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IT'S TIME FOR A WEBSITE REFRESH

If your website was designed more than two years ago, it's time for a refresh!

Slow load times and a poor user experience are going to have a big impact on conversions. Your website is like the front door to your office—you want it to be inviting and encourage people to walk in the door, not leave in frustration.



Back to the Basics

by Tom Foster, Founder | CEO

Buster Tate, FWM's COO, has always reminded me of Vince Lombardi's famous line: "The key to a winning record for a football team is their basic ability to block and tackle."

It seems simple enough, but it's nothing fancy or glamorous to the average spectator—we want to see the big 40-yard passes, catches, and the big runs up the middle. I like watching that too, but the reality is that none of the big stuff happens without the foundation of blocking and tackling; or *the basics*.

The Basics! A critical thing we all forget about, ignore, or avoid from time to time. I'm guilty of it myself, and it's our egos that do it to us. We all have our versions and episodes of "shiny new syndrome" relating to our business types, but for me, it's stuff

like super cool SEO analysis software for the company or some new tracking software. I go in thinking, "That'll do the trick!"

For lawyers, the "shiny new" is mostly anything relating to pay-per-click—like Google AdWords, getting on "page one," or being in the local pack. *Don't get me wrong, these are all critical elements of a balanced marketing portfolio, but they'll only succeed if you have a strong, solid foundation; the basics!*

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Keller & Keller update their website routinely in order to provide the best possible user experience.

Find out if your website is in need of a refresh with a design consultation from our team. We'll identify any UX issues, missing elements, issues with design or branding, and we'll provide you with ways to fix these problems.

Don't start the new year on the wrong foot, register for a design consultation and get ready to crush your goals in 2020!

Visit FWMdesign.com for a free design consultation today.

HOW TO Choose Topics for Online Content



You know content is still king. You know that you need unique, compelling content to use on your website, blog, and social media pages. You know that content is the driving force of your online marketing strategy. In short, you know that you need to write something!

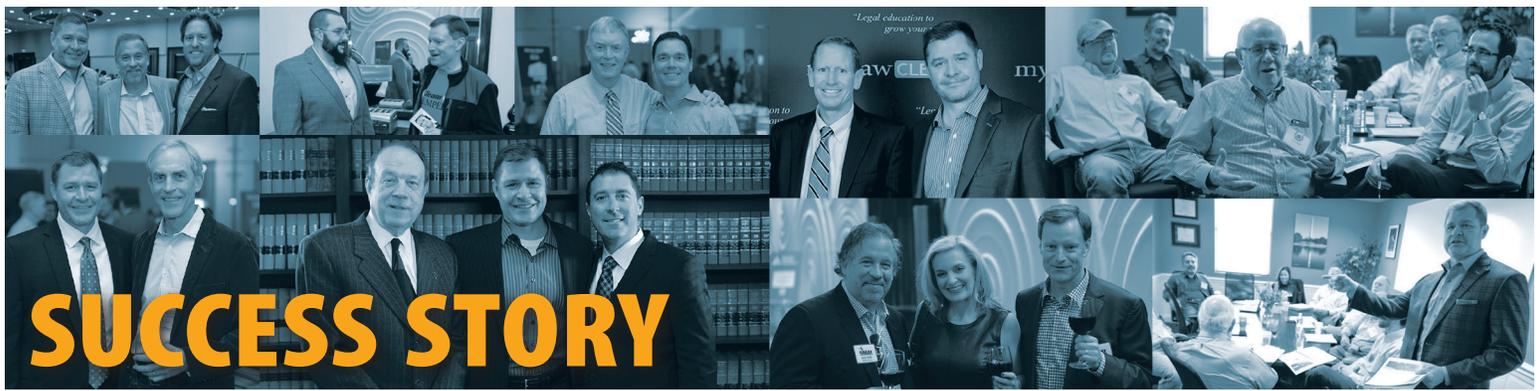
The hard part is that, once you've run through your initial few ideas, it can be tough to find something else to say.

5 Ways to Find Fresh Ideas for Online Content

Need help finding new topics for your online content? Here are some ideas for creating content pieces that attract and engage the clients you want to work with:

- **Focus on your perfect clients.** If you're having trouble coming up with topics, think about who you want to reach. What do your perfect clients want to read? What kinds of questions do they have? Are they looking for in-depth information from home, "snackable" content on the go, or both? Use the vision of your intended audience to guide your content.
- **Google it!** Search for a few topics related to your practice, and see what's already out there. If you find something interesting and relevant, try writing your own piece that adds extra context or presents the information in a more approachable way for your readers.
- **Pay attention to questions.** Keep a list of questions that are commonly asked by your real-life clients. Then, write content that answers those questions. You might even hear an uncommon question or have an unusual discussion that sparks some truly unique and interesting content ideas!
- **Explain complex concepts.** Most people have trouble sorting through industry jargon when they have questions about medical terms, different areas of the law, changes to industry regulations, and other complex topics. Some of the very best online content out there simply breaks down these kinds of big ideas into small words and relatable examples.
- **Use stories of your prior clients.** People love reading and sharing stories. When you use storytelling techniques to create content that explains what happened to your clients, why they came to you, and how you helped them solve their problems, you are showing yourself in action and at your best.

Writing online content that performs for your business is hard, but we can help you develop custom solutions that fit your personality and your brand. **Need help? Start a conversation with our team of experts today.** 



BIG GROWTH Over 6 Months With Sane & Sustainable Marketing

When we met, Kevin McManus, founder of the Law Office of Kevin McManus (www.kevinmcmaluslaw.com), he was “of counsel” with a firm. He wanted to branch off and do his own thing, and he liked the idea of using a website as a platform for attracting and educating his potential clients, especially if it included a strategy that would motivate his long-term growth. However, he didn’t yet have the digital marketing knowledge to make it happen by himself.

That’s why he chose FWM.

By our second monthly check-in call, Kevin was already seeing results from his website launch. His website sessions were up 68%, and his knowledge of digital marketing was growing daily.

Using the sustainable steps that we laid out for him, Kevin continually worked on developing his website, writing new content, and finding ways to use his website to better highlight his community involvement and personality. Kevin also sent out his first newsletter, created email blasts, made his first social media posts, and improved the way he promotes his books.

By the end of month four, Kevin noticed that his law firm was increasingly showing up at the top of the results for many relevant search terms, and he was getting more interest from his visitors and contacts. He knew he could attribute this success to the work he was putting into it, as well as how each step he added built upon what he’d already done.

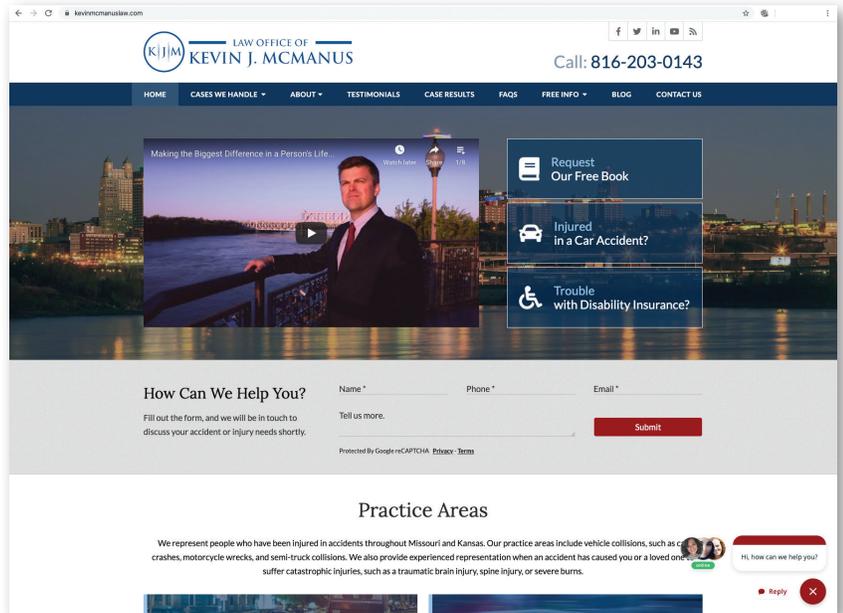
Building on the Basics Creates Big Growth

By his sixth month after launch, Kevin’s website traffic was up by 126%, and he had a sustainable strategy that was producing leads and cases—and still gaining momentum.

From here, he only has to keep following the plan and improving on the growth he’s already created for himself to keep bringing in those big wins.

“Overall, it has been a great experience,” Kevin tells us. “I’m very happy with the product. I’m very impressed with the team and their ability to listen, think, and create. I am very proud of all this.”

Are you ready to plant the seeds of your success and build a marketing strategy you can be proud of? Give FWM a call at 888.886.0939 to start a growth plan for your own law firm, or analyze your current website at FWManalysis.com.



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Back to the Basics

A buddy and client, Master Somnath Sikdar (Som), fellow entrepreneur and 6th-degree black belt in Tae Kwon Do, demonstrates the “basics” in a simple way. Som teaches martial arts at Dragon Gym (dragongym.com), and he recently explained to me how he speaks to students who are just learning. He said, “Think about the ABCs. We build words with them, then we build sentences, then paragraphs, chapters, books, novels, etc. But it all starts with the basics of the alphabet and your ABCs!” It totally makes sense; you can’t write without knowing your ABCs. So for Som’s students, the basics are how to stand, fall, punch, and kick, and they build up from those foundational elements. They don’t get a black belt on day one.

There are also the basics (or ABCs) of marketing. And sadly, in my line of work—which is coaching lawyers, doctors, business owners, and a few 6th-degree black belt masters—I see many of the basics of foundational marketing being ignored. Time and again, people who claim to be excellent marketers aren’t doing the basics.

Pretty much everyone wants to do the latest and greatest; what everyone else is doing that seems to be working so well. I’ve done it myself. I get excited about new technology for the sake of newness and wanting to be cutting edge. This is fine, but only after you do the foundational stuff.



We’ve created an easy to follow Marketing Growth Plan that focuses on the foundational elements—the basics. You can download a copy of it at FWMgrowth.com and schedule a time to discuss your own Marketing Growth Plan if you so desire.

Ask yourself:

- » *What are these “Basics” this joker keeps yapping about? (Maybe I don’t agree with you!)*
- » *How do I know if I’m doing it all wrong?*
- » *How do I know if I’m blowing my marketing budget on another gimmick?*
- » *How can I get back on the right track?*

All this and more is easily known to you, and the Basics are within your grasp. You’ll be happy to know that we’ve done most of the heavy lifting here for you and created an easy to follow Marketing Growth Plan that focuses on the foundational elements—the basics. You can download a copy of it at FWMgrowth.com and

schedule a time to meet with my team and me to discuss your own Marketing Growth Plan if you so desire.

My goal in this regard is to make sure you do the basics FIRST, before you get crazy with everything else you’ve got cooking in your head. As I said, it MUST be done if you want to succeed, or you’ll find yourself angry and frustrated for blowing your hard-earned money on another poorly managed AdWords campaign. Up to you. 🌐

Wishing you the best success with your marketing,



P.S. Check out our “World of Marketing” podcast to learn how the smartest marketers are doing “the basics” at FWMpodcast.com.