

FWM January 2014 Webinar



Forget keyword ranking and chasing Google...

***How to use the news to get you the cases, clients,
and media attention that you really want.***

Breaking News Agenda

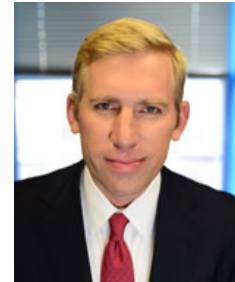
- What does it mean to “*Leverage Breaking News*”?
- Using Breaking News
- Breaking News Examples
- Measuring Breaking News
- Resources





- **Special Guests:**

- David Frees
- Brian Beckcom



- **Presented by:**

- Danielle Ruderman
- Tom Foster



What does it mean to “*Leverage Breaking News*”?

- It is a technique of using a hot news story to promote your expertise and services (aka “newsjacking”)
- The goal is to attach yourself to a RELEVANT news story and benefit from the story going viral



Life of a news story



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Using Breaking News

1. Offer your expertise / opinion about the story
2. Relate it back to your area of expertise
3. Highlight similar cases you've handled

Using Breaking News

"What you need to do is choose a specific point in the news story and relate it back to your ideal client. Then attach it to your name, your brand. At this point, you have control of the story, how it's told. Tell your story directly to your perfect client, naturally tying the story into your area of practice."

- Attorney David M. Frees III

Breaking News Examples

Example #1

Brian Beckcom, VB Attorneys



Hollywood and Hit Movies

Brian Beckcom from VB Attorneys and the Captain Phillips movie



www.TheTruthAboutCaptainPhillips.com

Hollywood and Hit Movies



Captain Phillips : The True Story

Does the movie *Captain Phillips* accurately show what happened on the Maersk Alabama?

[learn more >](#)



Don't Become A Victim Of Greyhound's Tactics

Protect your rights after the accident on I-80 [learn more >](#)

Captain Phillips: The True Story

PRESS KIT



Does the movie *Captain Phillips* accurately show what happened on the Maersk Alabama?



On October 11, 2013, a movie called *Captain Phillips*, starring Tom Hanks as Captain Phillips, will premiere nationwide. The movie has received glowing reviews, and claims to be based on actual events. Over three years ago, the Maersk *Alabama* cargo ship was attacked and captured by four Somali pirates less than 300 nautical miles off the Coast of Somalia. The captain and the crew were taken hostage, and the pirates took the captain, Richard Phillips, off the ship into a life boat. On orders from President Obama, the brave men and women of the U.S. Navy, and specifically Navy marksmen, fatally shot all but one of the pirates and rescued Captain Phillips. The story made national news.



Hollywood and Hit Movies

Audience Overview

Oct 1, 2013 - Oct 31, 2013

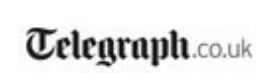
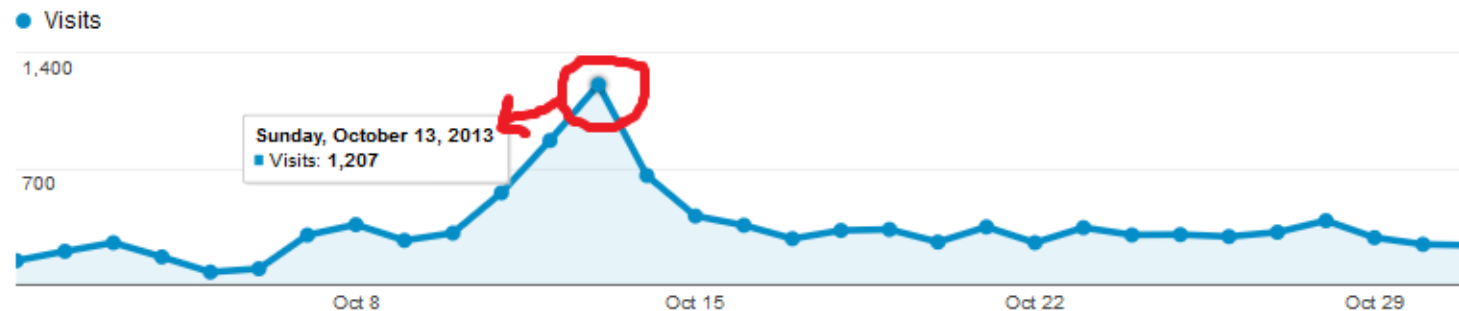
Email Export Add to Dashboard Shortcut

▼ All Visits 100.00%

Overview

Visits VS. Select a metric

Hourly Day Week Month



Hot Breaking News MUST HAVES...

- 1. Talking points – consistent message**
- 2. Press Release**
- 3. Video**
- 4. Content**
- 5. Social Media**
- 6. Press Kit**
- 7. Media List / outreach**
- 8. Retargeting ads**
- 9. Targeted Facebook ads**
- 10. Commenting on news stories / blogs**

Example #2

***David M. Frees III, Chairman of
UTBF Trusts, Estates & Wealth
Preservation Section***



Leveraging Local News

When a new Pennsylvania law took effect, the media hardly noticed. Dave took action:

- Featured the law in his print and email newsletter
- Posted about it on social media
- Contacted local media outlets
- Dictated a script about the law, to which he added PowerPoint, turned into video within a few hours!

TAKE  ACTION

Leveraging Local News

Did it work? You bet!

- Two new, lucrative clients
- Many calls from current clients who wondered if the law applied to their businesses
- Multiple clients updating their estate plan (each worth between \$1000 and \$5000)
- Local media exposure
- The opportunity to teach a course on the new law



Example #3

Damian Mallard, Mallard Law Firm




National Breaking News



Google™ Custom Search

SEARCH





Mallard Law Firm
Personal Injury Attorneys
866-952-1682
www.SarasotaChildInjuryAttorneys.com

FREE CONSULTATION! 888-409-3805
CALL OR E-MAIL US TODAY!

Fill out our contact form below and we'll get back to you within 24 hours.

Name *	Tell Us More
Phone *	
Email *	
SEND	

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The Rights of Penn State Sex Scandal Child Abuse Victims

The child sex-abuse case at Penn State University is quickly becoming one of the most horrible stories ever associated with NCAA athletics. In an era when most college football program shake-ups involve giving cars away, selling memorabilia, or setting a student up with a professional sports agent, this case is much different. A former Penn State coach has been charged with multiple counts of child sex abuse. Two university officials are also charged with perjury and failure to report the abuse to authorities, apparently to save Penn State and its football team from embarrassment.

FREE OFFERS



When the Unthinkable Happens: Your Guide to Florida Child Abuse Claims

[LEARN MORE](#)

National Breaking News

- Damian Mallard received a call within days after Breaking News campaign began
- The client was local to Mallard, and went online to search for information when the Penn State scandal broke because she was affected personally by a similar situation
- Found video and content from Mallard's breaking news campaign and called
- Estimated to be "a six-figure case"

Local Breaking News

Damian Mallard was featured by local news outlets, and leveraged this story to strengthen his brand.





Example #4

***Andrew Schneider,
Tanglewood Foot
Specialists***

Pop Culture

A Houston Podiatrist's Take on the Scandalous Miley Cyrus Performance

Blog Category:

*"What is
the one
thing Miley
Cyrus did
right?"*

8/28/2013
[Comments \(0\)](#)

Unless you've been hiding under a rock for the last few days, I'm sure you've heard at least something about [Miley Cyrus' provocative performance](#) at the MTV Video Music Awards (VMAs).



by **Dr. Andrew Schneider** 

Dr. Andrew Schneider is a podiatrist and foot surgeon at Tanglewood Foot Specialists in Houston, TX.



Measuring!!

Breaking News Campaigns

Measuring Breaking News



The Law Offices of Lane & Lane – *Chicago Archdiocese Child Sex Abuse Investigation*

- Video
- Press Release
- FAQ, News, Library piece, blog post
- Social media (Facebook, Twitter, Google+)

Measuring Breaking News

Website traffic – track traffic to pages using relevant keywords

- Example: Visits to landing pages including the term “child sexual abuse” increased 592%



Measuring Breaking News

Press Release Metrics – track press release engagement

- Full page reads: *1,381*
- Times release seen in headlines: *60,455*
- Referral traffic from PRWeb: *39*
- Total release interactions: *100*



Press Release

Measuring Breaking News

Social Media Engagement – track visits to your website from social posts

- Facebook: *21 visits*
- Twitter: 2 visits
- Google+: *0 visits*



Measuring Breaking News

- **YouTube Views / Comments** –monitor your YouTube channel for views and comments – respond politely and professionally to comments!
- **Track Contacts** – track on what page leads fill out forms, and make sure you intake specialists know to ask if relevant contacts are responding to the news coverage.



Questions?

Resources

- Getting Media Exposure:
 - [Part 1](#)
 - [Part 2](#)
- How we do breaking news, with examples:
<http://www.fosterwebmarketing.com/library/breaking-news-for-lawyers-is-the-key-to-more-clients-and-cases.cfm>