



Publish
Share
Blog
Lead

Professional Development

"Publish or Perish" has never been more true than on the web...what matters to search engines is content...the success of Google's business model depends on their ability to serve up relevant, valuable content. Knowledge, relevancy and information timeliness is in your hands.

How do you do this?

Goto: AskJulianne.com

Upcoming Events

• Good News E-Newsletter

Publish your news in our e-newsletter. Send us news of your firm.

Publicize new associates, awards and settlements, events and practice area news.

• Social Media Webinar, Weinmann Marketing

Planned for February. Sign up to receive an invitation. jw@weinmark.com

Hear about lawyer success in using social media to generate leads.

• Legal Marketing: Positioning Your Law Firm for Growth.

February 16, 2012. hosted by the Legal Marketing Association, Metro NY Chapter,

LMA contact: (312) 321-6898 or E-mail: membersupport@legalmarketing.org

Luncheon, 12:00 pm-2:00 pm, 3 West Club, 3 West 51st Street, NY, NY

• Watch "Trust Factor" Legal Advice TV

Watch on youtube.com: <http://www.youtube.com/trustfactorshow>

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this issue

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Marketing Tech Beat

This year, it's all about social media and integration. Make sure your clients, prospects and referral sources can get to you in every way possible, via Facebook, LinkedIn, Twitter, your website, your mobile site, your blog, youtube/vimeo, online directories and more.



SYNDICATION (RSS)

Have you engaged your online visitors? Congratulations.

When your article or blog captures their attention, build loyalty by allowing them to subscribe to your RSS feed.

Syndication goes two ways—offer more content on your website by including feeds from relevant sources. Make it easy for visitors to get the legal scoop from *you*.

Law.com provides an extensive list of RSS feeds from *Law Technology News*, *LawJobs.com*, the *NJ Law Journal*, and more.

From process to publicity, master the technology

From practice management to document solutions to marketing, technology has invaded the practice of law with a vengeance. Automation challenges the law office staff to continually improve internal and client-centered processes while maintaining the level of confidentiality that your clients expect and the law demands. The internal systems you use to support business development must be flexible, easy to update, relevant, and secure. Add to that the management of your firm's reputation online, and you may experience tech overload.

The answer to how best to handle this invasion of technology is "mastery." That doesn't mean that all must become technology "geeks," far from it. Technology is your toolbox—a means to an end. When it becomes all-consuming and a distraction or inconvenience rather than an enabler, something is seriously wrong. To avoid spending valuable billable hours researching or learning how these new online communications tools work, focus on your clients. Ask them what they need from you and how you can improve.

To better meet your clients' needs, use technology to communicate faster, better, more often and to build a tighter bond between you and your clients. Everyone in the firm or an individual practice is responsible for client satisfaction, and technology makes it easy for everyone, attorneys and staff, to do this job better.

What are some of the best uses of technology?

- Document Management, Imaging, E-Discovery,
- Cloud Services like Microsoft Live SkyDrive, Google Docs, and Dropbox
- Online Research, Docketing and Calendar Apps
- Performance Measurement and Benchmarking
- Practice Management/Contact Management
- Dictation Solutions like Air-Dictate and Siri AI.
- Interactive Website and Blog
- E-Mail, Social Media (Twitter, LinkedIn, Facebook)
- Mobile Device Security and Applications
- Publishing, including video and podcasting



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Marketing Strategy & Planning

It's not rocket science, but it can be time-intensive. We have all heard the hackneyed phrase: "fail to plan, and you plan to fail." But how often have you faced a marketing meeting when budgets are tight and everyone demands a return on investment of marketing dollars? Advertising gets more expensive every year. Phone book ads are costly but few want to take the risk of not being listed there. Monthly website SEO contracts and paid campaigns can drain resources and results that generate leads continue to be elusive for many. That's when planning becomes essential and planning without first forging a clear strategy is risky. To reduce the risk and planning time, get focused. Limit your planning meetings, assign research tasks ahead of time, examine results of past campaigns. Continue what worked if everything else is equal; stop doing what hasn't worked in the past if nothing has changed. Next, work with a calendar, planning events, published works, SEO, social media exposure, public relations programs and more each month, or each quarter, regularly and systematically. Clean up your act! Get everything you publish updated both online and in print. Outdated content is a sign of neglect. That's a reputation no professional can afford. Ready, set, go.



In a recent post on LinkedIn®, Managing Partner at Scalia & Seidel, LLC., A Michael Scalia, from Baltimore, MD, launched a new organization and website called the Bar Association of the United States. In his post, he said "...21st century technology and techniques are a MUST in today's law practice. It is no longer okay to say we'll place a two page ad in the yellow pages and expect to get the lion's share of business. Nor is it okay for a firm not to have a website (yes there are some firms that still have no website).

I don't know if usbar.net will capture a large share of attorneys as members (161 members at this writing) but Mr. Scalia's message is relevant. Mastering marketing technology today is a unique challenge and there are at least three essentials:

- Ethics of e-lawyering
- Niche practice area focus
- Enhanced 2-way communication

What law firm marketers need to know.

A little knowledge can be dangerous. Know enough to recognize a scam; be vigilant and know your website traffic patterns and visitor stats.

Think you know all about using social media? Have you mastered the art of networking online? Have you created a website, blog and videos, hoping to reap the rewards of consistent leads and repeat business? Or are you disappointed in the results of your efforts? After the website launch party, the critical next step is monitoring.

Whether you use Google Analytics, a host-based solution or other vendor product, monitor the traffic, ranking, links and visitor stats.

Set goals and measure against standard benchmarks and past performance.

Make strategy, tactical and budget decisions based on this data rather than by popular vote.

When your website becomes a business development tool, you'll experience that all-important positive ROI that technology promises.

Success at online marketing for lawyers leverages their research and writing skills. Persuasive litigators will find a larger, more attentive audience on the web than they do in the courtroom.

But the verdict will depend upon the ability to connect, to provide what's needed, when it's required.

The jury is still out on the profitability of law firm online marketing. Law firms and individual attorneys are successful for different reasons.

"Research the Competition, Understand Search Behavior, Get Social"

To be sure, it comes down to leadership, expertise, communication, leveraging niche opportunities, and making connections.

The merging of traditional marketing methods and online tech tools can help you research the competition faster, understand search behavior so that your firm can be "found" more often, and help you "get social" even with a heavy court calendar.

Master the technology, Conquer your market.

Merge the traditional with tech:

The Press Release or media release is a time-honored tool to spread the word about your success, adding to your credibility and awareness. Rev it up with PRWEB, VOCUS, CISION.

Email has evolved. Create professional e-newsletters, greetings, follow up messages and more with ICONTACT, MAILCHIMP, CONSTANT CONTACT. Always check for free trials to try before you buy. Print digital. Provide eye-catching, engaging print brochures at a fraction of the cost of traditional off-set. Add digital barcodes for multi-media apps.

The more things change.....

The more they stay the same. The principles of marketing are "immutable" (*The Immutable Laws of Marketing: Violate Them at Your Own Risk*, by Jack Trout). But the media changes constantly. Software apps proliferate and existing media services survive by evolving. Case in point: YouTube.com has greatly enhanced its video services. With subscriptions and enhanced keyword search, your youtube account is now souped-up. Create channels to which your followers can subscribe. Use keywords that help your clients and

prospects find your videos first. And much more. It's difficult to keep abreast of the changes. But as long as you stay true to marketing principles by developing a client-centered service philosophy, then communicate and demonstrate your value, "they will beat a path to your door."

A final caution. Know enough about the new media to be able to use the tools and recognize scams. SEO Companies offering to put you on the first page of Google make unrealistic promises to the uninformed. Seek advice to avoid being scammed by the SEO mythmakers.

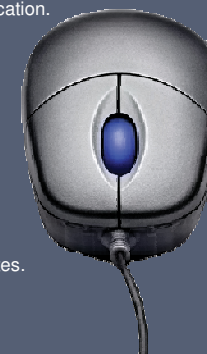
This Month's Q&A Firm Marketing Tips

Q: How do lawyers successfully use LinkedIn to grow their business?

A: It's easy to forget that social media is just a new, interactive form of communication. It's business networking on steroids.

You need to be there. 5 start-up steps:

1. Optimize profile for key words.
2. Build Connections.
3. Leverage recommendations.
4. Integrate your profile with other sites.
5. Join Groups. Be active.



Edit your LinkedIn profile to include words and phrases that clients, prospects and others may use when they are searching for a lawyer in your area of practice.

Be active. Engage former and current clients, associates, colleagues and referral agents. LinkedIn is an interactive medium. Give, and you shall receive. Make recommendations, seek assistance through your network. Import your contacts to build your connections. Request connections and connect others.

Then, take it to the next level. To learn more, call us.

EYE ON IT Current Trends

According to Hubspot Blog, "Twelve Mindblowing Statistics Every Marketer Should Know." (April, 2011), here are a few that might interest you:

- Businesses that blog get 55% more web traffic.
- 78% of business people use their mobile device to check email.
- 84% of 25-34 year-olds have left a favorite website because of intrusive or irrelevant advertising

ONLINE TOOLS Monthly Picks

SEO Tools, see seobook.com, some are low cost, many free.

- SEO Toolbar
- Keyword Suggestion Tool
- Rank Checker

Find out how fast your website loads with http://www.iwebtool.com/speed_test

Get more content marketing tips from The Rainmaker Blog, published by the Rainmaker Institute, see www.therainmakerblog.com

