



Using Offline Marketing to Drive Traffic to Your Website

DSS User Group Meeting June 20, 2012

Thank you to our DSS User Group members who were willing to share their offline marketing techniques with the group! Not only did they speak up during the June meeting, but several were kind enough to send me emails rich with detail about their marketing.

Jill Wellskopf, Director of Marketing at www.hupy.com

Here's a summary of offline activity:

We do traditional print, radio and a ton of TV but we make an impact with our more creative activities.

Mr. Hupy has a blog coming out in September in conjunction with Marquette University Law School. He is also a founder of the Milwaukee Justice Center, a "free law" center in the city.

Our attorneys and me are active on many Boards within the community.

In 2011 the firm donated over \$150K to more than 100 local organizations.

We participate in community events, festivals, fairs, averaging 5 per week May-August

We actively seek out and apply for awards to help boost our credibility and PR.

We are known for our PSAs: "DNT TXT N DRV" and "Watch for Motorcycles." The campaigns have reached over 10 million people through print, television, radio, bumper stickers, airplane banners and more.

Susan Miley, Miley Legal Group <http://www.mileylegal.com/>

As far as the offline marketing, some things we do offline are the following (off the top of my head):

- Newsletter
- TV
- Little ad in Yellow Pages
- Client Focus
- Potential Partner Relationship Building (Currently focused on other Attorneys practicing in other fields)

We have focused most of our efforts the last year on client experience and appreciation. Our clients get personal handwritten cards in the mail, contacted every 30 days by our legal assistants, contacted every 45 days by our lawyers, evaluations sent quarterly directly from Tim to the client to rate their current experience and to make sure they are having their needs met. If they are in the hospital, we send them a stuffed animal (a tiger) and flowers. If they refer a new client to us, we send them a dozen fancy covered chocolate strawberries (preferably to their place of employment) and a thank you card. We



had local homemade pies delivered to our top 25 clients the Monday before Thanksgiving as our way of being thankful they are a member of The Miley Legal Group family.

For rejected intakes we set them up on a 6 month program that directly mails and emails them 4 times touching base with the referral we sent them and making sure they are having their legal needs met. They will also get our newsletter and holiday greeting from that point forward.

For every referral we send to other attorneys, the attorney gets an automatic email letting them know that we sent someone their way. It is automated in Infusionsoft so they know every single time we send them a potential new client. Since we have started this program (3 ½ months ago), we have sent 81 referrals out to other attorneys.

Our intakes from 2007-2010 came about 45-50% from TV to 2011 being 28% and spread more evenly between Internet and referrals. The percentage of referrals have gone up from about 25% to 33% so we feel our efforts towards getting a strong referral base is working.

Emily Corwin, Marketing Director at www.vbattorneys.com

Here's the basic list of what we're doing and what we've got in the pipeline for offline marketing:

1. Maven Group:
 1. Approximately 50 people – former clients, referrals, etc.
 1. Gift, book (whatever the latest book of the month), their own newsletter.
2. Newsletter – approx. 2,000 a month
 1. we are writing all of the content
 2. Brian writes one main article each month, primarily on Success or his family.
3. Books -
 1. 4 maritime books in print
 2. 4 personal injury books in print
 3. Brian is writing a new book to be featured on the home pages of the web site on how to win or lose your case
 4. Curtis is writing a book on non-subscriber/worker's comp issues
 5. Kenneth is writing a book on TWIC/Coast Guard issues
 6. We're compiling Brian's newsletter articles into a book.
4. Shock & Awe – in process of redesigning it now.
 1. Our window between initial contact and sign-up is a day or two, so they usually get the packet when they walk in the office.
 2. Changing the packaging, use all available space for calls to action. Making it look really polished and professional
 3. Contents:
 1. Differs for maritime or PI, but they all have at least one book, a CD, a notebook, a pen, testimonials, verdicts, reports, etc.
 1. Working on a dvd to be included
 2. Disposable camera w/ notepad for car accident cases.
 3. Working on combining testimonials, verdicts, reports, etc. into a bound booklet
5. Developing a New Client Packet:



1. Tote bag with logo
2. Padfolio for meetings
3. New client book – handbook, suggestions, hints, etc.
 1. Making it bilingual
4. Starbucks gift card
6. Stuffed animal for sick, hospitalized clients (borrowed from the Mileys)
 1. A bear and a wolf - (brian and vuk, respectively)
 1. T-shirts that will say get well soon
 2. Pins with the firm's name on it
7. The Texas A&M Maritime Academy is down here, and Brian and I are working on getting us in the door to be speakers, to become a known presence to maritime cadets and future sailors.
 1. Goal is to brand us as an expert resource on maritime issues
8. Developing community connections
 1. Promoting local charity work
 2. Getting firm involved in events
 3. Possibly sponsoring a golf tournament?
9. Local referral network – we have a strong network of local attorneys who refer cases to us and us to them.
 1. Spend time every week on those relationships
10. Thank you notes to Juries
11. Gift bags at settlement
12. Thank you note and gift card for video testimonials

Overall, we're beginning to examine our clients' experience from first point of contact to the day their case settles. We're working on what works and what needs improving, how to make their experience better, more comfortable.

The majority of our clients are not highly educated, so we are working on ways to get the process explained to them simply, to make sure they're comfortable with what's going on. We spend a lot of time communicating with them over the phone or in person, developing the relationship. I'll let y'all know with where we wind up with this process!

Additional Client Feedback

1. Reach out to first responders. Why? They often lack funding and need equipment. Plus the general public has a very positive view of first responders, so goodwill is much appreciated by the community.
 - a. Many first responders lack tools – e.g., jaws of life to help car accident victims
 - b. Find out from first responders what tools they need, and who their suppliers are
 - c. Reach out to supplier, ask if you can purchase the tools at a discount to donate to the local department
 - d. Ask the supplier if you can do a write-up about what they've done for your website... then ask if they want a testimonial from you on how wonderful they are, which they can put on their site... with a link back to your site (this is link building!)
 - e. Donate the tool to the department. The client who did this got a lot of free, local press (they did not solicit any press, it just happened).
 - f. They received a very positive public response, and got 2 or 3 cases for their efforts.

- g. The client in this case found out that some of the fire departments they had helped were telling accident victims they should consider their firm (the client said they didn't ask them to do this, but the fire fighters were so appreciative that when victims asked for recommendations their firm was at the top of their minds).
2. Take a look at your list of suppliers and vendors. Reach out to them and tell them how happy you are with their services, and how often you recommend them to others. Ask if you can write a testimonial for their website (which of course will have a link back to your site). The client who does this reported a very high success rate of getting links from other sites because of these testimonials. This is great for local link building if your suppliers are local.
3. If you attend conferences, see if you can give a presentation. Many conferences are happy to have guest speakers, and you may get a link from the conference website back to your site. This is an especially good tactic if you are attending a conference that does not cater specifically to the legal community, as you can sell yourself as a representative from the legal niche.
4. Another conference tip – if you're attending a conference (especially if it is large and well-known), blog on your site about it as it is going on and tweet about it on your Twitter account. People interested in what is going on at the conference, and sometimes the media, may pick up your tweets or blog posts. You can also ask the folks running the conference if they want a testimonial. Again, if the conference does not specifically cater to attorneys, you can sell them on the fact that you represent a niche that they want to cater to.

Thanks for sharing, everyone!

Sincerely,
The DSS Team