



WSSFC 2024

Practice Management Track – Session 2

From Inception to Succession Series: Digital Marketing Essentials for Law Firms: A Beginners Guide

Presenters:

*Lindsay Marty, Above the Bar Marketing LLC, Madison
Stacy J. Schlemmer, Peterson, Berk & Cross, S.C., Green Bay*

About the Presenters...

Lindsay Marty, founder, and CEO of Above the Bar Marketing is a digital marketing expert with over a decade of experience working exclusively with law firms. She is passionate about helping her clients develop and implement online strategies that improve their online reputation and increase the return on investment of their marketing dollars. Lindsay is a highly skilled and knowledgeable digital marketer. She is an expert in all aspects of online marketing, including search engine optimization (SEO), social media marketing, pay-per-click (PPC) advertising, (LSA)s and content marketing. She is also a skilled strategist and analyst and provides her clients with resources to develop and implement data-driven marketing campaign

Stacy J. Schlemmer is a partner with Peterson, Berk & Cross, S.C. and has been practicing family law since 2009. Stacy joined Peterson, Berk & Cross, S.C. in 2014 as an associate attorney in their Green Bay office after practicing family law at firms in metropolitan Milwaukee and the Fox Cities. In her family law practice, Stacy focuses on divorce, legal separation, paternity, child support, custody, placement, and modification actions. Stacy is actively involved in the community and has been involved in Service League, Women's Fund, Current and Pulse Young Professionals, and served on the Board of Directors for the De Pere Area Chamber of Commerce, N.E.W. Friends of Music, Inc., Green Bay Civic Symphony, Ecumenical Partnership of Housing and Friends of the Brown County Library. In 2015 Stacy was named one of the Greater Green Bay Chamber of Commerce's Future 15 Young Professionals. In 2016 Stacy was named one of YOU Magazine's "10 Women to Know" in Green Bay. Stacy graduated from the University of Wisconsin, cum laude, after only three years of undergraduate study. She then graduated from Marquette University Law School, where she was a member of the Marquette Elder's Advisor Law Review, served as Academic Support Program Leader and was a member of the National History Honor Society.

**Digital Marketing Essentials for Law Firms: A Beginners Guide Thursday,
October 17, 2024 at 11:15 AM - 12:05 PM**

Lindsay Marty, Above the Bar Marketing, LLC

Stacy J. Schlemmer, Peterson, Berk & Cross, S.C.

I. Introduction

- **Opening Quote:** “Google only loves you when everyone else loves you first.” – Wendy Piersall
- **Importance of Digital Marketing for Law Firms**

II. Understanding the Digital Landscape

- **Online Presence:**
 - Visibility
 - Credibility
 - Accessibility
 - Lead Capture
- **Lead Generation:**
 - Brand Awareness
 - Brand Identity
 - Reputation Management

III. Building Your Brand

- **Creating Your Brand:**
 - Identify Audience and Ideal Client
 - Know Your Competition
 - Define Your Purpose and Differentiators
- **Brand Design:**
 - Logo, Color Scheme, Font
 - Slogan/Tagline
 - Elevator Pitch
- **Referral Circle:**
 - Identifying Influencers and Networking

IV. Building a Strong Online Foundation

- **Website Basics:**

- Mobile Responsiveness
- Wordpress Utilization
- Security Measures
- Conversion Optimization
- **Search Engine Optimization (SEO):**
 - Google's Search Algorithms
 - Primary SEO Components for Law Firms
 - Importance of Content in SEO
 - Measuring SEO Success

V. Content Marketing and Social Media

- **Content Development:**
 - The 80/20 Rule
 - Geo/Community Specific Content
 - Providing Value through Content
- **Types of Content:**
 - Educational (e.g., FAQs)
 - Entertaining (e.g., Company Culture)
 - Inspirational (e.g., Wellness Advice)
- **Social Media Strategies:**
 - Platform Selection
 - Engaging Content Creation
 - Community Building

VI. Online Reputation Management

- **Importance of Reviews:**
 - How Reviews Impact Client Decisions
 - Strategies for Managing Online Reputation
 - Responding to Negative Reviews
- **Review Platforms:**
 - Avvo.com
 - Facebook
 - Google

VII. Budgeting and Measuring Success

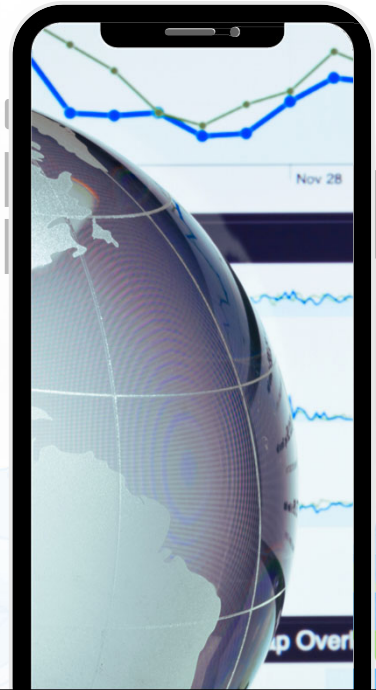
- **Digital Marketing Budget Allocation:**

- Determining Budget
- Prioritizing Activities
- Measuring ROI
- **Key Performance Indicators (KPIs):**
 - Tracking Website Traffic, Leads, Conversions
 - Analyzing Social Media Metrics
 - Using Analytics Tools

VIII. Conclusion

- **Recap of Key Points**
- **Q&A Session**
- **Thank You**

DIGITAL MARKETING ESSENTIALS FOR LAW FIRMS: A BEGINNERS GUIDE



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STACY J. SCHLEMMER

Attorney/Partner
Peterson, Berk & Cross, S.C.



LINDSAY MARTY

Founder/CEO
Above the Bar Marketing

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Key Takeaways



Understanding the Digital Landscape



Building a Strong Online Foundation



Content Marketing Strategy



Reputation Management



Budgeting and Measuring Success



Digital Marketing Workbook



"Google only loves you when everyone else loves you first."
–Wendy Piersall

Understanding the Digital Landscape

THE IMPORTANCE OF ONLINE PRESENCE



BRANDING

- **Brand Awareness:** A consistent online presence helps build brand recognition and awareness.
- **Brand Identity:** A well-designed website and social media profiles reinforce the firm's brand identity and values.
- **Reputation Management:** Online reviews and social media interactions can help shape the firm's reputation.

LEAD GENERATION

- **Visibility:** A well-optimized website increases visibility in search engine results, making it easier for potential clients to find the firm.
- **Credibility:** A professional website establishes credibility and trust, making it more likely that potential clients will choose the firm.
- **Accessibility:** Online platforms allow potential clients to easily contact the firm, ask questions, and learn more about its services.
- **Lead Capture:** Tools like contact forms and email subscriptions can capture leads and nurture them into clients.

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CREATING YOUR BRAND

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

-JEFF BEZOS



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BUILDING YOUR BRAND



- ➡ • Identify your audience and your ideal client
- ➡ • Know your competition
- ➡ • Define your purpose and what differentiates you

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BUILDING YOUR BRAND



- Design your brand logo and look (color scheme, font, etc.)
- Choose a slogan/tagline and a go-to “elevator pitch”
 - Slogan/tagline—is it shared on your website? On our social media platforms? On your blog posts/articles? In your podcast episodes? At in-person networking events?
 - “Elevator pitch”—used for in-person networking but may also be helpful for seminars, webinar presentations, etc. when you introduce yourself to people

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BUILDING YOUR BRAND



- Identify your referral circle of influence—where do your referrals come from?
Who do you need to know? Who can network for you?
 - Can be in-person or virtual contacts
 - Are there Facebook or other online groups that you can join to share who you are, what you know, and gain referrals/referral sources?
 - Why do all the work yourself to get clients? Find influencers and well-connected people to network FOR you

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Who is your target audience?



- Creating detailed client personas
- Understanding client needs and pain points
- Conducting market research

What is Your Brand's Personality?



- What is your mission statement?
- What is your brand's identity?

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02

“SEO is not something you do anymore, it’s what happens when you do everything else right.”

–Chad Pollitt

Building a Strong Online Foundation

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WEBSITE BASICS

01

MOBILE RESPONSIVENESS

Does your website respond to all different screen sizes? The mobile version of your website is more important than ever.

02

WORDPRESS

43.5% of the internet is on Wordpress because it is the most user friendly and best for search engine optimization.

03

SECURITY

Building your site with security is of utmost importance in today’s world. It gains trust with your potential clients.

04

CONVERSION

Is your current website built to convert prospects into clients?

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Search Engine Optimization (SEO)

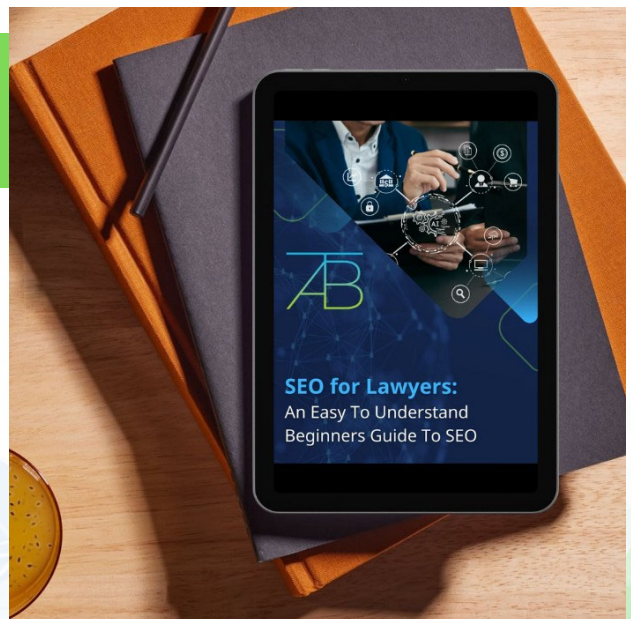
- Understanding Google's Search Algorithms
- The Primary Components of SEO for Law Firms
- The Importance of Content in Law Firm SEO
- Measuring SEO Success



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8 Chapter Attorney SEO Guide

SCAN
ME! >>



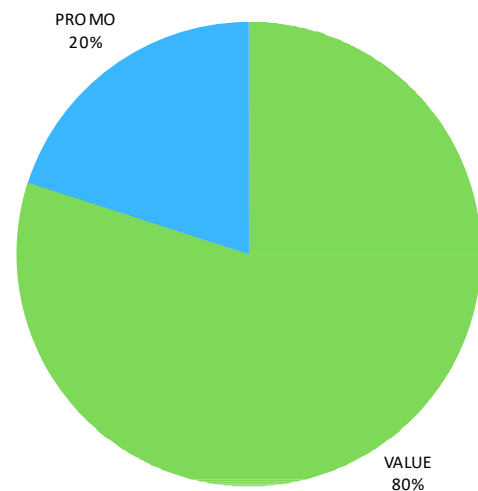
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Content Marketing and Social Media

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DEVELOPING VALUABLE CONTENT: CONTENT IS STILL KING.

- THE **80/20** RULE
- CONTENT SPECIFIC TO **GEO/COMMUNITY**



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PROVIDING VALUE THROUGH YOUR CONTENT

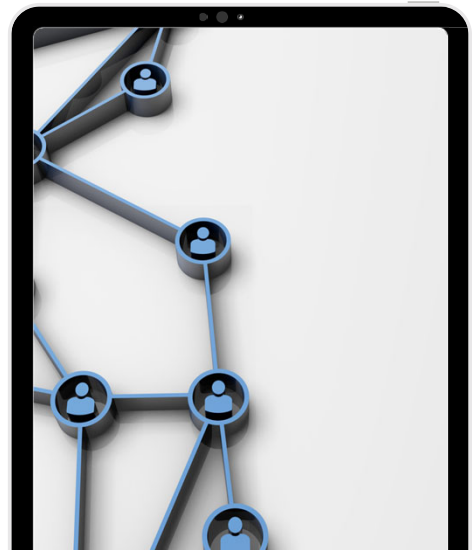
- **EDUCATE:** CREATING FAQ
- **ENTERTAIN:** COMPANY CULTURE, SPONSORSHIPS
- **INSPIRE:** WELLNESS ADVICE PRACTICE AREA SPECIFIC COMMUNITY INVOLVEMENT, HELPING CLIENTS TO BE BETTER PEOPLE AND PROFESSIONALS.



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SOCIAL MEDIA FOR YOUR FIRM

- CHOOSING THE RIGHT PLATFORMS
- CREATING ENGAGING SOCIAL MEDIA CONTENT
- BUILDING AND MAINTAINING AN ONLINE COMMUNITY



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FACEBOOK

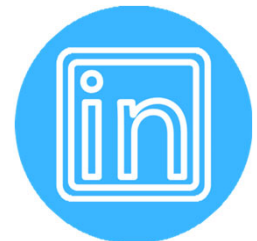


- -PROFESSIONAL PAGE IS A WISE IDEA
- -SETUP AUTO RESPONSES TO MESSAGES SENT TO PROFESSIONAL PAGE INBOX
- -POST REGULARLY
- -POST VARIED CONTENT
- -POST REVIEWS
- -INVITE EVERYONE YOU KNOW TO “LIKE” OR “FOLLOW” YOUR PROFESSIONAL PAGE
- -CREATE EVENTS THROUGH YOUR PROFESSIONAL PAGE
- -OPTION OF INEXPENSIVE PAID FB ADS IF YOU WANT TO PROMOTE AN EVENT OR YOURSELF
- -JOIN GROUPS AND SHARE INFORMATION IN THOSE GROUPS
- -SEE EVENTS GOING ON IN THE COMMUNITY & ATTEND THEM TO MEET PEOPLE TO DEVELOP PERSONAL + PROFESSIONAL CONNECTIONS

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LINKEDIN

- -KEEP PROFESSIONAL FOCUS
- -GOOD PLACE TO SHOW YOUR EXPERTISE TO PROFESSIONALS WHO WILL REFER PEOPLE TO YOU
- -SHARE “ADVERTISING” FOR INFO SEMINARS, BOOKS YOU’VE AUTHORED, SPEAKING ENGAGEMENTS, ETC.
- -SHARE BLOGS/ARTICLES
- -SHARE POSITIVE REVIEWS



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DIFFERENT TYPES OF SEARCHES: BRANDED VS. NON-BRANDED



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TYPES OF NON-BRANDED SEARCHES

01

RESEARCH

- Researching specific information
- No clear intent on purchase
- High Volume

02

LONG-TAIL SEARCH

- Larger word count
- Clear intent to buy
- Individually infrequent, large in the aggregate

03

HEAD TERM

- Product/Service + Location
- "Holy Grail"
- Clear intent

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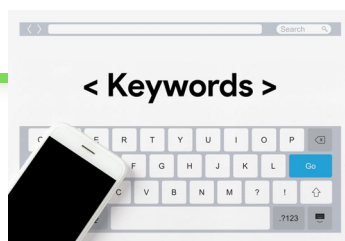
POLL: Which type of non-branded search brings the most visits to your website?

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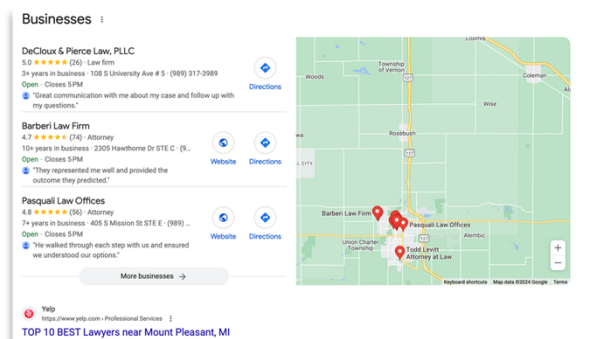
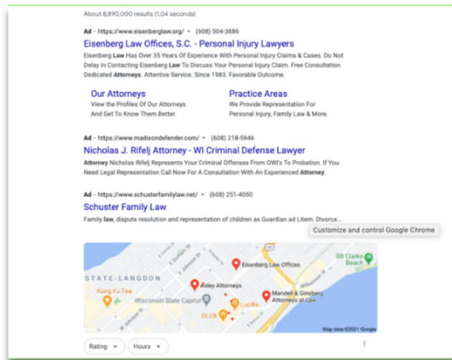
PPC VS. LSA

DOES YOUR BUSINESS MAKE USE OF KEYWORDS?

THE MOST EXPENSIVE LEGAL KEYWORDS



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2021 vs. 2024

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Popular Keywords for Lawyers in 2024

#	Keyword	# of Searches	Cost Per Click	Keyword Difficulty
1.	lawyers near me	125,810	\$23.22	42.5
2.	lawyers near me divorce	100,000	\$25.01	36.5
3.	divorce lawyers near me	80,630	\$26.41	37.9
4.	accident lawyer	19,920	\$300.00	31.7
5.	personal injury lawyer near me	17,670	\$217.80	36.5
6.	will attorney near me	16,040	\$12.97	38.7
7.	trust attorney near me	16,010	\$20.28	28
8.	estate attorneys near me	12,760	\$18.00	38.2
9.	good lawyers near me	11,690	\$18.53	45.2

TITLES
META DESCRIPTIONS
HEADINGS



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Online Reputation Management

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THE IMPORTANCE OF ONLINE REVIEWS



"A BRAND IS NO LONGER WHAT WE TELL THE CONSUMER IT IS – IT IS WHAT CONSUMERS TELL EACH OTHER IT IS."

—SCOTT COOK



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MANAGING REVIEWS

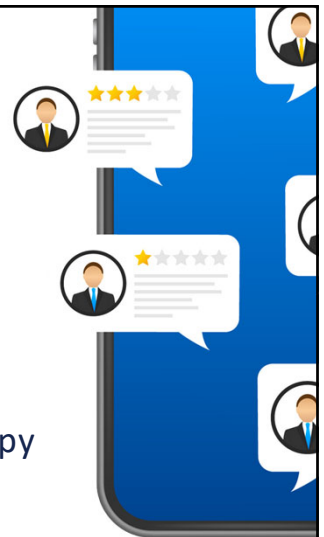
- HOW ONLINE REVIEWS IMPACT CLIENT DECISIONS
- STRATEGIES FOR MANAGING ONLINE REPUTATION
- RESPONDING TO NEGATIVE REVIEWS



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MANAGING REVIEWS

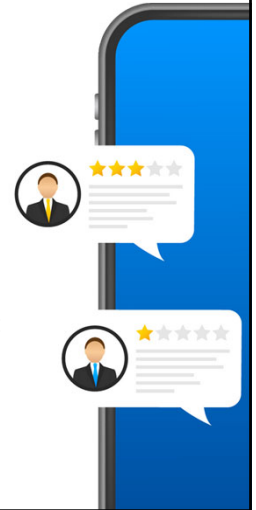
- -AVVO.COM
- -FACEBOOK
- -GOOGLE
 - Are you requesting reviews in your closeout letters to happy clients? Do you include a link to make it easier and make sure they review you in the right place?
 - Request as many reviews as possible from happy clients and share on your social media + website



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NEGATIVE REVIEWS

- IF YOU GET AN UNFLATTERING REVIEW, TRY TO BURY IT WITH GOOD REVIEWS FROM HAPPY CLIENTS IF YOU CANNOT GET IT REMOVED FROM THE PLATFORM WHERE IT WAS POSTED
 - Tom Watson with WILMIC (malpractice insurer) and Tim Pierce (Wisconsin Ethics guru) have both strongly suggested not responding to bad reviews
 - You don't want to draw more attention to the bad review by engaging with the reviewer
 - You don't want to appear petty
 - Most people know that there are always people who will write bad reviews; it doesn't mean they are accurate
- HAVE MORE GOOD REVIEWS THAN BAD REVIEWS



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Budgeting and Measuring Success



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DIGITAL MARKETING BUDGET ALLOCATION

- DETERMINING YOUR MARKETING BUDGET
- PRIORITIZING MARKETING ACTIVITIES
- MEASURING ROI



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Key Performance Indicators (KPIs)

- TRACKING WEBSITE TRAFFIC, LEADS, AND CONVERSIONS
- ANALYZING SOCIAL MEDIA METRICS
- USING ANALYTICS TOOLS



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THANK YOU