

# Steal The Best Cases From Your Competitors Using Guerrilla Warfare



**FOSTER**  
**WEB MARKETING**

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[www.FosterWebMarketing.com](http://www.FosterWebMarketing.com)

# Executing Campaigns to Target a Hot Case



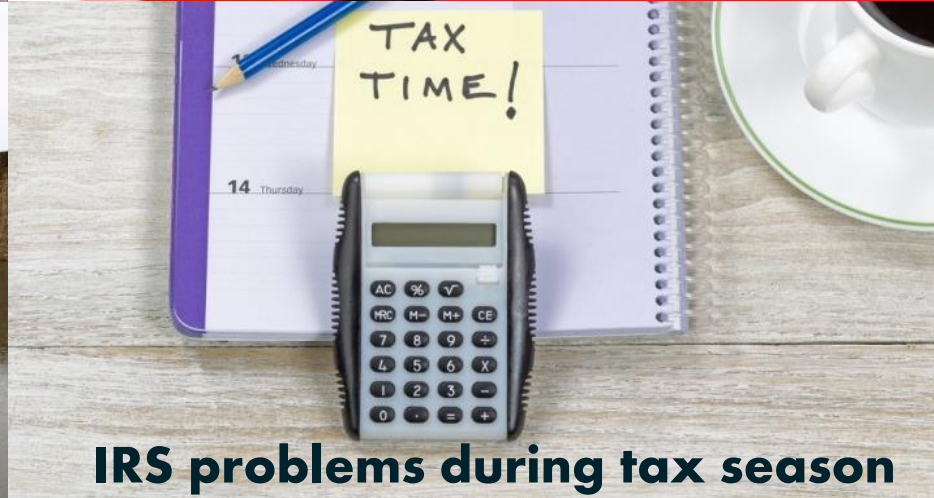
**DUIs during holidays**



**Nationwide product recall**



**Property damage during a flood**



**IRS problems during tax season**

# Know Your Terrain: Define Your Audience



**Demographics**



**Location**



**Budget**



**Timing**



# Content Combat Tactics



- What content is already on your site?
- Check out your competition
- Utilize Google Analytics data

**Performance**

**Share**

[f Share on Facebook](#)
[t Share on Twitter](#)
[in Share on LinkedIn](#)
[g+ Share on Google+](#)

**Google Analytics**

SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	BOUNCE RATE	NEW SESSIONS
114	177	332	2.91	3.85m	49.12%	42.11%

04/20/2015 - 10/20/2015

**See Your Social Media Statistics**

FB LIKES	FB SHARES	FB COMME...	TWEETS	LINKEDIN	GOOGLE +1S	PINTEREST	STUMBLEUPON
0	0	0	0	0	0	0	0

All-Time

**BICYCLISTS BEWARE**  
Know the Facts

**DESPITE THE BENEFITS, THERE ARE MANY RISKS**

Despite the health and environmental benefits of bicycling, there are a number of risks involved. When collisions occur, the injuries suffered by bicyclists are often traumatic. These injuries can also have a substantial financial impact on a victim's life. It is therefore **CRUCIAL** for victims of bicycle accidents to seek legal guidance immediately after a crash.

**The WISCONSIN DEPARTMENT OF TRANSPORTATION reported the following statistics in 2013:**

**10** Number of people who lost their lives in bicycle accidents. **ANOTHER 868** were injured.

**1:10** WHICH MEANS One bicyclist was injured or killed every 10 hours over the course of the year.

**958** Number of traffic accidents involving bicyclists.

Some of the most common types of accidents involved drivers of motor vehicles failing to yield the right of way to bicyclists and motorists turning right on a red light.

# Content Combat Tactics



- Supporting Content
  - Testimonials
  - Case Results
  - Free Offers
  - Drip or Follow-Up Campaigns

## Unpaid Wages

*"I can't believe they were able to get back as much money as they did! I want to thank Galvin and all the lawyers for all the work they did. This case took a long time, but they are the best..."*

-by Jose Ramirez

[read more +](#)

## Offer



Did Your Hip or Knee Implant Surgery Put You at Risk of Infection?

[VIEW DETAILS](#)

## Wayne Wright Files Lawsuit Against VW

Was Volkswagen's cheater fraud rigged to continue?

Volkswagen Vehicles Equipped With "Defeat Devices" to Pass EPA Emissions Tests

Volkswagen Cheated Federal Emissions Tests



# Using Video to Your Advantage



- Commercials
- YouTube channel
- YouTube advertising
- Transcribing videos
- Marketing domains and tracking phone numbers



# Effective Paid Advertising



Ads

## Disability Attorneys

[www.disabilityapprovalguide.com/](http://www.disabilityapprovalguide.com/) ▼

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[www.disabilitybenefits.money/Over50](http://www.disabilitybenefits.money/Over50)

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## Disability Attorney in VA

[www.gblawyers.com/SSD-Appeal](http://www.gblawyers.com/SSD-Appeal) ▼


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Most often, clients choose to pay on a "contingency fee agreement".



Can I Afford An Attorney?

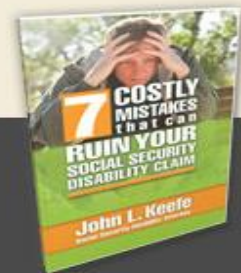
Some clients do choose to pay based on an hourly rate, and other clients elect to pay based on a "mixed fee agreement", which is a combination of an hourly rate agreement and a contingency fee...

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# Public Relations Principles



- Press release
- Media mentions
- Local interviews
- Press kit on website



## Press Kit for Exotic Dancers Misclassified as Independent Contractors and Denied Fair Wages

We have represented hundreds of exotic dancers across the country in wage claims against some of the largest chains of gentlemen clubs. We've recovered millions of dollars for dancers in recent years. We also have years of experience representing workers in other industries across the country. For more information on exotic dancer cases that we handle, how to join the lawsuit, or for press inquiries, please see the contact information and other resources below:

FOX 26 News | MyFoxHouston

Contact: Galvin Kennedy; Phone: 1-888-449-2068; email: [gkennedy@kennedyhodes.com](mailto:gkennedy@kennedyhodes.com)

For press inquiries, please contact:  
Zapatero + Bucaram Public Relations  
Bianca Bucaram  
[Bianca@zb-pr.com](mailto:Bianca@zb-pr.com)  
713-898-6552

### Media Coverage

My Fox Houston

The Dallas Morning News

### About the Case

Case Information

How to Join a Lawsuit

Active Cases

### About the Firm

Galvin Kennedy

Our Legal Team

Workers We Help

## Press Contact

For press inquiries, please contact:

**The Bucaram PR Group**  
Bianca Bucaram  
[bianca@bucaramprg.com](mailto:bianca@bucaramprg.com)  
713-898-6552

If you would like to reach our firm directly, please call us at 855-947-0707.

## Recent Media Coverage

Our attorneys have received extensive media coverage for many different cases. View some of our recent press highlights below:

- Strippers sue metro Phoenix clubs over labor practices
- Scarlett's Cabaret agrees to pay \$6 million to exotic dancers in sex workers' wage suit
- Scarlett's Cabaret Strip Club To Pay Dancers \$6 Million In Settlement
- Texas patient suing 3M for Bair Hugger injury



# Public Relations Principles



Carl Weisbrod, a Dallas attorney with nearly 40 years of experience in Social Security law, said the agency does not have enough money to conduct surveillance operations in cases where it suspects fraud.

He said the family members in this case appear to have “duped” a physiologist or psychiatrist. Judges rely heavily on medical evidence when making their decisions, he said. Judges have their own set of doctors to use in such cases who are “looking for malingering,” he said.



Interview with Attorney Gabriel A. Assaad of the Kennedy Hodges Law Firm on Bair Hugger Infection Litigation

[HTTP://BIT.LY/1WZQ461](http://bit.ly/1WZQ461)



**Wayne Wright Lawyers** added 6 new photos.

October 8 at 6:00pm · 🌐

This morning, Wayne Wright filed a class action law suit against Volkswagen. Earlier today, attorney Wyatt Wright held a press conference discussing the suit. Tune into News 4 San Antonio or KSAT 12 & KSAT.com to watch. And if you've been affected by Volkswagen, contact our office now, we can help you.

CALL ---> 800-237-3334

VISIT US AT---> [www.waynewright.com](http://www.waynewright.com)


#TheWrightWay #TheWrightLawyer



# Strategic Social Media



- Connect with your audience
  - Local community
  - Subject matter groups
- Share content and relevant information



**Gray & White**  
July 22 · \*

Many women who receive the Essure implant are suffering from **SERIOUS** side effects—some women even became pregnant while on this "permanent" birth control! If you or someone you know is suffering from Essure complications, please let us help. You can also get plenty of support from the Essure Resource and Support Group!



**Laufenberg, Jassak & Laufenberg, S.C.** added 3 new photos.  
August 21 · Edited ·

Earlier this month, Mike and Lynn Laufenberg and friends from Team Pedal Moraine and Team Happy Feet rode in the two-day Bike MS: Toyota Best Dam Bike Tour 2015. They rode for Mike's 9 year-old daughter, Lauren, who was diagnosed with MS four years ago. Join us on September 20th for the Walk MS: Waukesha 2015 event to support this deserving cause!  
<http://www.lauflaw.com/.../riding-and-walking-for-multiple-sc...>



Like Comment Share

7 people like this.

# Covering Your Tracks: What's Working?



- Do you know if your campaign is working? Which elements are generating the best ROI?
  - Google Analytics to monitor content views.
  - Marketing domains and tracking parameters for URLs.
  - Conversion tracking for PPC and paid campaigns.
  - Video view counts on your YouTube channel.
  - Media mentions and interviews.
  - Monitor where your contacts and cases are coming from.