

# July 2015 Webinar: Community Involvement



**A FEEL GOOD WAY TO GET MORE  
BUSINESS!**





# What We'll Be Covering:



- Why you should get involved in your community.
- What sort of involvement you should consider.
- How you can actually make it happen!



# Why Should You Get Involved?



- Branding & Visibility
- Reputation
- Engagement
- Site Traffic
- Build Authority
- Generate Attention

*82 percent of U.S. consumers consider corporate social responsibility (CSR) when deciding which products or services to buy and where to shop.*



# Branding, Visibility & Reputation



- Branding & Visibility
  - Make yourself seen; get your name and logo out there!
  - Create a connection between your business and something positive.
- Reputation
  - Generate a positive reputation and stand for something positive.





# Engagement & Site Traffic



- Engagement
  - Being accessible means you can talk face-to-face with potential clients or patients.
  - Share images and content on social media.
- Site Traffic
  - Content on your site can generate traffic from users interested in the event.

# Build Authority & Generate Attention



- Build Authority
  - Provide relevant information to establish your expertise.
- Generate Attention
  - You can generate local media attention or even national attention. This also helps to build authority.





# What Sort of Involvement Should You Consider?



- What are YOU passionate about?
- What will resonate with potential patients or clients?
- National events and awareness months
- Events you are an authority on
- Donations or sponsorship



# Local Events



- Charity/Fundraising
- Food Drives
- Local Events
- Local Government







# National Events



- National Safety Months
- National Awareness Months
- Trending topics\*

*\*Take advantage of nationally trending topics if you are an authority or have a unique perspective on the topic.*





# Events You Are an Authority On



- Sporting events
- Safety or charity events
- Community meetings
- Scholarships
- Offer a free class or service





# Donations or Sponsorships



- Donate to a local cause
- Sponsor an event

## **Things to keep in mind:**

- The audience you want to reach
- Benefits you're missing out on





# How to Make it Happen



- Schedule your event
- Approach organizers about backlinks
- Get your staff involved
- Leverage the event for visibility

[How to Make the Most of Charity Events](#) | [How to Get Involved in a National Safety Campaign](#) | [FWM's Event Promotion Guide](#)



# Schedule Your Event



- Three Months prior
  - Encourage volunteering & participation
- Two weeks before the event
  - Press release, promotion, landing page, media outlets
- The day of
  - Take photos/video, post on social media
- After
  - Follow up and celebrate your success on social media



# Approach Organizers About Backlinks



- Do your research
  - Does the organization have a sponsor page? Is your business listed on sites of other sponsors?
- Send a friendly email
  - How to tactfully request a backlink

BACKLiNKs





# Get Your Staff Involved



- Let your staff choose
- Participate in something they are passionate about





# Leverage the Event for Visibility



- Promoting the event
- Make use of their promotion
- Celebrate an employees' personal efforts





### Foot & Ankle Associates of North Texas LLP

June 19 at 1:05pm · 🌐

So proud of our #FAANTelite team!! A quick spring/summer cleaning and clothing drive! We love being a part of the community! Thank you #communitystorehouse Keller for all you do!



Like · Comment · Share

👍 5 people like this.

nt



### Hupy and Abraham, S.C. with Brandon Derry

23 hrs · 🌐

Here is Attorney Brandon Derry and his father at the 2015 Ron Boylan Ride, benefiting Safe Harbor Child Advocacy Center! #bikers



Like · Comment · Share

👍 20 people like this.

Top Comments ▾

↪ 1 share



Write a comment...



**Bethany Olson** haha brandon is my attorney first time i see his pic is this one in a do-rag with motorcycles in the background haha awesome

Like · Reply · 👍 2 · 22 hrs



**Michael Derry** Thumbs up for all distant relatives!

Like · Reply · 22 hrs



# Additional Resources



- [Is Your Law Firm Active in Community Charity Causes? \(Video\)](#)
- [How Lawyers Can Affect Positive Change in Their Communities \(Video\)](#)
- [How a Simple Giveaway Blossomed Into a Major Charity Event](#)
- [Charitable Events and Social Media: Marketing First Steps](#)



# Additional Resources



- View our pre-recorded webinars at [www.FWM.tips](http://www.FWM.tips)
- **Limited Design Consultations!** Sign up at [www.FWMdesign.com](http://www.FWMdesign.com)
- **Want to know what's up with your site?** We offer a free review of your website with a one-on-one consultation. [www.FWManalysis.com](http://www.FWManalysis.com)
- Lawyers, don't miss the Great Legal Marketing Summit **Oct. 23-24** and the FWM Bootcamp **Oct. 25**. [www.GLMsummit.com](http://www.GLMsummit.com)
- Doctors, be sure to check out the Top Practices Summit **Oct. 2 through Oct. 4**
- Tune in next month on **Aug. 18** to learn how best to utilize **Social Media** for your practice!



# Questions?

