

Spotlight
Branding

5 WAYS YOUR INTERNET
FOUNDATION WILL
MAKE
OR **BREAK**
YOUR **MARKETING**



Five Ways Your Law Firm Internet Foundation Will Make or Break Your Marketing

There are many different approaches to law firm business development.

You can invest time into networking, personally working referral sources, speaking, and so on.

You can invest money into initiatives such as advertising on the radio, putting up billboards, SEO, etc.

You're investing time, or you're investing money, or - most likely - you're investing both.

But what if every dollar and every hour you invest could produce double or triple the return?

How would that change things?

How much more money would you make, how much less stress would you feel, and how much better would your vacations be?

A strong internet marketing presence serves as the "foundation" of ALL your business development efforts. It makes everything you do more effective... from working a room at a networking event to Search Engine Optimization and everything in between.

If you don't have a strong internet foundation in place, you're wasting time and money.

You're leaving business on the table. You're receiving a sub-optimal return on your investments.

In this report we will show you why this is the case. We'll explain how your internet foundation makes all of your marketing significantly more effective.

But first let's briefly discuss what this "foundation" should consist of.

Your Internet Marketing Foundation

A **Website**. In today's world, every firm needs a website. The website should be professionally designed and should inspire confidence and credibility. And your website content should clearly state what you do and which types of clients you work with.

High Quality Video. Video is an excellent way to connect with potential clients. It helps to establish a personal connection and inspires trust. Calling a lawyer is an intimidating thing for most consumers and using video can make them more comfortable. We recommend shooting a variety of “FAQ style” videos and including them on your website.

Regularly Updated Blog. Every law firm website should include a blog, which should be updated at least once per month. Write blog entries that provide practical tips and answer common questions that your target clients are asking. A divorce lawyer, for example, could write blog entries featuring tips on how to prepare for divorce.

Value-Based E-Newsletter. A monthly e-newsletter is an excellent way to stay in touch with your network and maintain top-of-mind awareness. However, it’s important to provide value with your newsletter - give your audience a reason to keep reading it. We recommend that you include recent blog entries, videos, inspiring quotes, and news that will be of interest to your readers.

Social Media Presence. Social media isn’t a fad and it’s not going away. So you need to have a presence. We recommend that lawyers have a Facebook Business Page (different than a personal profile), a Twitter profile, a LinkedIn personal profile, a LinkedIn Company Page, and a Google+ page. If this sounds like too much to maintain, services like Hootsuite allow you to post content across all of your platforms simultaneously. Focus on providing engaging and valuable content to your audience.

How your internet foundation will make or break the rest of your marketing.

Whether you are spending time networking, or you’re spending money on Google advertising, or you’re pursuing speaking opportunities, or whatever the case may be, here’s a simple truth:

When a potential client or a referral source connects with you, through any medium, they are going to look you up online.

Your internet presence can either propel them further down your marketing funnel (closer to becoming a client or a referral source) or it can cause them to think twice and jump OUT of your funnel altogether.

Here are five ways that a solid, strategically built internet foundation will move them down your funnel.

1) Your internet foundation enhances your credibility. It’s one thing for you to tell people that you meet that you specialize in personal bankruptcy or criminal defense or whatever the case may be.

It's another thing for them to visit your website and see a rich library of content focused on your area of practice - videos, dozens of blog entries, reports and other information. Your internet foundation should serve as "proof" of your expertise and ability, further impressing people that you've connected with through your marketing efforts.

2) Your internet foundation breaks down barriers and inspires confidence. Most consumers are intimidated by and skeptical of lawyers. They are worried about costs and they have heard horror stories from friends or family members that have had a bad experience in the past. To actually inspire a prospective client to pick up the phone or visit your office requires you to create trust. And your internet foundation helps you do this. Video in particular is an excellent way to establish a personal connection. Your social media presence is another effective tool as it makes it easy for prospective clients to contact you in a comfortable, non-threatening environment.

3) Your internet foundation creates touchpoints with your network. An effective internet foundation is built to create repeated touchpoints with prospective clients and referral sources. The fact of the matter is that many visitors to your website aren't ready to hire an attorney immediately. So you need to have a system in place to capture their contact information and then stay in touch with them... so that when they ARE ready to hire, you are the person they call. We help our clients do this by offering free downloads on their website in exchange for the visitor's contact information. We then use email marketing to keep the prospective client engaged. Social media is a valuable tool in this area as well - once you connect with an individual on LinkedIn, Twitter, Facebook, or Google, you can create daily touchpoints until they ultimately decide to hire you.

4) Your internet foundation keeps referral sources engaged. No matter how much an individual likes you and wants to send business your way, the reality is that everyone is busy and it takes effort to stay top-of-mind so that referral sources think of you when an opportunity arises. Your social media presence and your newsletter are two critically important tools for maintaining this top-of-mind awareness which can make all of the difference when it comes to earning a referral.

5) Your internet foundation drives home your story. Good marketing is more than just telling the world what you do. It should incorporate a story - a reason why you do what you do. Why you're so passionate about helping the people that you help. Whatever your story is, your internet presence can help you reinforce it and drive it home. Every aspect of your internet foundation can help you do this - your videos, your website, your blog entries, your social media, your email marketing. When you can leverage different channels to tell a single cohesive story, you've created something very powerful that will resonate with your audience.

In Conclusion

You're investing time and resources into business development. But if you don't have a solid internet foundation in place, you're not achieving the results that you should be. Potential clients ARE looking your firm up on the internet. What will they find? Will your internet foundation send them further down your marketing funnel... or will it cause them to reconsider and back out?

If you're ready to create a solid internet foundation for your law firm and make all of your marketing significantly more profitable, let's talk. You can reach us by phone at **(800) 406-7229** or by email at info@SpotlightBranding.com.



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