



## **The Five Biggest MISSED Internet Marketing Opportunities Most Lawyers Don't Know About**

Many lawyers and other professionals equate internet marketing with Search Engine Optimization (SEO).

And while SEO certainly plays a role, **internet marketing is about much more than where you appear on Google.**

The problem is that most internet “marketers” and SEO specialists aren’t really *marketing* experts at all. They are programmers, coders, and mathematicians. They understand how to manipulate search engine algorithms, but when it comes to actually building a brand, developing credibility, and connecting with a target market... they don’t have a clue.

So they don’t do it, and internet marketing is reduced to nothing more than manipulating Google for short-lived benefit. And that approach misses out on the vast majority of what the internet can actually do for a law firm. In this report, we are going to look at five of the biggest, most costly opportunities that most lawyers miss when it comes to internet marketing. Let’s dive in.

Most lawyers don’t realize that...

**1) Using video is an incredible way to drive traffic to your website AND dramatically improve your sales process.**

If a picture is worth a thousand words, a video is worth ten thousand. It’s not rocket science... the reality is that most people would prefer to watch a video than read a wall of text. So featuring video on your website is a great way to give them the information they need, in a user-friendly format.

And, you can then leverage the video by posting it on YouTube, and on social media sites like Facebook, LinkedIn, and Twitter. Video content leads to excellent engagement on social media and can result in a great deal of traffic to your website.

What kind of videos should you shoot? We recommend two kinds: first, a general introductory video for your website in which you introduce yourself and talk about how your firm can help your clients. Then, we recommend a series of short, conversational videos in which you answer common questions or provide valuable information that your target market is looking for.

When your prospects watch these videos, not only are they getting the information they need, but they also have the opportunity to hear your voice and see your face. This creates a connection and makes them much more likely to pick up the phone and give you a call... because you have already begun to establish rapport.

And if that wasn't enough reason to use video... well-shot videos with professional filming, editing, and audio production make you look like a very big deal. They impress your audience and make you truly look like an expert.

Stop missing out on the power of video marketing for your law firm!

*(Want to see an example of video marketing in action? [Click here](#) to see the video library we've created for one of our clients.)*

## **2) Social media can put your firm in front of a highly targeted audience (especially if you use Facebook ads).**

Social media marketing has been so overhyped that many lawyers have dismissed it as a "trendy" idea that doesn't really produce results and won't last long.

And the truth is, there are PLENTY of firms that use social media and don't get much benefit from it. But that's because they don't know how to properly leverage it. Social media platforms like Facebook, Twitter, LinkedIn, and Google+ give you the ability to reach a highly targeted audience and then regularly communicate with them.

For instance, if you're a family lawyer, you can use Facebook ads to build an audience of people in your city who are divorced and have children. If you're an estate planning attorney, you can build an audience of people in a specific zip code over the age of 50. Or 65. Or whatever makes sense for you.

And then, once you've built this targeted audience, you can use social media to feed them valuable information like breaking news, practical blog entries, and informative videos. Do this

consistently and you'd better believe that when the time comes for them to hire a lawyer (or recommend a lawyer), they will think of you.

Social media can be a hugely valuable tool for your law firm if you use it right, and for the right reasons. So take advantage!

### **3) Email newsletters keep contacts engaged and can lead to a massive increase in referrals.**

*“Nobody pays attention to email marketing. It’s all just spam.”*

Is there a lot of spam out there? Absolutely.

But if you create an email newsletter that provides valuable and engaging information to your readers, and if you consistently send that newsletter to your clients, your referral sources, and your network... you will see more referrals as a result.

Just how many more referrals you generate will depend on the size and quality of your mailing list, but the bottom line is that using email newsletters to stay “top-of-mind” with your network is a highly profitable strategy.

The key is to create newsletters that your recipients *actually want to read*. And your newsletters should feature content that *reinforces your expertise in your specific practice areas*. To accomplish this, we recommend that lawyers include informational videos and blog entries in their newsletters, providing helpful information that is of value to recipients. We also recommend including notes and announcements that give the newsletter a personal touch, as well as “lighter” content like quotes or other inspirational / entertaining thoughts.

### **4) Blogging increases your visibility, makes you look like an expert, AND makes it easier to close.**

There are many reasons why your law firm needs to have an industry focused blog. We'll touch on some of the most important, but first, let's talk about what that blog should look like. Quite simply, your blog should address common questions and concerns that your target customers have.

If you're a business attorney, write about the pros and cons of organizing your business as an LLC versus a corporation.

If you're a family law attorney, write about the process for determining child custody in your state.

If you're an immigration attorney, highlight the various types of visas available and discuss who can qualify and where to begin.

It's really not very complicated - and the benefits are tremendous. First, blogging improves your visibility in the search engines. Regularly adding fresh, relevant content to your site is one of the most important factors that search engines like Google consider. Second, blogging makes it clear that you are an expert in your area of practice. And third, blogging makes it much easier to close with new clients because they've already seen that you can help them with the exact problems that they are facing.

If your law firm website doesn't have a regularly updated blog, you are missing out... big time!

**5) An impressive internet presence makes your networking and other offline marketing MUCH more effective.**

So many lawyers don't worry about their internet presence "*because I get all of my business through referrals or in-person networking.*"

That's wonderful... but have you ever considered how many MORE referrals you would get, or how much MORE productive your networking would be, if you had an internet presence that reflects your expert status?

In today's digital age, the first thing many people are going to do when they are referred to an attorney is look for you on LinkedIn, or on Facebook, or on Google. And what they find will often determine whether they call you or not. What's more, what they find will largely determine their perception of you and your firm, which impacts how much resistance you'll have during the closing process AND partially determines how high your rates can be. (People prefer to do business with an expert, and they'll pay more for the privilege.)

Similarly, if you meet someone at a networking event, chances are good that they are going to look you up online. What will they find? It will either enhance their perception of you as a

credible, competent attorney... or it might make them think twice about you, if your web presence makes you look like an amateur.

Does your internet presence enhance and support your marketing and business development efforts... or is it holding you back?

## **IN CONCLUSION**

The right internet marketing strategy can help your law firm achieve dramatic growth. Are you taking advantage of the power of the internet, or are you continuing to miss these golden opportunities?

If this sounds like a whole lot of work... the good news is that we can handle the heavy lifting for you.

We offer a one-stop internet branding solution for lawyers and other professionals. We design cutting-edge websites featuring video, industry-focused blog content (which our team can write for you!), and much more.

We create social media profiles for our clients across all of the major social networks, and then manage these profiles. We create and manage e-newsletter campaigns, and we provide local SEO keyword services as well.

And the best part is... we make it EASY for our clients. We've created a streamlined process which demands very little time from our clients, and they consistently rave about how easy it is to work with us.

If you'd like to learn more, please give us a call today at 305-433-4600. Or email us at [info@spotlightbranding.com](mailto:info@spotlightbranding.com). We look forward to hearing from you!