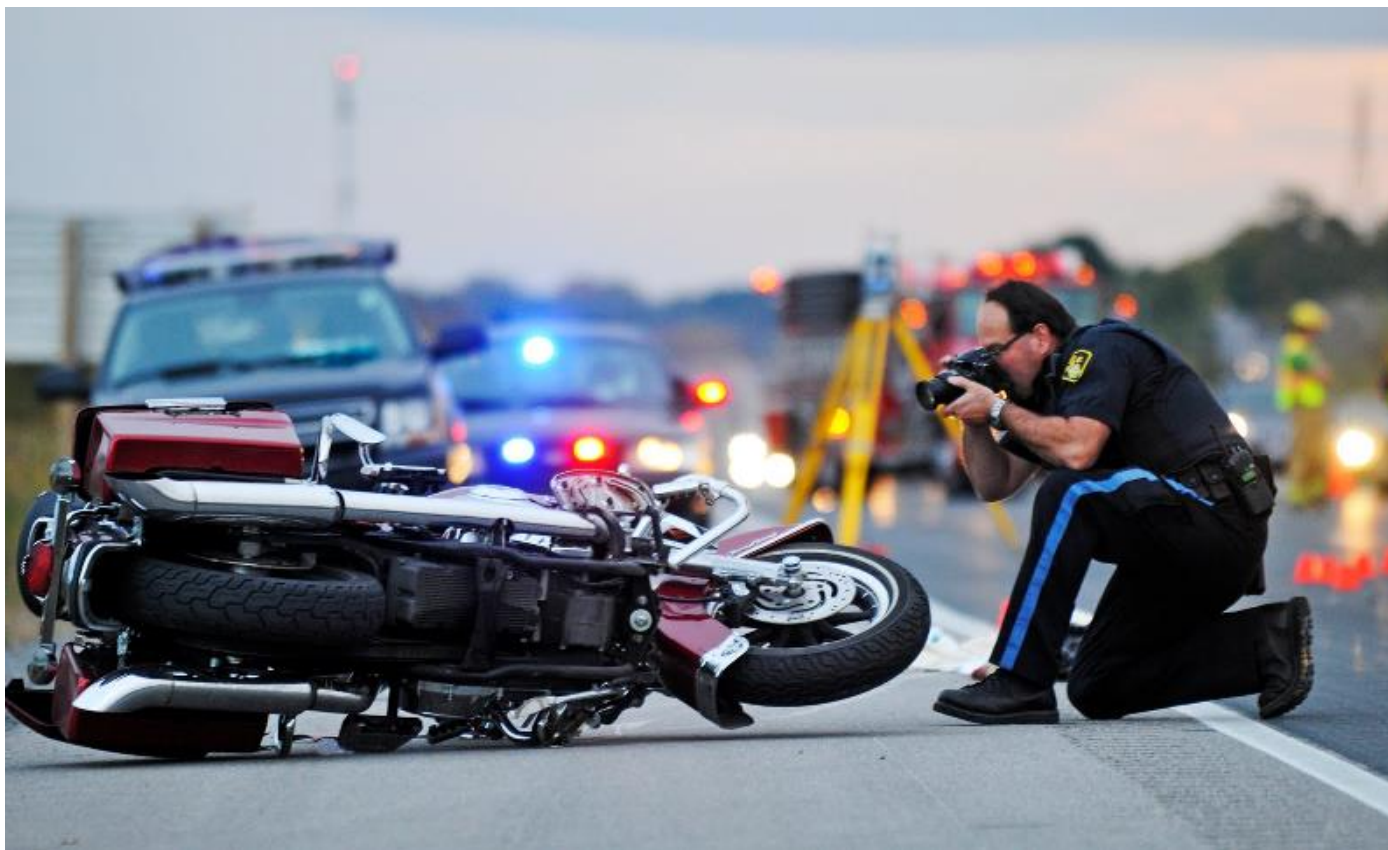


**FEED THE BEAST:
GIVE THE INTERNET
WHAT IT WANTS TO
GET YOU MORE CASES
AND CLIENTS**

The 10 Marketing Commandments:

1. Thou shall have overall VISION, GOALS, and STRATEGY
2. Thou shall update your website regularly
3. Thou shall optimize local search / niche directories
4. Thou shall create a sustainable review strategy
5. Thou shall create and promote excellent content
6. Thou shall promote community involvement
7. Thou shall be social on social media
8. Thou shall nurture your herd with follow-up campaigns
9. Thou shall embrace PR and court the media
10. Thou shall respectfully and wisely use paid advertising

You're going to start offering services for MOTORCYCLE ACCIDENT VICTIMS



*Are customers
finding you?*







HERE'S A HANDY HINT FROM
MISTER NATCH:

AT HOME OR
AT WORK....

**GET THE
RIGHT TOOL
FOR THE
JOB!**

© R. CRUMB

LEARN BY EXAMPLES

Adding a new product or service



Minimal effort...



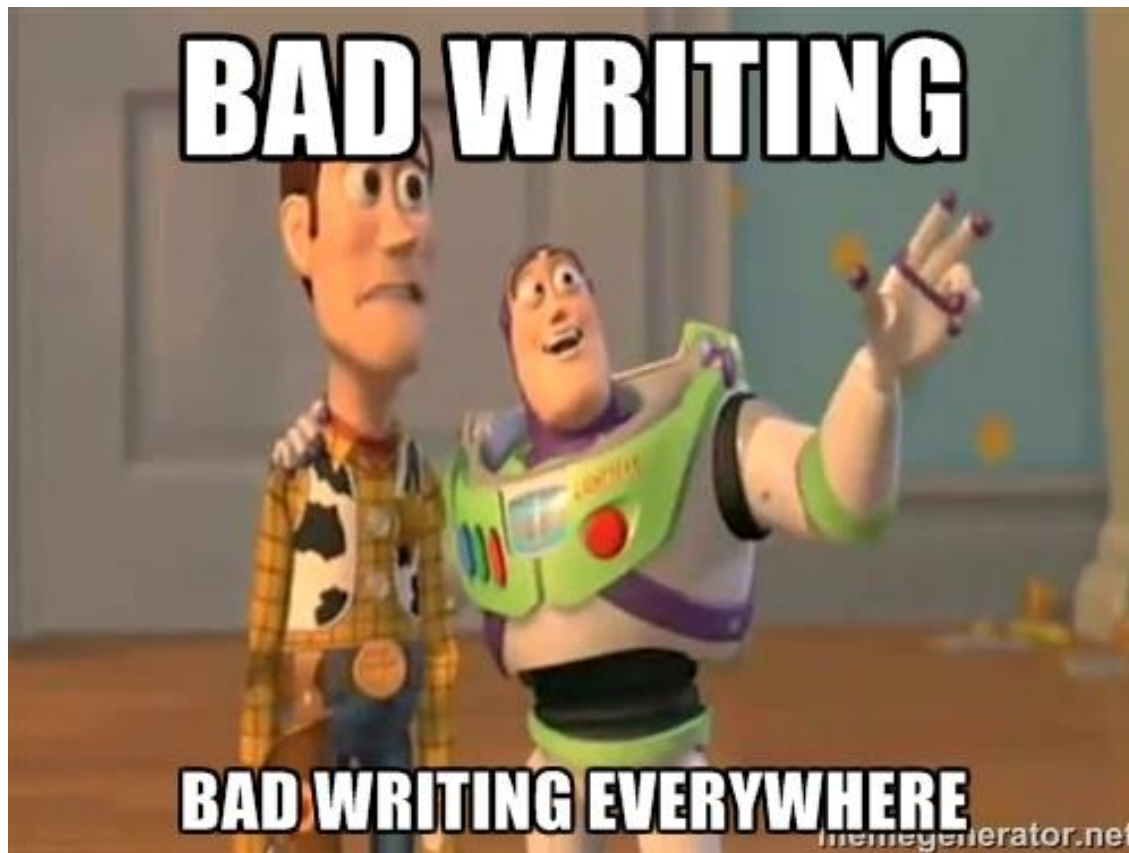
You know little about motorcycle accidents...



© Bev Webb 2012

Your clients will!

Writing is EASY, right?



Create a new website for your new niche...



Adding a new product or service



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Update your **STRATEGY and GOALS**



1. What are your goals?
2. Who is your perfect client?
3. Your UNIQUE SELLING POINT?
4. What is your budget?
5. How does this fit with your overall plan?

YOUR ONE TRUE WEBSITE



One brand, one website

New service? Update your website!

1. Update main pages on site
2. Identify other key pages in Google Analytics
3. Don't forget meta info
4. Home page design changes



Local SEO updates...

1. Create a plan to check & update all of your online listings.
2. Make sure the “big 4” are right, as they feed data to all other listing sites.
3. Look for new directories or places you can list your business dedicated to motorcycle cases

 acxiom™ localeze
a Neustar® service infogroup™ factual™

Review strategy...



1. Search online for review sites where motorcyclists can review you
2. Do motorcycle riders congregate online—where could they talk about you?
3. Update your review strategy to target these sites and your new clients.

Create and promote content...

1. Main page about the service
2. Articles, FAQs to link key terms
3. Interviews with experts in the field (a top accident investigator, a motorcycle rights advocate, an accident rehab expert)
4. Breaking news, or news tied to national, or local motorcycle wrecks
5. Videos about relevant issues



Create and promote content...

Let your new accident clients sell you:

- Compelling case stories
- Testimonials
- Video testimonials (YouTube)



Community events...



Community events...



At LEAST a month in advance:

- Social media plan: how will you get this event in front of your target audience?
- Website: sidebar banner on all pages, feature on home page; add content
- SEO: get link on site of organization(s)
- PR / media: press release, media contacts
- Pictures!
- Follow up AFTER the event



Social media for a new service...

- Update your social profiles to include that you handle motorcycle cases
- Like / follow relevant business pages
- Tag them when you post things that involve them or are relevant to them
- Share updates from these businesses



Social media for a new service...

- Have a plan in your process to ask new clients to follow you on social media. Make it worth their while to follow you!
- Give clients something like a branded water bottle, t-shirt, bumper sticker. Ask them to send you pictures.
- Be a victims' advocate, share stories.



Contact follow-up...

Create a book or checklist—an offer that will appeal to this new audience on your site:

- Create compelling landing page
- High-quality offer image
- Update website design to showcase offer
- Create follow-up campaign for offer



Newsletter...

- Announce new service in your newsletter
- Incorporate regular relevant content
- Got the resources? Segment your list and do a motorcycle newsletter with really niched content
- EMAIL newsletter
- PRINT newsletter
- REGULAR timing



External ads...

TV / billboards / print ads? Make sure:

- The look / feel of the ad matches your online presence (consistent branding) so when people go online to research you they've already seen your colors, design.
- Make sure the content / topic of your offline ads are reflected online, so people searching for more info on the topic of your ads find it on your website.

CONSISTENCY

Media / PR...

Create a local media list for this niche:

- Look for PRINT, WEB, RADIO, TV personalities passionate about motorcycle rights (tip: check social media)
- Connect with personalities / stations / publications on social media, in real life
- Find out publishing deadlines for each
- Reach out to a fellow advocate with useful, timely info



Paid ads...

Create advertisements that will appeal to motorcycle aficionados in your geographic area:

1. AdWords vs. AdWords Express
2. Facebook ads
3. Display ads
4. Retargeting ads
5. Yahoo Gemini





Questions?

What's Next

- FWM Marketing Team at our booth
- FWM webinars at **FWM.tips**
- Next Up: *Behind Closed Doors with Tom Foster and His Marketing Team: Dirty Tricks the Marketing Vultures Don't Want You to Know*
- Sunday: *FWM Marketing Boot Camp*