local news stations or newspapers for interviews after they wrote or blogged about a current event or legal issue. There are also cases of lawyers who are contacted by the people in the news who read their coverage and need some legal advice after being in the headlines. 🌐



At Foster, we have special teams in place that can help you respond immediately when a breaking news story occurs. Call us today to find out more.