

FWM July 2014 Webinar

STOP
MAKING THESE
MARKETING MISTAKES
START
GETTING RESULTS

What will you learn today?

- ✓ How failing to promote your content can doom your marketing
- ✓ Why you're failing at "social" media and what to do about it
- ✓ If you have no content focus... or hyper-focus... how can you balance keyword use?
- ✓ How to quit those random acts of marketing and start working a PLAN
- ✓ That you need to MEASURE. No excuses!

**You write
content... but fail
to promote it**

THE SCENARIO

- You write content for your website
- You add a free offer to your website
- You wait. And wait. And wait... NOTHING!



THE RESULT

“CONTENT DOESN’T WORK!”

“FREE OFFERS ARE A WASTE OF TIME!”



THE SOLUTION



PUBLISH IT then PROMOTE IT

THE SOLUTION

Have a plan to promote your key pieces...

- Social Media (paid, groups, tag others)
- Email newsletter
- Print newsletter
- Follow-up campaigns
- Link back to article from other newsletters, comments on forums, answers to Avvo questions



THE SOLUTION



Evergreen content vs. breaking news

- **Evergreen content** can be reused in many ways, especially if it is niched or seasonal. Keep it updated, test ways to promote it.
- **Breaking news** is a quick hit to capitalize on a hot topic—hit it hard with all your marketing outlets, then let it go.

...psst...

BEYOND BLOGS

**INJECT VARIETY
INTO YOUR
CONTENT MARKETING
STRATEGY**



**Your social media
isn't social
...at all**

THE SCENARIO

You—or the folks you outsource to—auto-post content to your social media pages...



(...or maybe you just hang out on Google+ with other lawyers!)

THE RESULT

- ✓ Few clients like your pages or follow you
- ✓ Few likes or comments on your posts
- ✓ Few clicks to your website

“Social media doesn’t work!”



THE SOLUTION

Embrace the **SOCIAL** part of social media

- Invite your clients to follow you—make this part of your process
- Give followers a reason to pay attention with local, personalized info
- Comment on other business pages



THE SOLUTION

Sponsoring a local event or charity?

Post about it and tag the organization you're supporting to get in front of THEIR followers.

Post and comment on the business or charity page you're supporting.

 **Hupy and Abraham, S.C.**
 July 18

Winterset Bike Night is coming this weekend! Make sure you have it marked on your calendar. Saturday night from 6-10 ... Hupy and Abraham and P I P E S, the Midwest's #1 Motorcycle Emcee, will see you there on the square!



Like · Comment · Share

2 Shares

5 people like this.

THE SOLUTION

Business pages can tag other business and community pages to get more exposure!



Foster Web Marketing shared a link.
Posted by Molly Miami [?] · July 9 ✨

We're excited to welcome Jordan Wilcox and his team at [The Law Offices of Jordan F. Wilcox, PC](#) to the Foster Web Marketing family! Check out the press release below, and the new website here: <http://www.taxhelput.com/>



Informative Website Launched by Utah Tax Attorney
www.prweb.com

Layton, Utah (PRWEB) July 08, 2014 – Salt Lake City tax attorney Jordan Wilcox releases a new, informative website to help Utah residents with tax debt.

THE SOLUTION

Comment on your own posts (as yourself, not your business), tag staff or clients as appropriate.

Your business page cannot tag people, but YOU can!



Foster Web Marketing shared a link.
Posted by Molly Miami · May 20

We are thrilled to welcome the newest addition to the Foster Web Marketing family! [The Body You Want - Washington, DC Personal Fitness Training and Weight Loss](#) has been in the works for quite some time, and we are very excited to launch their website. Welcome to Josef Brandenburg and his team! Check out the DC-based personal training team here: <http://www.thebodyyouwant.com/>



A Fresh Take on Personal Training in Washington D.C. | The Body You Want LLC
www.thebodyyouwant.com

Do you strive to feel and move better? Discover a new approach to personal training that will transform the way you think about...

Like · Comment · Share

8 1

Karen Martin Hoff, Eleanor Sather, Laura Johnson and 5 others like this.



Write a comment...



Danielle Bianca Ruderman Congratulations, Josef! And big thanks to awesome project manager Elizabeth Paolone ORourke and the always delightful coder Greeég Durrbuyuh for their many hours spent on this great site!

Like · Reply · 2 · May 20 at 4:18pm

Write a comment...

THE SOLUTION



- Community sites: join relevant groups on Google+, LinkedIn, Avvo and ask questions, comment and share helpful content
- Follow local businesses and those in your field on Twitter, share info, retweet, comment

<http://www.fosterwebmarketing.com/blog/sharing-is-caring-but-be-sure-to-take-care-where-you-share.cfm>

<http://www.fosterwebmarketing.com/blog/21-top-twitter-tips-for-attorneys-doctors-and-business-owners.cfm>

THE SOLUTION

Follow and comment on **local media** social media threads that are relevant

- Radio stations in your market
- Local TV stations / broadcasters
- Local publications



Offer your expert opinion, counter false information, offer another perspective.

MEDIA OUTLETS NEED CONTENT

THEY USE SOCIAL MEDIA, TOO

THE SOLUTION

**Do you have a product...
books, bumper stickers,
pens, mugs, bobble
head?**

Share pictures of your
local business partners or
clients with your swag!



Foster Web Marketing

Posted by Molly Miami [?] · June 4 ✨

We love our clients! We sent the wonderful ladies at Top Practices some goodies to thank them for helping us to make the Customer Relationship Management (CRM) software the best it can be, and got a great message in return:

"We just recei... [See More](#) — with Leslie Catherine.



[Unlike](#) · [Comment](#) · [Share](#)

 18  2  1 Share

**No focus in your
content...
or TOO MUCH**

THE SCENARIO

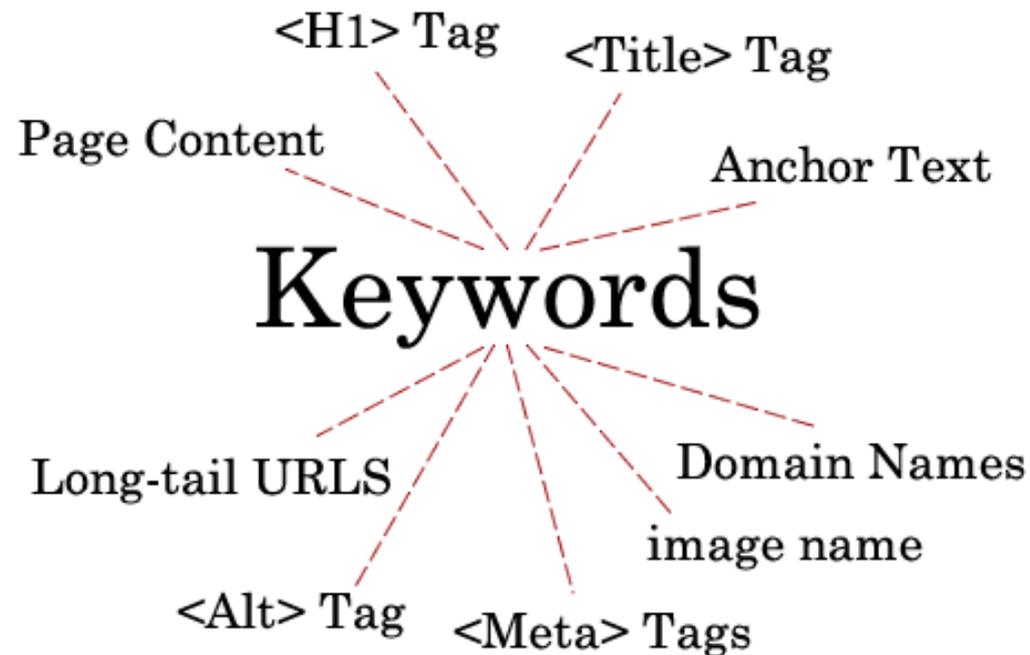
You use your FAVORITE keyword phrases in
ALL OF YOUR CONTENT—EVERYWHERE



OR... you write GENERIC content with no
clear focus or geo-location

THE SOLUTION

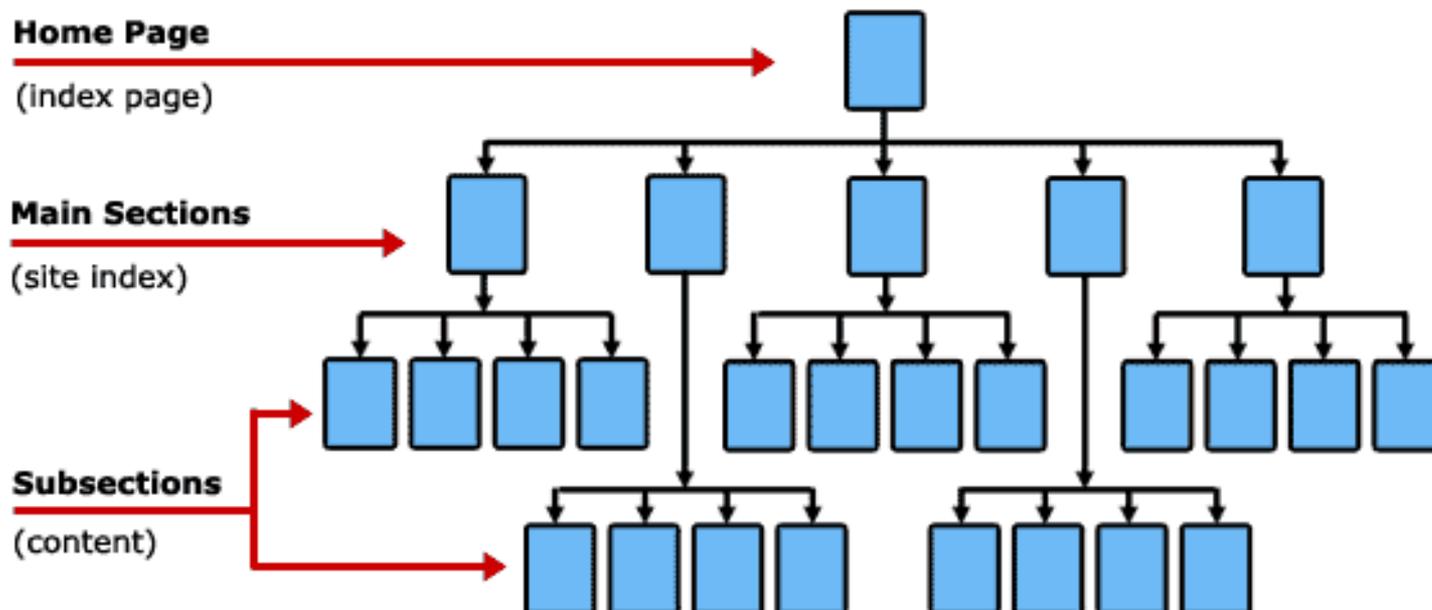
Use keywords judiciously, Goldilocks



THE SOLUTION

Adjust keyword placement to improve rankings

Basic Website Layout



**Why plan when
you can WING IT!**

THE SCENARIO

You “do marketing”
when you have time
or feel like it... or, your
marketing is siloed
and disconnected.



THE RESULT

You're committing RANDOM ACTS OF
MARKETING and you wonder why NOTHING
WORKS

...or you have no idea what works!



THE SOLUTION



A **Basic Plan** to market your services:

- List all your service areas / products
- For each, document marketing efforts, results, cost, return on investment
- Brainstorm new campaigns, in order of service area importance

THIS WILL BE TIME CONSUMING. JUST DO IT.

- Review this list quarterly, adjust as needed

THE SOLUTION

Create a **MARKETING CALENDAR:**

- Identify tasks you **MUST** complete each month
- **MAKE APPOINTMENTS WITH YOURSELF TO DO THEM!**



THE SOLUTION

Create a **MARKETING CALENDAR:**

- What **regular trends** are important for YOUR niche?
- **National** or **local** events & campaigns you can piggyback on?
- Use **ALL** your marketing outlets to push out themed content!



**You don't
MEASURE...
anything.**

THE SCENARIO

You market your business... but don't track what's working and what isn't.



Half the money I spend on advertising is wasted;
the trouble is, I don't know which half.

(John Wanamaker)

THE RESULT

- ✓ Your precious time & hard earned money are wasted on random acts of marketing
- ✓ You can't get better if you don't know what works and what doesn't
- ✓ Without better marketing, you can't get better, more profitable clients



THE SOLUTION

MEASURE

and

TRACK

everything



THE SOLUTION

Posting content? Check its performance in analytics!

- Is your content getting visitors?
- Where are visitors coming from...your target area?
- Does the page CONVERT (get leads)?
- Did it get shared on social media?

If a page does well... WHY?

If a page gets no traffic or conversion... WHY?

<http://www.fosterwebmarketing.com/library/the-best-way-to-perform-a-content-audit-on-your-website.cfm>

<http://www.fosterwebmarketing.com/video/april-2014-webinar.cfm>

THE SOLUTION

Remember your marketing calendar? Each campaign you start, MEASURE IT.

- Amount spent (include your time)
- Contacts received
- Clients or new patients signed
- Profit resulting from those new clients
- Calculate your return on investment!



$$\text{return on investment (\%)} = (\text{Net profit} / \text{Investment}) \times 100$$

THE SOLUTION

Track all links in your email newsletters, email follow-up campaigns, and vanity URLs

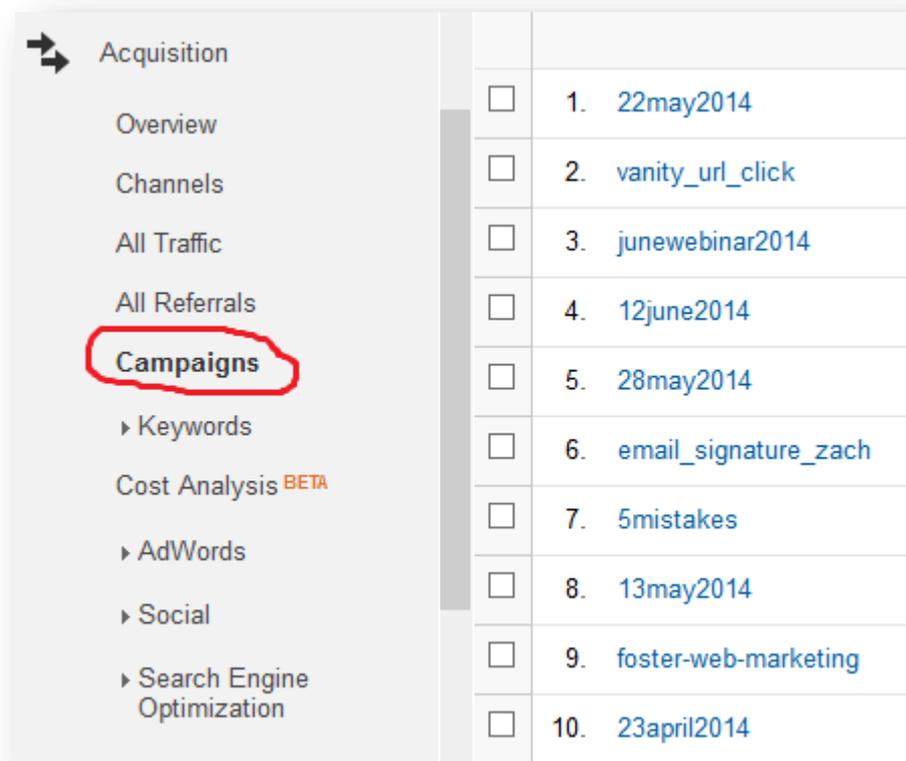
www.fosterwebmarketing.com/blog/from-audits-to-apostrophes-april-content-tips-and-tricks.cfm?utm_source=weekly_newsletter&utm_medium=email&utm_campaign=13may2014

Google URL Builder:

<https://support.google.com/analytics/answer/1033867?hl=en>

THE SOLUTION

View stats in Google Analytics



The image shows a screenshot of the Google Analytics interface. On the left is a navigation menu with the following items: Acquisition, Overview, Channels, All Traffic, All Referrals, Campaigns (highlighted with a red circle), Keywords, Cost Analysis BETA, AdWords, Social, and Search Engine Optimization. On the right is a list of 10 campaigns, each with a checkbox and a label:

<input type="checkbox"/>	1. 22may2014
<input type="checkbox"/>	2. vanity_url_click
<input type="checkbox"/>	3. junewebinar2014
<input type="checkbox"/>	4. 12june2014
<input type="checkbox"/>	5. 28may2014
<input type="checkbox"/>	6. email_signature_zach
<input type="checkbox"/>	7. 5mistakes
<input type="checkbox"/>	8. 13may2014
<input type="checkbox"/>	9. foster-web-marketing
<input type="checkbox"/>	10. 23april2014



**Ask “How did
you hear
about us?”**



Call Tracking

- Know who calls from the website
- Record the calls for improved customer service
- ***Record how client found you!***

FIX your MARKETING

1. PROMOTE your articles and offers
2. Embrace “SOCIAL” media
3. FOCUS on key landing pages, then write supporting content for users
4. Create a PLAN and a MARKETING CALENDAR (*and stick to it!*)
5. TRACK and MEASURE... do more of what works and less of what doesn't!



Questions?

Resources

- **Need Help?** We offer marketing services and consulting as well as website design and hosting! Contact us at info@fosterwebmarketing.com or **888-886-0939**
- **Oct 24-25:** Join us at the 2014 Great Legal Marketing conference in Arlington, VA (www.GLMConference.com)
- **Oct 26:** FWM Marketing Boot Camp, email www.FWMBootcamp.com