



FOSTER
WEB MARKETING

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“Tom, the site is taking off! We are literally getting 2-3 new cases a week! People from all over the country are finding us. Today, a woman from California said to me that she loved the site. It was filled with information that she couldn't find anywhere else on the web. That was an amazing compliment.”



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Killer Website Marketing System for Attorneys

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Tough Love: It's Time to Step Up and Take Your Medicine

“How do I convert more leads into clients?” Are you looking for the answer to this question, as most of us are, or are you thinking that your website just doesn't work?

Of course you really know that is simply an excuse to cover up poor performance. **Effective marketing is constant, complicated and has many moving parts.** Those who are doing all the parts are getting more leads, and ultimately cases, than ever before. But it takes W-O-R-K.

Who said that you could throw up a pretty website and people would burn-up your contact form for a free consultation? That rarely happens and to think that way is just unrealistic. Maybe it works for big firms with big budgets that can drop big bucks on content and link building, but this is not realistic for most solo and small firms. We teach you guerilla warfare and tactics to beat the big firms without breaking the bank, but this requires more of your time and effort.

Your websites, blogs, videos, and social media sites are there really for one purpose—to engage with your POTENTIAL client. Consider that your online presence is your first meeting with them - don't ask them to marry you the first time they see you online. Be patient with this process, it is completely natural for humans

to interact this way. We need to get to know people first—especially lawyers and doctors!

You begin the “getting to know you” or “engagement” process by providing information that the individual is looking for. Now, if you have 100 visits to your websites in any given day, do you think they are all asking you the same question? Is that how it works in your office with clients that come in? They ask you the same thing? No... why would you assume it is this way on the Web?

The most important thing is to answer their question. That begins the process of building enough trust so that they want to get to know you better by ordering your free book or resource. **The ordering of the book is the next critical step.** If you aren't getting any orders for your book, then you aren't “selling” it very well. (*If this is you, there could be many reasons for this. Contact us if you need consulting on your book-landing page.*)

Don't think that the process of converting leads into clients stops there—this is a common mistake and the most destructive to your

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When There's Breaking News, You Need to Act Fast!

Our Dynamic Action Response Team (DART) is ready to get you at the forefront of the media whenever there is breaking news that impacts your areas of practice.

DART will help you with your search result positioning, which will allow you to reach a huge targeted audience, but that's not all. Through the assistance of DART, you will have the opportunity to grab the attention of the media and establish yourself as the go-to expert.

Within 48 hours you will have six newsworthy blog posts, blog commenting, a press release, article and news video starring yourself or a spokesmodel. *To find out more about this recently launched program, contact us today!*



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FWM has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high search rankings with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Praised for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

Basic – "For the Do-It-Yourselfers"

For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.

- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly E-Zine with valuable tips, client spotlights, and inspiring success stories.

Pro – "I'd Like a Little Help" This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:

- Optimized content added to DSS site, which includes articles, news items, and blogs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Enhanced Video Marketing. Video goes viral after being added to YouTube, Yahoo Video, Daily Motion, and others.

Deluxe – "Done 4 You" FWM

becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS

- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients
- Weekly analytics monitoring done by FWM using Google analytics.
- Private monthly call with your FWM Web Marketing Coach.

Premium – "Only Big Dogs Need Apply" You work directly with Tom and we only have a few slots. Need we say more?

Contact us at 888-886-0939 to discuss any of these programs in more detail.



Don't send visitors to a "Sorry, We're Closed" sign.

By Timothy Seward, CEO ROI Revolution

Paid Search Strategy: If your practice operates from "9 to 5" and most of your initial consultations and client assistance happens over the phone, you may want to test Ad Scheduling in order to save advertising dollars.

Let's say a Web user is searching the internet for legal assistance during the evening hours. The search engine displays a number of organic and sponsored listings, and the Web user clicks on an ad promising a free phone consultation and to "get help today". After reading a little about the practice and their specialties the visitor calls the number on your website.

However, since it's past the normal business hours they hear:

"Thank you for calling <insert firm name here>. Unfortunately we are closed at this time. You can reach us during our normal business hours which are Monday through Friday from 9 a.m. to 5 p.m. EST. Thank you."

What happened in this scenario? Someone clicked on your ad because it was relevant to their search, costing you money for that visit to your website but the potential client was unable to conduct the action you paid for them to do!

These types of occurrences involving PPC advertising happen online every day, especially with law practices who conduct many consultations over the phone.



Law practices should heavily consider the use of Ad Scheduling in your AdWords campaigns to see if you can cut down on expenses.

If you're not familiar with Ad Scheduling, it's an AdWords feature that lets you specify certain hours or days of the week when you want your ads to appear.

The Ad Scheduling feature is found under the Campaign Settings tab >

Advanced settings > Ad scheduling. Click "Edit" and a window will appear where you can set your ads to run only during your desired hours. ☺



Timothy Seward is CEO of ROI Revolution, a Google AdWords Qualified Company located in Raleigh, North Carolina. For more insider PPC secrets and tactics, get your free copy of our 16 page pocket-sized guide entitled "50 Ways to Make Your AdWords Advertising Drive More Response and More Profit" by calling 1-866-235-3125 or going to www.roirevolution.com/quicktips.

Client Success Story | Robert Abell www.RobertAbellLaw.com



I'm Robert Abell; I'm a solo practitioner in Lexington, Kentucky. My practice has had a Foster Web Marketing website for about 1 ½ years now and **my advice is this: do what Tom Foster tells you to do with your website.**

Like many other FWM clients I extensively researched web site developers and had lengthy discussions with a few before choosing FWM. It was a simple and clear decision because, frankly, none of the other developers and providers appeared to understand how a website can best be used in marketing my practice.

The ability to regularly update through the DSS system is critical to the success of a lawyer's website. DSS allows for easy updating of the website, which I knew to be critical for the website's success and which has proven to work remarkably well.

FWM's assistance has continued since the website launched. Tom and his group have proven readily and, more importantly,



The screenshot shows the homepage of Robert Abell Law. At the top right are links for Site Map, Contact, This is an Advertisement, and Directions. A phone number 859.254.7076 is prominently displayed. The header features a city skyline background. The main navigation menu includes Home, About Us, FAQ, Attorneys, Library, Resources, and Contact Us. Below the menu, a section titled "Accident, Insurance and Employment Attorney in Lexington, Kentucky" contains a message about insurance companies. There are several news items listed under "Blog" and "Employment Law". A sidebar on the right offers a "Free Consultation" form with fields for Name, Phone, Email, and Tell us more, followed by a "SUBMIT" button. Another sidebar provides contact information for Robert Abell: 120 North Upper Street, Lexington, KY 40507, Phone: (859) 281-6541, Fax: (859) 281-6541, and a "Get Directions" link. A small image of a book titled "7 Mistakes to Wreck Your Kentucky Car Wreck Case" is also shown.

Robert Abell uses the DSS system to continually improve his website, using the knowledge he gains through Foster Web Marketing's regular webinars.

helpfully available for assistance when I've sought it out. Also, the regular webinars that Tom has put on have provided regular and valuable continuing education for me as a client to continue to improve my website.

Foster Web Marketing has delivered more than what it promised. It has exceeded my expectations and I am most pleased to be a client. ☺

Robert Abell

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FAQ

Q: Why should I have video on my web site?



Tom Foster

A: One: Search Engines will appreciate you having video on your site and you will have another opportunity to be found on Google, YouTube, Facebook, Bing, Yahoo or any of the other search engines. People search in a variety of ways (some search content while others may search by video) so you want to dominate the search engines by offering your information in as many ways as possible.

Two: Your call to action through the use of video will allow you to be seen and heard by your prospective clients. They will feel like they "know" you because they have viewed your video and have a positive feeling towards you before they have ever talked to you or any of your firm personnel.

A Video Spokesmodel is Your Answer!

Maybe you have been told that you have a face for radio or maybe you just don't like to get in front of the camera. It could be that you don't have the time to film a video. Whatever reason you have for not shooting video for your website, the good news is that there is a solution. Video spokesmodels have made it possible for law firms across the country to convert more Web visitors into contacts.

You Need Web Video

You have to give people a reason to stay on your website and hear the message you are trying to communicate. Web video helps you do that, plus it is a great conversion tool. ***With Web video, you can answer potential clients' questions, explain how you would handle a type of case or provide some other valuable piece of information.*** The point is Web video can accomplish these things so much faster and better than text on your website.



A Video Spokesmodel Can Help

A video spokesmodel can represent you and your firm. Now, this person isn't going to pretend to be you, but he or she will portray the impression that you want. ***A video spokesmodel can give personality to your firm's website.***

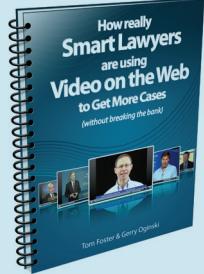
We have video spokesmodels who are highly trained and ready to step in when you need them. You can visit FairfaxVideoStudio.com to see the video spokesmodels who are available to create a quality Web video for you. ☀

For more information, contact us by calling 888.886.0939.

Order the video book!

To learn more about online video and the tremendous benefits it has to offer, order a copy of the book, *How Really Smart Lawyers Are Using Video on the Web to Get More Cases*, by Tom Foster and Gerry Oginski, Esq.

www.fosterwebmarketing.com



Tough Love: It's Time to Step Up and Take Your Medicine

marketing. You have to remember that the majority of people searching the Internet for someone in your specialty will not hire you on the spot. This is the point of the free book offer. ***As soon as they respond to your marketing and free offer, your lead conversion campaign needs to kick in.***

This is what the winners are doing to ultimately get the "good" clients. The winners create fantastic campaigns to reach out to those people who have already "contacted" them. *It's proven and it works.*

Now, you might be grumbling at me and getting annoyed that you have to do "something else" in addition to adding content, blogging, social media, video, link building...

Too bad, it's the way it is. I'm sure you get grumbles from YOUR clients about their cases taking so long. You don't make the rules on that, do you?

Anyway, if you can't do it, my buddy, Rem Jackson of Top Practices, has developed a "Done-4-You" awesome system that is automatically launched from your marketing database. When your prospects are added to your database, this system will distribute a variety of marketing touches that include emails, letters, postcards, a professionally recorded interview of you conducted by Rem, marketing cover letters and transcripts of recorded conversations. ***His campaign program has produced conversion rates of 20-40% for many of his clients!!!!***

What is so great about this particular lead conversion campaign is that it incorporates strategies to move the quick decision makers to action, as well as the people who take longer. It is compatible with Blue Orchid Marketing, Infusionsoft and any other auto-responder database marketing software.

As a client of Foster Web Marketing, we want to help you get the cases that you want and leave your competition behind. However, it is up to you to incorporate the right mix of tools and strategies to convert leads into clients. To find out more about Rem's lead conversion campaign, call Nicole Tully of Top Practices at 717-824-6553.

Full disclosure: I am not making any money from this... my goal is to make sure you succeed. If you don't take the medicine we prescribe, you will never get better! This is more medicine for your ailing marketing program, if it is in fact, sick. We have many clients, who have incorporated this after initially blowing me off and now they are rocking. They always ask, why didn't you tell me about this before? (Right, Ben? - Geez...) ☀

Dedicated to your success!

Tom