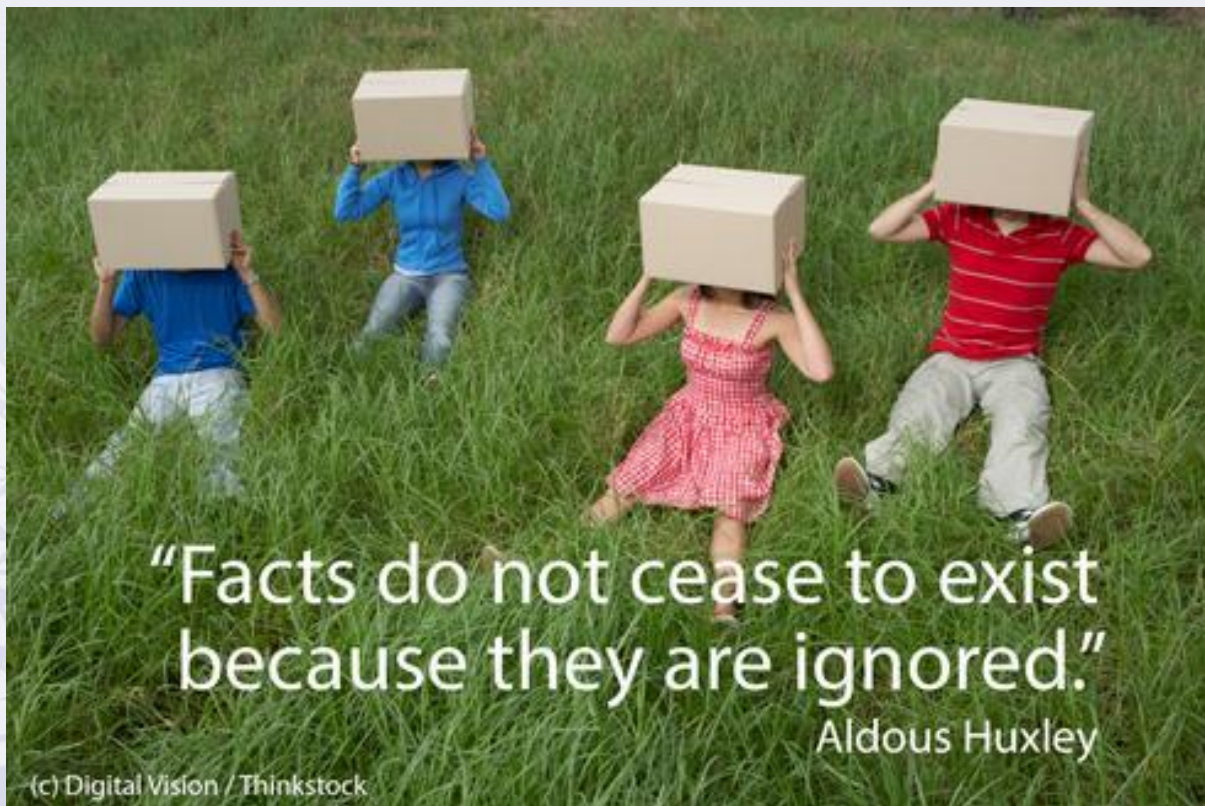




Monitor Your Marketing: Mischelle Davis and Dave Frees

Your marketing needs to evolve as your business does. The only way to ensure you are continually improving is to monitor, measure, test, experiment, and adjust. Dave and Mischelle will help you map out the most accurate data measurement and process improvement strategies to get better ROI and happier clients.

You can't "set it and forget it" when it comes to marketing, but you can implement processes to make improvement easier.



Basic/General Cost Per Lead Analysis Overview



Costs	
Marketing Expenses	Total Cost Of All Marketing Related Expenses
Marketing Personnel Cost	Fully Burdened Cost Of All Marketing Employees
Total Marketing Spend	Marketing Expenses + Marketing Personnel Cost
Intake Personnel Cost	Fully Burdened Cost Of All Intake Employees
Marketing Success Metrics	
Offer Fulfillment	# of Offers Fulfilled
Potential Clients/Leads	# of Potential Clients
New Clients	# of New Clients
Associations	# of Associations
In-House	# of In-House Cases
Marketing Success Rates	
Overall Conversion Rate (leads to clients)	$\% = \# \text{ of New Clients} / \# \text{ of Leads}$
In-House Conversation Rate	$\% = \# \text{ of In-House Cases} / \# \text{ of Leads}$
Association Conversion Rate	$\% = \# \text{ of Asso Cases} / \# \text{ of Leads}$
% of Cases In-House	$\% = \# \text{ of In-House Cases} / \# \text{ of New Clients}$
% of Cases Association	$\% = \# \text{ of Asso Cases} / \# \text{ of New Clients}$
Calculated Cost Per Lead	
Cost Per Lead	Total Marketing Spend / # Leads
Cost Per New Client	Total Marketing Spend / # New Clients
Cost Per New Asso	Cost Per New Client x % of Asso Cases
Cost Per New In-House	Cost Per New Client x % of In-House Cases
Cost Per Book Request	Marketing Expenses / # of Offers Fulfilled
Processing Cost Per Lead	Intake Personnel Costs / # Leads

Basic/General Cost Per Lead Analysis Overview



Average Fee	
Associations	Average Asso Fee From Previous Year
In-House	Average In-House Fee From Previous Year
Average Case Duration	
Associations	Average # of Months To Case Closed
In-House	Average # of Months To Case Closed
Projected Overall New Case Value	
Associations	# Asso Cases x Average Asso Fee
In-House	# In-House Cases x Average In-House Fee



Defining Case Grade/Tiers

Grade	Value Range		# Cases	% # Cases	Settlement/Verdict	Total Fees	Asso Firm Fees	Reductions	Actual Fees
	Minimum	Maximum							
A									
B									
C									
D									
E									
F									
G									
I									
J									
K									
L									
M									
N									
O									

Example

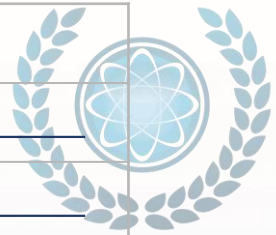
Grade	Value Range		# Cases	% # Cases	Settlement/Verdict	Total Fees	Asso Firm Fees	Reductions	Actual Fees
	Minimum	Maximum							
A	\$ 5,000,000								
B	\$ 3,000,000	\$ 4,999,999							
C	\$ 2,000,000	\$ 2,999,999							
D	\$ 1,000,000	\$ 1,999,999							
E	\$ 750,000	\$ 999,999							
F	\$ 500,000	\$ 749,999							
G	\$ 250,000	\$ 499,999							
I	\$ 100,000	\$ 249,999							
J	\$ 75,000	\$ 99,999							
K	\$ 50,000	\$ 47,999							
L	\$ 25,000	\$ 49,999							
M	\$ 10,000	\$ 24,999							
N	\$ 5,000	\$ 9,999							
O	\$ -	\$ 4,999							



How Well Do You Know Your Data?



Average # of Potential Client Calls		
Type #1	_____ %	_____
Type #2	_____ %	_____
Type #3	_____ %	_____
Type #4	_____ %	_____
<i>Other/Outside Practice Areas</i>	_____ %	_____
Monthly Inside Practice Areas		_____
Monthly Potential Client Calls Total		_____
Annual Inside Practice Areas		_____
<i>Annual Outside Practice Areas</i>		_____
Annual Total		
% In Practice Areas		_____ %
<i>% Outside Practice Areas</i>		_____ %



Rate of Case Criteria Met (In-House)		
Type #1	_____ %	_____
Type #2	_____ %	_____
Type #3	_____ %	_____
Type #4	_____ %	_____
Monthly CASES YOU WANT		
Annual CASES YOU WANT		
% of PC Calls are CASES YOU WANT		_____ %
<i>% PC CALLS are REJECTS</i>		_____ %
Total Close Rate of CASES YOU WANT		_____ %
Total Monthly New Cases		
Monthly New In-House Cases		_____
Monthly New Ref/Asso Cases		_____
Annual New In-House Cases		_____
Annual New Ref/Asso Cases		_____
Total Annual New Cases		
% In-House		_____ %
% Ref/Asso		_____ %
Monthly New Client Sign-ups		
In-House		
Type #1	_____ %	_____
Type #2	_____ %	_____
Type #3	_____ %	_____
Type #4	_____ %	_____
Monthly In-House New Cases	_____ %	_____
Annual In-House New Cases		_____

How Well Do You Know Your Data?



Referrals/Associations		
Type #5	_____ %	_____
Type #6	_____ %	_____
Type #7	_____ %	_____
Type #8	_____ %	
Monthly Ref/Asso New Cases Annual Ref/Asso New Cases		_____
Total Monthly New Cases		



Key Performance Indicators

What Business/Marketing Metrics Give You Real Insight & Define Your Marketing Success?

NOTE: Most metrics are calculated on a monthly, quarterly and annual basis. The following represents most of the core metrics. Comparing, contrasting and overlaying these metrics creates insight.

Clients

- **Monthly/Annual Average Case Settlement Value**
 - **Calculation:** Total Settlement Value of Closed Cases / # of Closed Cases
 - **Note:** Cases that closed during a specific calendar period.
 - **Note:** In-house cases and association cases are calculated separately.
- **Monthly/Annual Average Attorney Fee (In-House, Associations Separately)**
 - **Calculation:** Total Attorney Fees of Closed Cases / # of Closed Cases
 - **Note:** Cases that closed during a specific calendar period.
 - **Note:** In-house cases and association cases are calculated separately.
- **Monthly/Annual Average Case Duration (In Months)**
 - **Calculation:** # of Months From Case Open Date to Case Closed / # of Closed Cases
 - **Note:** This calculation will be made for each individual case.
 - **Note:** Cases that closed during a specific calendar period.
 - **Note:** In-house cases and association cases are calculated separately.
- **Case Grade Breakdown**
 - Note: Tiered case levels based on a settlement range.
 - See separate worksheet.

Potential Clients

- **Potential Client Volume** (day, week, month, year)
 - **Calculation:** # of Incoming Potential Client Contacts
- **Lead Conversion Rate**
 - **Calculation:** # of New Clients / # of Potential Clients
 - **Variations:** Overall Rate; In-House Cases Rate; Association Case Rate
- **Individual Intake Specialist Conversion Rate**
 - **Calculation:** # of New Clients for Intake Specialist / # of Potential Clients for Intake Specialist
 - **Variations:** Calculate for each intake specialist.
 - **Note:** There is a margin of error in the monthly data due to 'Case Open Date' often taking place in a different month than the initial contact.

Marketing Programs

- **Overall Cost Per Lead**
 - **Note:** See separate worksheet example
 - **Calculation:** Total Marketing Spend + Fully Burdened Cost of Marketing Personnel / # Leads
- **Individual Program Cost Per Lead**
 - **Calculation:** \$ Program Spend \ Referrals in Offer Fulfillment and/or Leads
 - **Cost Per Offer**
 - **Note:** See separate worksheet example
- **Calculation:** Offer-Related Marketing Cost + Fulfillment Cost (printing, postage, etc.) \ Referrals in Offer Fulfillment and/or Leads
- **Cost Per New Case** (In-House, Associations Separately)
 - **Note:** See separate worksheet example
 - **Calculation:** Total Marketing Spend / # New Clients
 - **Note:** Breakdown in-house and association cases separately.
- **TV/Radio Advertising Success Ratio**
 - **Note:** This metric helps you to determine just how many ads or ad frequency is required to improve ROI and/or prevent over-spend.
 - **Calculation:** # of Advertising Spots \ Referrals in Offer Fulfillment or Potential Clients
- **TV/Radio Advertising Success Rate**
 - **Calculation:** \$ Station Spend \ Referrals in Offer Fulfillment or Potential Clients

What Data You Should Collect



What Business/Marketing Data Points Are You Collecting? What Should You Collect?

There is a lot of data at your fingertips and you probably don't even realize it.

Clients

Note: Marketing-relevant data points, not case management data points.

- Case Open Date
- Case Close Date
- Settlement Date
- Few Realized Date
- Case Type
- Sub-Case Type
- In-House/Association
- Case Grade
- Settlement Amount (individual sources of recovery)
- Combined Settlement Amount (sum of all sources of recovery)
- Attorney Fee Amount
- Reduction?
- Media Opportunity Data (That's an entirely different presentation.)
- Paralegal
- Review?

Potential Clients

Note: This information is in my Needles case management system. FWM has started adding lead management features to DSS. YEA!!! So, we can all start using DSS for potential client data.

- First Contact Date/Time
- Date of Incident
- Intake Person
- Referral Source
- City, State, Zip
- Incoming Mode (Phone, Contact Form, Chat, Email, etc.)
- Web Page Contact

NOTE: Page they were on when they made the call or filled out the form. You can get this data from DSS or Call Tracking Metrics.

- Got Offer?
 - Before or after contact?
 - Which offer?
- Case Type
- Case Grade/Lead Score
- Accept/Associate/Reject/Opportunity Lost
- Reject Reasons
- Association Reasons
- Follow-up Emails Sent

TV / Radio Advertising

Note: Advertising sales reps will send you this data in a spreadsheet. All you have to do is ask.

- Spot Date/Time/Week
- Spot Cost
- Spot Creative
- Spot Station
- Spot Type (TV/Radio)

What Data You Should Collect



Media Relations

- Interview Date/Time
- Media Outlet
- Media Type (TV/Radio/Print/Sponsored)
- News Topic
- Client Story v General Commentary

Website – Not DSS

- Google Analytics

Note: You can export GA data into a spreadsheet. Or many data modeling and business intelligence tools will directly import the data for you.

Note: To go into great depth is an entirely different presentation. These are just the highest-level data points.

- # Sessions
- Session Dates
- Desktop vs. Mobile
- Referral sources.
- Top/Bottom Content
- Goals Reached
- Goal Path

- Optimizely A/B Testing

Note: To go into great depth is an entirely different presentation. These are just the highest-level data points.

- Message testing
- Image testing
- Button testing

- Call Tracking Metrics

Note: Some CTM data is available in DSS.

Note: Potential client calls must be tagged in CTM or data will be skewed.

- Date/Time
- Referral Source
- Web Page

Website - DSS

- Content Volume

Note: Use 'content log' feature. This information can be downloaded as an Excel file for inclusion in a data modeling or business intelligence tool.

<https://dss.fosterwebmarketing.com/editorlog/edit-log.cfm>

- Volume of new content.
- Volume of updated content.

- Leads

Note: Use DSS Leads & Reports feature. This shows ALL contact types: Call, Mini, Contact, Offer, etc.

Note: If you don't take the time to clean out non-PC contacts your data will be skewed. Must delete forms testing, sales/marketing contacts, other, etc.

<https://dss.fosterwebmarketing.com/messages/>

What Data You Should Collect



- Contact Form (Contact & Mini) Submit

- Type: Contact/Mini-Contact
- Date/Time
- Entry Page
- Refer Page
- Contact Page

- Phone Calls

Note: These are after-hours calls answered by Alert Communications

- Date/Time
- Entry Page
- Refer Page
- Contact Page

- Chat Submit

- Date/Time
- Entry Page
- Refer Page
- Contact Page

- Campaign Tracking

Note: Use 'Campaigns & Emails Dashboard' feature. Look at data for email blasts; newsletters; campaigns. <https://dss.fosterwebmarketing.com/crm/>

- Sent
- Open
- Clicks
- Opt Outs
- Bounces
- Contacts

Note: DSS tracks contact but I don't pay attention to it since nobody is on my list unless they have contacted us in some way already.

- Reputation Reporting

Note: Use 'Feedback: Reputation Reporting' feature. And make sure you get the notification emails when someone writes a review of your firm on the internet.

- <http://foster-web-marketing.smblogin.com/ns/>
- # of reviews
- Date
- Review website

- Internet /Social Media Marketing

Note: To go into great depth is an entirely different presentation. These are just a few of the highest-level data points.

- Facebook Data
- Likes
- Shares
- Comments
- Reviews
- Facebook Ads
- Google Adwords
- Google Retargeting
- Google Display Advertising
- Sponsored Content (see Media Relations)
- MOZ & Ahrefs
- SEO
 - Link building
 - Negative SEO
- Twitter Data
 - Retweets
 - Likes
 - Comments

What Questions You Should Ask

Looking For Relationships (Correlations/Causation) In The Numbers

#1 Question: Is any of this marketing stuff really working?

Key Client Questions

- Why did our existing clients choose our firm?
- What messaging or marketing programs Are we handling the kinds (case type, value, etc.) of cases we really want?
- Should we be associating the smaller value cases? OR Are we associating cases that we should be keeping in-house?
- Which cases have marketing value (client stories, PR)?
- Why aren't more clients writing reviews?
- What can we do to increase client satisfaction?
- Can our marketing tools help us increase/manage client communication?

Key Potential Client Questions

- Where are my leads coming from? Referral sources, marketing channel, geography, etc.?
- Where are my best leads coming from?
- What percentage of my leads are in/outside my practice areas?
- Why am I getting calls about cases outside my practice areas? What can I do to stop getting those calls?
- Why do 'great' leads contact my office? What can I do to get more of those cases?
- What percentage of my leads meet my target case criteria?
- What is my cost per lead? Is that a reasonable number?
- It seems like it's been slow lately? Is that true? Is this normal?
- Do my information marketing (books, reports, articles) efforts have an impact on potential clients?

Key SEO Questions

- What SEO techniques/tactics have the biggest impact on the number of website visitors?
- How much/often should I blog?
- How often should I edit/refresh content on my website?
- Do reviews really matter?
- Did that "SEO expert" that I paid \$_____ rip me off?
- Is \$_____ per year for FWM SEO really worth it?

Key Lawyer Advertising Directory Website Questions

- Should I be paying for a premium listing on Avvo, SuperLawyers, Lawyers.com, etc., etc., etc.?
- Is \$____per lead too much to pay for a lead?
- Is \$____per month too much to pay for a 'sponsored/premium listing' on_____.com?
- What are the best sources of 'free' leads?

What Questions You Should Ask



Key Advertising Questions

- Is _____ advertising/marketing right for my firm?
- What paid advertising channels (TV, radio, print, PPC, display, other) are most cost effective?
- What should my advertising budget be?
- Which TV/radio stations/dayparts/programs are most effective for advertising?
- What is the most effective TV/radio creative?
- Should I be in TV/radio ads?
- Which adwords/creative are most effective?
- Is a media buyer worth it? Or should I do it myself?
- Is my TV/radio advertising still working? Should I start moving money to _____ advertising instead?
- Which websites/display networks are most effective?
- Should I try preroll advertising?
- Should I try geofencing advertising?
- Should I try sponsored content advertising?
- Am I getting screwed by the _____ advertising sales guy? What am I actually getting?

Key Website Questions

- Should I redesign my website?
- Is my mobile site good enough?
- Should I fire FWM and put up a WordPress site instead?
- Should I put up _____ on my website?
- Is my favorite photo of _____ (me) the best picture to have up on my site?
- Why is nobody filling out my contact form?
- What content is really making a difference?
- What makes someone visit my website but NOT contact me?
- Should I copy what <competitor lawyer> did on his website?
- Am I getting enough website traffic? Is it getting better or worse?

Key Social Media Marketing Questions

- Should I hire some kid to do my social media?
- Is the kid that I am paying to do my social media accomplishing anything?
- Does social media even matter?
- Should I tweet more?
- Should post more on Facebook?
- Should I try Facebook advertising?
- What matters? Likes, shares, comments, tweets?

Key Lead Processing Questions

- Is my intake person doing a good job?
- Should paralegals be managing intakes?
- Are all leads getting proper follow-up?
- Is somebody dropping the ball?
- Why didn't that great lead call us back?
- Why didn't that great lead sign up with us?
- Why are rejected cases writing bad online reviews?
- Why do all the chats seem to be crap cases?

Other Key Questions

- Should I be doing press relations (news interviews)?
- Should I send a hardcopy newsletter, electronic newsletter, both, neither?
- Should I be _____ing?
- Should I hire _____ to _____ for me?
- Should I increase/decrease my marketing budget next year?

Notes

