



FOSTER
WEB MARKETING

THE CAPTAIN'S LOG

EXPLORING THE FINAL FRONTIER OF MARKETING

PHONE (844) 531-4797 WWW.FOSTERWEBMARKETING.COM



STAR DATE 2020
VOLUME 13, ISSUE 3

WHEN IT COMES TO HIGH PERFORMANCE, THE ENGINE MATTERS.

Tired of duct-taping your marketing systems together? Get a demo of DSS to learn how our unparalleled, all-in-one marketing automation software engine can help you attract, convert, and retain more of the business you WANT.

Our customer relationship management (CRM) system offers features, options, and security that **no other CRM provides**. Our incredible SEO tool allows you to track competitors, keywords, and site performance, and our content management system is built to optimize all of your site content for users AND search engines.



Visit FWMdemo.com to get a guided tour of DSS today.



Get Your Head Focused on **POSITIVE** Things

by Tom Foster, Founder | CEO

It's easy to feel crushed by the weight of everything going on. As I write this, we're facing a long road to recovery with the pandemic. We've got citizens and good people protesting all over the country and world about police brutality, racism, just about everything, and with good reason—things are a mess.

But there is hope. We are seeing major strides in medical science, and we're getting closer to a vaccine. The protests are addressing a deep-rooted history of systemic racism, and it's scary and alarming, but it's not in vain. I think the world is finally ready to be done with racism. It feels like we're really getting somewhere this time. Doesn't it? I sure hope so. I think it's happening, at least!

We're reminded now, more than ever, of what we can do as a unified group. We can all do our part, and our collective efforts WILL bring change. We can save a life by wearing a mask, giving more space, demanding justice, or addressing the systems we take for granted.

And I think that's inspiring—and a good reason to stay positive. As we work together to take care of our world and our future, be sure to take care of yourself, too! Spend time focused on your happiness in your life and business.

Use the time now to build a better business for your future. Tie up the loose ends you have in your marketing. So many of our clients have done just that while they've been quarantined at home—to great success.

So what things could and should you be doing that you aren't? What questions should you be answering for your clients, your patients? How can you create a robust, excellent online presence?

Add content that addresses your clients' biggest needs, then back it up with more relevant content. Offer books, and build out drip campaigns that last several weeks. Generate reviews, create a social media strategy—do ALL the things, so when a prospect views your overall brand, it's **all good!**

It's rare these days for one piece of content or one campaign to turn into a new client;

— continued on page 4

4 WAYS to Market Your Practice During a LULL



Sometimes it's a global pandemic. Sometimes it's just a personal storm. Either way, when there's something outside of your control that drags you down, you basically have two choices. You can let it paralyze you—or you can start looking at what you can do NOW to usher in the brighter days ahead. And most of them are cheap, free, or simple to DIY, so you're not taking any big risks in a tough time!

1 Improve Your Core Website Pages

Your core pages are often the pages that new visitors to your site will see or seek out first, so take a look at:

- Homepage
- Main practice areas
- Office and “About Us” pages
- Staff bios

How can you tweak each of these pages to get more out of them? Is the content compelling and relevant to your potential clients? Does anything look old or outdated? Are there elements you can add or take away that will put a better spotlight on your priorities?

2 Explore the Marketing Tools You Already Have

If you've hit some downtime, do some exploring. What tools do you have that you haven't used? What can you do that you didn't know about? What are you confused about or having trouble using to its fullest? Are there tips and shortcuts that might save you time?

And hey—if you're a DSS user, be sure

to check out the training center under “Help & Support” to learn about all the amazing features!

3 Clean Up Your Contact List

Your email contact list is a precious asset that's unique to you and your practice, and it often represents many years' worth of names and contact information you've collected. Unfortunately, it's also a very delicate thing—if you make one or two critical mistakes with your contact list, your whole email marketing strategy can come crashing down.

If you haven't looked at it in a while, weed out any contacts that shouldn't be there, and start building up more contacts that should.

4 Get into Long-Form Content

Content is essential all the time, so

you can never go wrong by stocking up your website and scheduling ahead. Aim for longer pieces that really educate your potential clients on topics that are relevant to them. Do some research. Share some “insider” tips. Break down complicated ideas and clarify confusing terms. This is your chance to show them that you know your stuff AND know how to break it down for a layman audience.

Position Yourself for Success in a Storm

You CAN help your future self now, but if you're feeling overwhelmed, **schedule a marketing analysis at FWMAnalysis.com**, and we'll give you a breakdown of what's working, what's not, and where you can prioritize your efforts to get the most bang for your buck. 🌪️

Need to shift your business development goals?

We can help you expand into a new practice area that serves the needs of your clients RIGHT NOW. Visit www.FWM.tips to schedule a time to talk about your goals and immediate needs. We'll help you develop a plan to keep your practice moving forward. We all have to adjust to the new normal and find our footing as best we can. We're here to help!



Hit a **NARROW TARGET** With a Tight Digital Marketing Strategy

Hofmann & Schweitzer (www.hofmannlawfirm.com) is a law firm that understands the benefit of a client-focused reaction to current events. Their clients are largely injured seamen and construction workers, and the firm's success very much depends on being able to be there for people, when and where it matters!

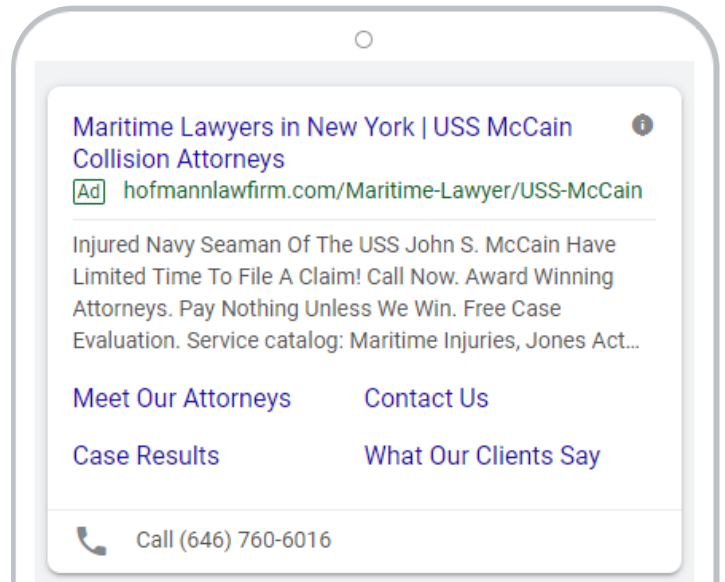
Digital marketing should meet customers at the right points in their journey and fulfill their needs in that moment. That “human focus” is hugely important when you’re trying to reach an extremely narrow audience!

On August 21, 2017, the U.S. Navy destroyer USS John S. McCain collided with the oil tanker M/V Alnic. Hofmann & Schweitzer recognized early on that they needed to be a compelling source of help and knowledge for crewmembers and their families in the aftermath of the collision. The campaign, which outlined important details and deadlines about the event, had to be timely, compelling, and tailored to their very targeted audience.

With a laser-focused goal, they needed a strategy to capture a pinpoint target—and they needed it fast.

How to Aim for a Pinpoint Target

Hofmann & Schweitzer started this campaign with a strong overall marketing strategy—a huge bonus because their goal with the USS John S. McCain campaign was shaping up to be a tough one. With a small target audience and strict filing



Paid ads played a big part in quickly connecting the firm with a narrow target audience.

date, they really only had one chance to do it right.

We sat down to develop and deploy a complex strategy that included:

- **Press releases.** To push out time-sensitive information to multiple media outlets at the same time, before the “expiration date” to file a claim.
- **PPC management.** We developed a short-term, highly focused campaign with customized ads, a realistic budget, unique targeting, and a cost-balanced strategy. Separate PPC campaigns for Japan and the United States further segmented their audience, and ongoing optimization made the most of their budget.
- **Custom landing page.** To really make a connection, offer help, inform, and highlight the most important and relevant information.

— continued on page 4

Get Your Head Focused on Positive Things



it's often a series of interactions, called assisted conversions. **Our awesome client, Kevin McManus, has been getting significant cases through assisted conversions without spending one cent on pay-per-click.** He adds content and *all the elements* that are needed for a successful campaign, which is what we teach our clients here at FWM.



Another excellent client, Ed Littlejohn, has multiple marketing methods working for him as well. We've been working with Ed to add content that's interesting and relevant to his list, building his organic presence, and then announcing these new pieces through

targeted email marketing. It's early yet, but we've been growing his list, and he has signed several new "perfect" clients as a direct result of this email reach-out campaign!

I hear these stories every day on my coaching calls, and the common theme is staying focused on the positive things we can do for our businesses *right now*.

Want coaching with me? Give us a call at 888-886-0939. We would love to help you, too! 🌐

Wishing you the best success with your marketing,



Hit a Narrow Target With a Tight Digital Marketing Strategy

Legal Representation For Navy Seamen Injured In The USS John S. McCain / Alnic Collision
Call Now (646) 760-6016

Contact Our Maritime Attorneys

First Name *

Last Name *

Phone *

Email

Tell us about your injuries

Submit

Protected By Google reCAPTCHA | Privacy | Terms

Time Is Extremely Limited to File a Claim for Injured Navy Seamen Involved in the Collision of the USS John S. McCain and the M/V Alnic

If you or someone in your family was injured in the collision between the USS John S. McCain and M/V Alnic, you should contact the maritime attorneys at Hofmann & Schweitzer right away. The corporate owners of the Alnic have taken action to limit liability for the accident—depriving the men, women, and families who suffered injury and losses their rightful compensation. Contact us through our online form or call our office to file your claim before the deadline passes.

Call Now (646) 760-6016

Custom landing pages highlight the most important and relevant information for visitors from search and paid ads.

- **Social media boosted posts.** Using the incredible options for targeting specific demographics got the message in front of the right audience, very quickly.

Small Focus Brings in Big Results

With all those tactics knit together, the strategy delivered real results. Between the campaign, word-of-mouth referrals, and their supportive marketing, they've signed 27 new cases!

Ready to get in front of your firm's perfect clients? Request a marketing analysis at FWManalysis.com, and let's talk about the pinpoint targets that could make a world of difference for your practice. 🌐