

THE 10 TRUTHS OF INTERNET MARKETING

The internet marketing world is full of snake-oil salesmen trying to sell you bright shiny objects that don't actually work. Here are the tried-and-true principles of internet marketing. Beware if someone tries to tell you differently.

1



Effective internet marketing involves taking age-old, tried-and-true marketing principles that have worked for centuries and applying them to the internet.

Every lawyer needs an unforgettable brand in order to stand out and establish value in a crowded legal marketplace.



2

3



You can attract better quality clients by educating, setting the right expectations, and being perceived as the go-to-expert.

By focusing on ACE - Authority, Credibility, Expertise - you can create a premium brand that positions you as the best and only logical choice to serve your market's needs.



4

5



Effective marketing starts with *strategy*, and that the tools are secondary - they exist to serve and execute the strategy.

Referrals and repeat clients are the best source of new business; therefore, failure to stay top-of-mind is the single biggest missed opportunity for most law firms.



6

7



Defining and focusing on a niche is the key to maximum profitability.

Search Engine Optimization (SEO) is overrated, overpriced, and often does more harm than good.



8

9



Simplicity, focus, and clarity are the key building blocks of an effective marketing strategy.

An effective brand makes ALL marketing and business development more profitable; therefore, branding is a necessity, not an option.



10