



YOUR GUIDE TO WINNING THE ONLINE WAR

Step 1

attract



Step 2

convert



Step 3

retain



You have done all of the work to
attract and convert your perfect
clients...

now
what?



Step 1

2016 11



Step 2

2016 11



Step 3

2016 11





Retain Clients and Get Referrals





Retain Clients and Get Referrals

What is the
BIGGEST ASSET
of your practice?





Customer Relationship Database

- Capture EVERY lead that comes to you regardless of whether or not he or she is an IMMEDIATE perfect client
- Add everyone to your database—they probably know someone who needs you
- People love to refer their friends and family
- People respond to referrals from family and friends





Customer Relationship Database

- How do you capture prospects and clients to add to your database?
 - Free offers
 - Contact box on your website





Automatic Marketing





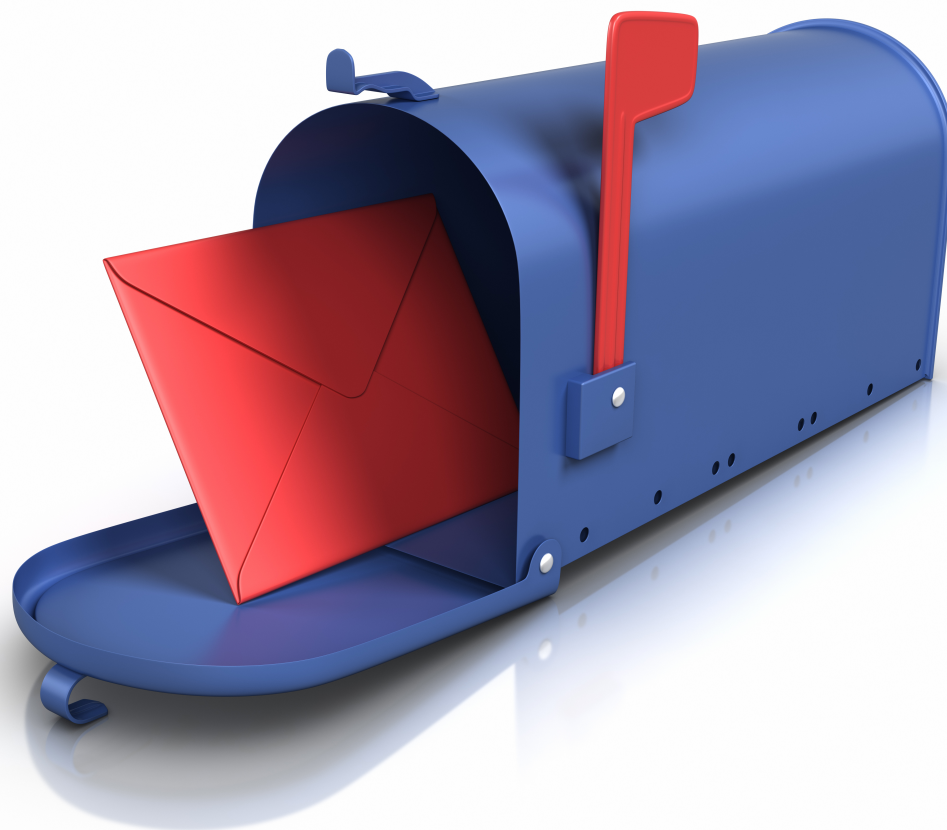
Automatic Marketing

- Create campaigns for each offer
- The more specific, the better your success
- “Drip” campaigns work!
- Best clients come after doing research
- Use multiple modalities
 - Email
 - Phone
 - Direct mail





Compelling Direct Mail



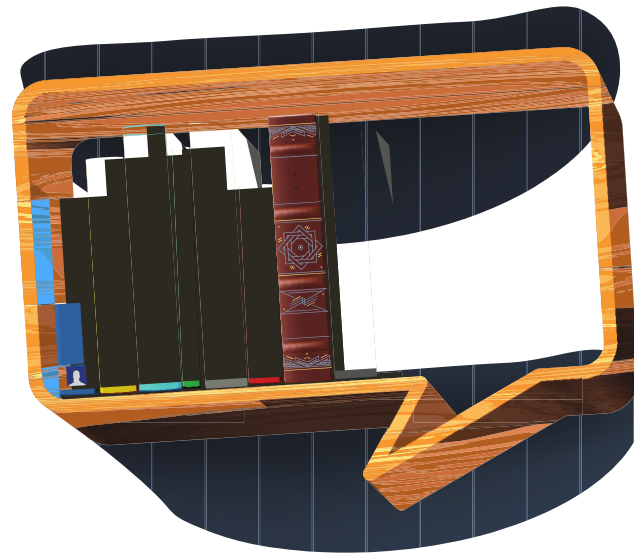


Compelling Direct Mail

- Oldest and most effective form of successful marketing
- Be creative
- Be provocative
- Action should go to landing pages/track it
- Test and test and test some more



Create Books, DVDs, and other Offers





Create Books, DVDs, and other Offers

- Same concept as conversion
- Now you have them interested and engaged
- The more specific/niched the better
- Create offers that you KNOW your perfect client wants



Create a Culture of Excellent Customer Service





Create a Culture of Excellent Customer Service

- A 2012 Pepperdine University study proves 49% of potential new customers would not try a business without a credible number of reviews online
- Without at least 10 reviews in Google, the aggregate score is not published, and your business is losing customers




Create a Culture of Excellent Customer Service

- Why positive reviews matter:
 - 90% of people trust the reviews they read online
 - 78% of people research a product/service online before purchasing it
- Create a review page



Create a Culture of Excellent Customer Service

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JUSTICE FOR VICTIMS OF DRUNK DRIVING

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Thank you in advance! Your effort will help other injury victims find the best attorney for their case.





Surveys & Polls





Surveys & Polls

- Ask your clients:
 - Why do they love you?
 - Why do you annoy them?
- You need to give them something that will entice them to “play with you”





Get Involved: Community & Charity





Get Involved: Community & Charity

- You “Get” what you “Give”
- Be involved—for real
- It costs more of your time than your money
- It is the difference maker



Get Involved: Community & Charity





Internet Marketing Round Up

- You can indicate on Google+ Local that you are open 24 hours, but you better be reachable at your office and not be sending calls to a call center.
- “Not provided” accounts for 39% of Google referrer traffic.
- Social signals are gaining momentum.





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