

FWM August 2014 Webinar

TOP TEN
MARKETING
MUST-DOS
FOR
LAWYERS, DOCTORS, AND SMALL
BUSINESSES

What will you learn today?

Our Top Ten List:

How to use your limited time on marketing, and in what order of priority.

#1

Brand Strategy

What This Means

- What services will you focus on offering?
- How will you position yourself?
- What is your competitive advantage?
- Who is your “perfect client”?
- Do this for EACH of your service areas

DO NOT SKIP THIS FOUNDATIONAL STEP!

How Often?

- Re-evaluate your strategy every 6 months
- Examine EACH practice area
- Re-evaluate if you add or remove practice areas

Tips

- There's riches in niches: resist the urge to offer every service under the sun!
- Don't ask "What other services can I offer?" but ask "What more can I do for my clients?"
- Video: [focus on your "Perfect Client"](#)
- Article: [HBR on What is Strategy](#)

#2

Website

What This Means

- Your website is the representation of your brand online
- Create well-written content for your Home Page, Practice Areas About Us, Contact page
- Include individual bio pages for all

How Often?

- Re-evaluate your website design every 6-12 months
- Re-evaluate your design if you attract media attention
- Re-evaluate your design if you add or remove practice areas

Tips

- Get help with optimization and keyword targeting for your major pages.
- Have your website evaluated to ensure the code / architecture is sound.
- Website analysis: www.FWMAnalysis.com

#3

Build Your Brand Online

What This Means

Industry-specific profiles

- Create, optimize, ensure accuracy
- Attorneys: FindLaw, Avvo, Justia, Martindale, hg.org, NOLO
- Doctors: HealthGrades

What This Means

Local profiles

- Create, optimize, ensure accuracy
- Google+, Yahoo, Bing, YouTube, Facebook, FourSquare

What This Means

Local citations

- Create, optimize, ensure accuracy
- Main citation directories: Localeze, Infogroup, Acxiom, Factual
- Yellow Pages, Superpages, MerchantCircle, Manta, eLocal, Local.botw.com, BBB

<http://moz.com/learn/local/local-search-data-us>

How Often?

- Review your profiles once every 6 months
- Review your profiles if you change your NAME, ADDRESS, or PHONE
- Review your profiles if you add or remove practice areas

Tips

- Keep a spreadsheet with links to each profile, your user name and password.
- Article & Video: [Local SEO Overview](#)
- Video: [Top 3 Local SEO Mistakes](#)

#4

Review Strategy

What This Means

- Many profiles allow for REVIEWS
- Encouraging your clients and customers to leave online feedback will help your profiles stand out in search

Lawyer Benjamin Glass - Fairfax Attorney - Avvo.com

www.avvo.com › [Virginia](#) › [Fairfax](#) › [Personal Injury Lawyers](#) ▾ [Awo](#) ▾

★★★★★ Rating: 10/10 - Review by Awo Inc.

Click Benjamin's profile to discover their Awo Rating, write a **review**, and read professional ... Although it was Saturday, I called the Law Office of Ben Glass.

Benjamin W. Glass III, & Associates

www.vamedmal.com/

4.8 ★★★★★ 24 Google reviews · [Write a review](#) · [Google+ page](#)



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How Often?

- ASK for reviews from every satisfied client when their case or procedure is done.
- CHECK your online reviews each week; respond politely to all reviews.
- USE feedback to improve your business

Tips

- There are a lot of rules to follow for online reviews! Educate yourself.
- Blog & video: [Quick Review Tips](#)
- Webinar: [Creating and Maintaining a Review Strategy](#)
- Video: [Don't Fake Reviews](#)

#5

Build Your Organic Presence

What This Means

CONTENT (...*finally!*)

- Relevant, interesting, GOOD
- You need to stand out from the other billions of webpages out there!
- Don't just write it...PROMOTE IT!

How Often?

- As often as you can write GOOD, UNIQUE content
- Make a weekly writing schedule, or review your outsourced work on schedule
- Outsourcing? Get involved and pay more for longer format, in-depth pieces that you review

Tips

- Content is more than just blogs!
- Webinar: [Create a Content Strategy](#)
- Article: [Case Results are GREAT Content](#)
- Webinar: [Promote Your Content](#)
- Webinar: [How to Audit Your Content](#)

#6

Enhance Your Online Presence with Paid Opportunities

What This Means

Paid Search Engine Opportunities

- AdWords vs. AdWords Express
- Facebook ads
- Display ads
- Retargeting ads

What This Means

Paid Niche Directories

- Avvo Pro
- NOLO
- HG.org

What This Means

Paid Directories

- Yahoo / Yahoo Local
- eZilion
- Business.com
- Best of the Web (BOTW)

How Often?

- Most paid listings are annual listings
- Ads: experiment!
- Consider seasonal trends for ads
- Rotate your ads to keep attention

Tips

- We've had great luck with AdWords Express
- Article: [PPC Beginner's Guide](#)

#7

Community Involvement

What This Means

Do better by doing good

- Donate money to charity and community causes
- Donate you or your staff's time to these causes
- Offer yourself as a speaker at organizations, schools
- Volunteer at events or host a charity function yourself
- Work with your marketing team to promote your efforts: website content, social media, email newsletter, print newsletter
- Ask the organization to talk about you!

How Often?

- Plan an event each quarter
- Look for seasonal events to sponsor / provide outreach
- Start your marketing plan about 6 weeks ahead of each event

Tips

- Scholarships are a great form of community outreach!
- Video: [Community and Charity Outreach](#)
- Article: [Charity Backlinks for Your Site](#)
- Video: [Hupy & Abraham's Outreach](#)

#8

Social Media

What This Means

Embrace the “social” in social media!

- Follow / like local businesses
- Actively recruit new followers (your clients!)
- Interact with other community members, businesses on social media

Treat your online social media efforts like you would your “real life” networking!

How Often?

- Every day or a few times a week. Just don't post for the sake of posting!
- Interact with other businesses once or twice a week
- Leave reviews for other businesses a few times each quarter (your Google+ business page can review other business pages)

Tips

- Just be social, don't talk at people (just like real life!)
- Article: [Social Media Overview](#)
- Webinar: [Don't Fail at Social Media](#)
(second point in webinar)

#9

Follow-up Campaigns

What This Means

You have contact info for prospective, current, former clients. USE IT!

- Create an email newsletter
- Send a monthly print newsletter
- Email / print campaigns for new services
- Email / print campaigns for service reminders
- Ask for reviews from former clients

How Often?

- Monthly newsletters (print / email)
- Request a few reviews a week
- No more than one campaign per week

Tips

- Let people know when they fill out a form or become a client that you're going to send them newsletters, tips, etc
- Webinar: [Offers and Landing Pages that CONVERT](#)
- Webinar: [Effective Email Campaigns](#)

#10

Paid External Ads

What This Means

All other forms of paid advertising

- TV ads
- Ads on relevant websites
- Radio ads
- Billboards

How Often?

- Find websites relevant to your perfect client, partner with them for ads on a routine basis. Rotate the ads.
- Consider seasonal / topical ads to get the most attention.

Tips

- Ensure your branding is consistent with your website
- Make sure you have related content on the website for all ad campaigns
- Use tracking phone numbers to measure ROI

Bonus Tip: Intake!



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