



**FOSTER**  
WEB MARKETING

# THE CAPTAIN'S LOG

## EXPLORING THE FINAL FRONTIER OF MARKETING



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

**STAR DATE 062015**  
VOLUME 8, ISSUE 4

### INSIDE THIS ISSUE

- How to Make a Website Live Long and Prosper 1
- Let Us Reintroduce You to DSS: A Tool You're Not Using Enough 2
- Respect the Power of Reviews 3

You can always read, download and sign up for our newsletter at [www.FWMnewsletter.com](http://www.FWMnewsletter.com)



The Great Legal Marketing Summit filled with hundreds of lawyers winning the marketing game is drawing closer every day, and the \$250 promo we're offering is almost over! You still have time if you register today at [GLMsummit.com](http://GLMsummit.com)

Just enter the promo code "foster" and get \$250 off the cost of registration!

That's not all! You may notice that GLM members get a special discount on attending the Summit. Take \$300 off the registration fee by going to [GLMTestDrive.com](http://GLMTestDrive.com) to try their program. Ben tells me that it's just \$19.95 to "Test Drive" GLM and you get over \$1,500 in benefits including two months of free membership. Now, you have to STAY a member through the event to get the discount, but the discount you get plus the two free months will practically pay for itself. Pretty sweet deal, right?

Remember, BEFORE you sign up for the event, make sure you join GLM at [GLMTestDrive.com](http://GLMTestDrive.com) to get the additional \$300 off your Summit ticket.

#### Notice anything different about our newsletter?

We like to have fun here at Foster Web Marketing, and anyone who knows me at all knows I am a *Star Trek* nut (original series only, thank you). So in that spirit, *The Captain's Log* will keep you educated, updated, and informed about all things marketing, and it will help you boldly go where many other successful marketers have gone before!

**GET NEWSLETTER TO STUN**



# How to Make a Website Live Long and Prosper

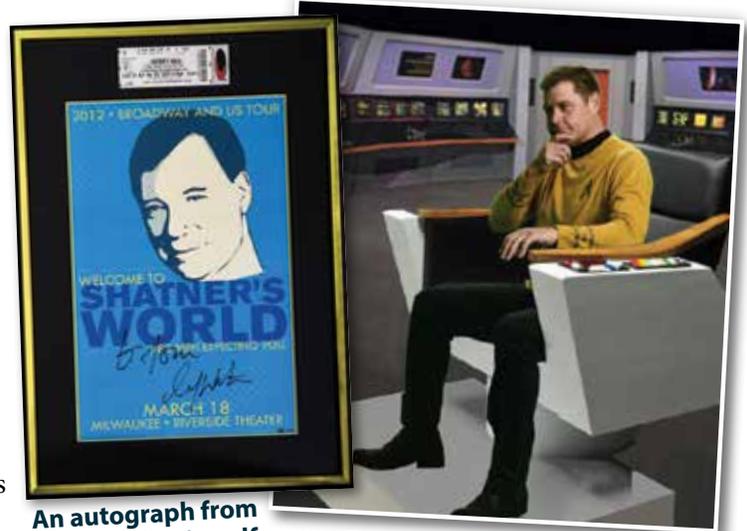
by Tom Foster, Founder and CEO at Foster Web Marketing

*A few years ago, I was having dinner with my friends at Hupy and Abraham after they had taken me to meet my longtime hero and rumored father, Captain Kirk.*

(Well, it was really William Shatner doing his one-man show.) He did an amazing job with self-deprecating humor based on all the crap he gets for the outlandish jobs he takes. William Shatner is featured in Hupy and Abraham's TV commercials, and my friends took me backstage so I could get an autograph from the Captain himself.

But my love for Captain Kirk is a story I will share at another time. **My point here is to tell what Jason Abraham, partner at Hupy and Abraham, said to me that night at dinner.** First, you must know that Jason is a great guy, a fantastic attorney, and an excellent managing partner of the firm. He is also a little intimidating, which says a lot, as I am not easily intimidated by anyone!

Anyway, Jason leaned over and whispered in my ear, "Tom, I want you to make us the



An autograph from the Captain himself.

Tom Foster, Captain Kirk of Foster Web Marketing.

best. I only want the best out of you—no compromise, no BS, just the best you can give us." He looked me directly in the eye like it was a direct order. He held my gaze for a few seconds then slapped me on the back and

— continued on page 4

*Did you know that we do all this? We can help you to grow your business just like we have for so many others.*



Having a professional website and mobile website design is essential for impressing potential clients when they compare you against your competition.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



# LET US REINTRODUCE YOU TO DSS: A TOOL YOU'RE NOT USING ENOUGH

*Recently, we've noticed a problem.*

You have an amazing piece of marketing software (DSS) at your disposal, and we have dropped the ball explaining its greatest features. We are constantly updating, upgrading, enhancing, and tweaking DSS to be the most awesome inbound marketing software, and we recognize that a number of clients don't even realize all they can do with DSS! That's our bad—we haven't done the best job sharing this stuff with you all, but *we're changing that starting right now!*

### If you aren't familiar with DSS, here's a quick snapshot:

DSS is software that allows you to update the content on your website at any time and see page-by-page analytics information, **and** it also functions as a **Customer Relationship Management (CRM)** system! It's like a one-stop-shop for your online marketing efforts, so please excuse us if we tend to brag a little bit; we're pretty proud.

Since August, we've made a very long list of updates and enhancements. Some of them will probably blow you away; other stuff may seem like no big deal. But each change brings a better user experience for you and ultimately your audience, and that is a HUGE deal!

### Here's a [very] abbreviated list of DSS updates:

**1 The CRM Dashboard and Contact Section received overhauls:**

Get a better idea of how your emails are performing, sort based on your best performing campaigns, and see where your users are converting. This data is GOLD! These are people most likely to become paying clients, so these are leads you should nurture!

**2 We are HIPAA compliant:**

We now offer compliance with all HIPAA (Health Insurance Portability and Accountability Act) provisions. Essentially, this means the security measures we have been utilizing are officially recognized. It was not like getting a seal of approval—this was a huge undertaking—but it does mean we've been implementing the right measures from the get-go! Hooray!

**3 Brand New Mobile sites:**

We are really excited about this one! Our new mobile site designs are responsive to whatever device they are used on. They're faster, more user-friendly, and better integrated with their corresponding desktop sites. In short, they are totally AWESOME, and Google loves them—consistently giving our mobile sites super high scores.

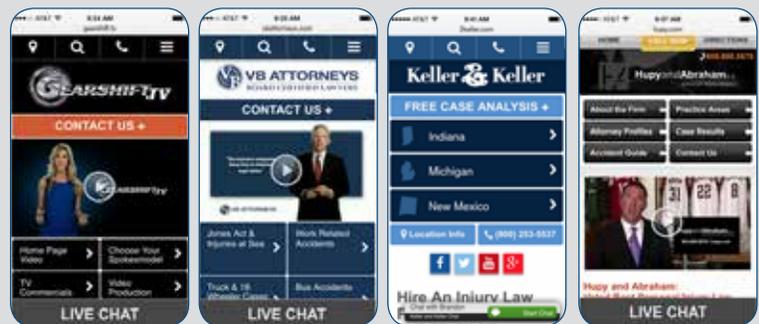
NAME	DATE	SENT	OPENS	CLICKS	OPT OUT	BOUNCES	CONTACT
FWMLUPDATE: Web Server Attack Threatact...	10/13/2008	495	82	17%	0	1%	0
Web Sites Are Back Up!	08/27/2008	465	91	19%	0	3%	0
Finalist Buzz! Get the Scoop... (and other ...	08/23/2008	404	94	23%	1	3%	1
June 21 Marketing Super Conference - Tick T...	05/13/2008	423	85	20%	3	7%	3
Contact Archives - Very Important!	04/29/2008	411	56	14%	0	14%	19

*The CRM Dashboard gives you immediate reporting and feedback on how well your email and newsletter campaigns are doing, displaying bounces and open rates.*

102 Contacts for this time period

DATE	NAME	CONTACT DETAILS	ACTIONS
06/06/2015	Shedyn Rogers	Contact <a href="#">more info</a>	
06/05/2015	John Prager	Other <a href="#">more info</a>	
06/04/2015	Dr. Neustarte	Call <a href="#">more info</a>	
06/04/2015	508 258 8543	Call <a href="#">more info</a>	
06/04/2015	Wireless Center	Call <a href="#">more info</a>	
06/04/2015	Davis Law Group	Call <a href="#">more info</a>	
06/04/2015	Kristie Gray	Other <a href="#">more info</a>	
06/04/2015	Heartland Food	Call <a href="#">more info</a>	

*Our new display and data integration of contacts will show who and where they came from: web contacts, offer download, nGage Chat, or phone call.*



*Some of our newest Google "mobile-friendly" sites that offer AWESOME user experience!*



This is only a tiny look at the updates we've made! Go to [FWMDemo.com](http://FWMDemo.com) to schedule a one-on-one demo with our own Karen Hoff. If you are already a client, you can always check out the release notes in DSS, or give our Customer Service team a call at **844-531-4797** to walk you through all the latest changes.

# Respect the **POWER** of **REVIEWS**

**The bottom line: reviews will impact your business. Make sure they have a positive impact with a sustainable review strategy!**

Reviews have become increasingly important for all businesses. No, really—a recent survey shows that **88 percent of consumers read online reviews, and 85 percent of those read 10 or more reviews before making a decision.** That means nearly every single person who has called your office has probably read your reviews! If you want to do well, you need to have a good review reputation online.

*To help ensure that you're following best practice review-gathering strategies, we've answered some of the most frequently asked questions when it comes to reviews:*

## **What is the best way to get reviews?**

Ask! It's really that simple. If you have happy customers, ask if they would consider leaving you a review. You can send these people to a vanity URL (like [www.ReviewMyBusiness.com](http://www.ReviewMyBusiness.com)) and link to review sites with one big exception: Yelp. Only send users to Yelp through a button on your website that uses a Google search link. This way, Yelp won't

see you send people to its site, but the link will still offer direct access to your page on the review site. For directions on how to do this, visit [FWM.tips](http://FWM.tips).

## **Should I pay someone to get reviews for me?**

If someone offers to dramatically increase the number of good reviews you get, run away! The only people who offer instant, positive reviews are **cheating cheaters who cheat**, and any reviews you get will be fictitious and almost guaranteed to get your reviews, both real and fake, yanked from review sites.

## **Can I transfer testimonials or written reviews to review sites?**

No. If you're sent a kind, glowing email or someone responds positively on a comment card in your office, you absolutely cannot transfer these kind words to review sites.

What you can do is use this opportunity to ask for a review. When you get a positive email response or verbal



*Get control of your reviews with a sustainable review strategy, or kiss your web presence goodbye!*

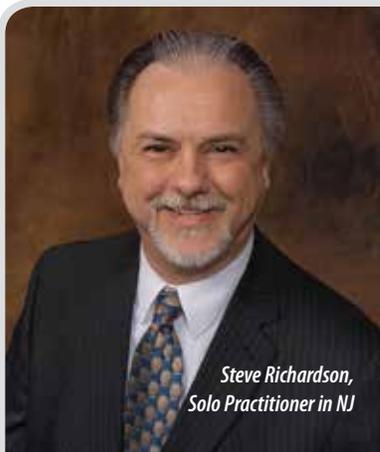
comment, thank the person for the kind words, and ask if he wouldn't mind sharing them with others looking for excellent legal or medical care.

## **Should I ask friends, family, and my employees to write reviews?**

No. Not only could this get reviews yanked (if they all come from your office, for example), it's just bad business. It's disingenuous, it's cheating, and it can create a bad feeling among your staff. Nobody wants to feel forced into this kind of thing. 🌐



**Want more?** We've dedicated a whole webinar on creating a sustainable review strategy (yeah, it's a big deal). Watch it at [FWM.tips](http://FWM.tips), or give us a call at **844-531-4797**. We'd love to hear from you!



Steve Richardson,  
Solo Practitioner in NJ

## **YOUR KEY TO ONLINE MARKETING SUCCESS IS DSS**

*Just ask Steve! DSS power users like Steve Richardson stomp big law firms all day long by using our powerful marketing software.*

***"FWM is my partner that gives me the tools and the know-how to beat the big firms. I can move fast and make changes whenever I want using DSS! And their staff provides excellent support and coaching. I get on all the Users' Group calls to learn how to get better at this ever-changing online marketing game!"***

—Steve Richardson, [RichardsonLawOffices.com](http://RichardsonLawOffices.com)

— continued from page 1

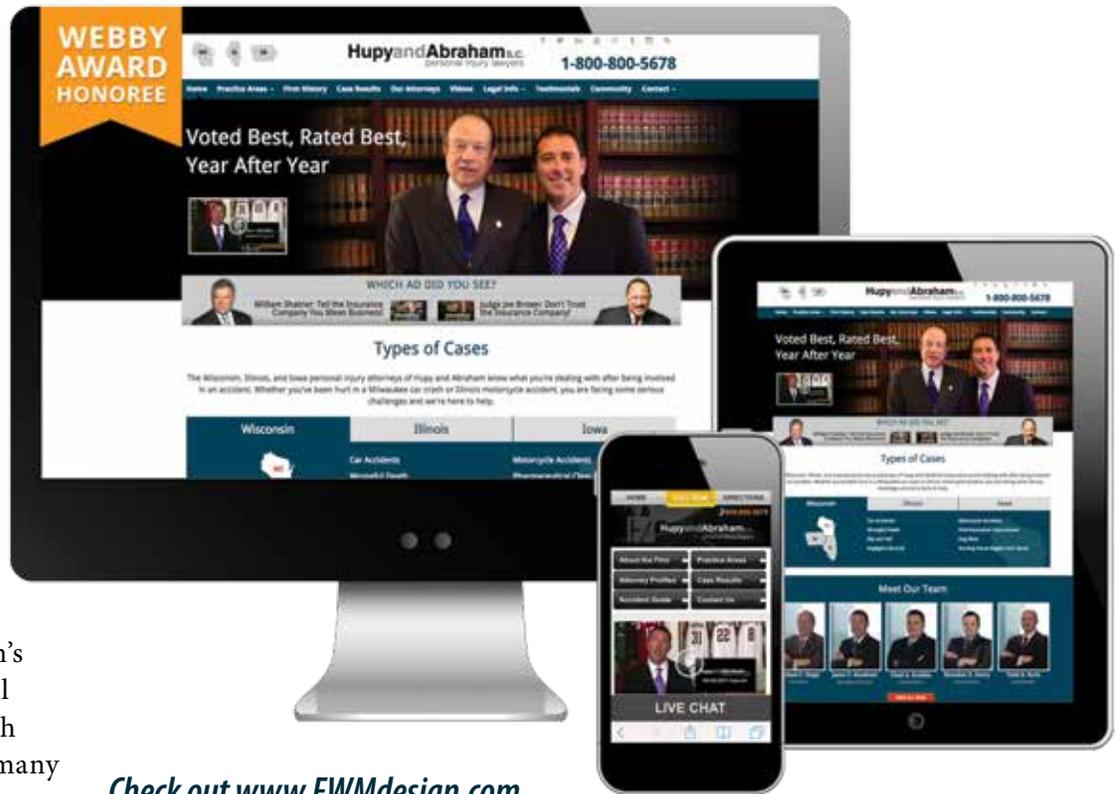
## How to Make a Website Live Long and Prosper

laughed his big laugh, and we continued eating and drinking. I must tell you, I felt a little defensive at first, like we weren't already doing the best we could for him. But after thinking more about it, I decided to pull out all the stops for this guy and his team. I felt challenged!

**Hupy and Abraham is now, years later, one of the top PI firms in the country—** and this team ensures its place at the top by putting in the time and money (being the best isn't cheap!).

We work very closely with the firm's AMAZING marketing director, Jill Wellskopf, whose team pretty much handles everything. Through the many design revisions of the Hupy and Abraham website, we have maintained the highest level of mutual trust between our people. They listen to our advice, we listen to their ideas, and then we implement what they need. I will never forget Jason's challenge: "Make us the best!"

**So with great pride, and on behalf of the entire team at FWM, I am thrilled to announce that we were recently honored by "The Webby Awards" for Hupy and Abraham's website!** What the heck is a Webby Award? Hailed as the "Internet's highest honor" by *The New York Times*, The Webby Awards are the leading international award honoring excellence on the Internet, including websites; interactive advertising and media; online film and video; mobile sites and apps; and social media. The Webby Awards received nearly 13,000 entries from all 50 states and over 60 countries this year!



Check out [www.FWMdesign.com](http://www.FWMdesign.com) to see Hupy and Abraham's responsive website—a Webby Award Honoree!

**Please join me in congratulating the Hupy-FWM partnership for this prestigious honor!** Job well done to all. It really goes to show you that partnering together and trusting one another goes a long way! 🌐



*Michael Hupy (left) and Jason Abraham (right), long-time clients of Foster Web Marketing, managing partners of Hupy and Abraham, S.C., and smart attorneys who know what it takes to succeed!*



If you just don't know what you want but know you don't want to talk to a sales person, please talk to Gretchen Upright, and get a FREE design consultation at [FWMdesign.com](http://FWMdesign.com).

**THE CAPTAIN'S LOG: EXPLORING  
THE FINAL FRONTIER OF MARKETING**

Page 4

FOSTER WEB MARKETING | 10555 MAIN STREET | SUITE 470A | FAIRFAX, VIRGINIA 22030

TOLL FREE: (844) 531-4797 | DSS: (866) 448-8999 | FAX: (703) 997-1309 | [WWW.FOSTERWEBMARKETING.COM](http://WWW.FOSTERWEBMARKETING.COM)

The Captain's Log Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit [www.FWMnewsletter.com](http://www.FWMnewsletter.com)

Design and publication by Zine Graphics & Print ([www.zinegraphics.com](http://www.zinegraphics.com)). Copyright © 2015 by Foster Web Marketing.