



WSSFC 2025

Practice Management Track – Session 3

Likes, Leads and Legal Clients: Marketing Your Firm in the Digital Age

Presenters:

Lindsay Marty, Above the Bar Marketing LLC, Madison

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

Steve Stauff, Above the Bar Marketing LLC, Madison

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 campaigns that deliver results.

Attorney **Stacy J. Schlemmer** is a partner at Peterson, Berk & Cross, SC based in Green Bay, Wisconsin. Stacy graduated from Marquette Law School in 2009 and has been practicing family law for 16 years, currently focusing on high asset divorce, 'silver' divorce, and paternity cases in northeastern Wisconsin. Stacy is actively involved in the community and has served on several non-profit boards and committees in the Green Bay area. In 2015 Stacy was named one of the Greater Green Bay Chamber's Future 15 Young Professionals. In 2016 Stacy was named one of YOU Magazine's "10 Women to Know" in Green Bay. When not practicing law, Stacy enjoys spending time with her husband, Collin, travelling, exploring new places, and finding joy with day-long bike rides in northern Wisconsin on her Canondale road bike, affectionately named 'Pinky.'

Steve Stauff is a Sr. Sales Consultant and Shareholder at Above the Bar Marketing, where he specializes in developing and executing digital marketing strategies for law firms. With 16 years of experience advising lawyers on business development, Steve has worked extensively in the legal space to implement innovative strategies for client development and reputation management. Steve lives in Prior Lake, MN with his wife and their three daughters. He loves to hunt and cheer on his girls' sports teams.

LIKES, LEADS AND LEGAL CLIENTS: MARKETING YOUR FIRM IN THE DIGITAL AGE.

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2024 Recap



Understanding the Digital Landscape



Building a Strong Online Foundation



Content Marketing Strategy



Reputation Management



Budgeting and Measuring Success



Digital Marketing Workbook

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.

2025 Key Takeaways

📍 **Networking is foundational — intentional connections build referrals**

🌐 **Blend in-person + online networking for stronger referrals**

📈 **SEO boosts visibility, local dominance, and reputation**

📖 **Storytelling + authenticity build trust**

💻 **Prompt engineering = practical tool for posts and outreach**

🔄 **Consistency across platforms strengthens visibility + referrals**

⚖️ **Final flow: Likes → Leads → Legal Clients**

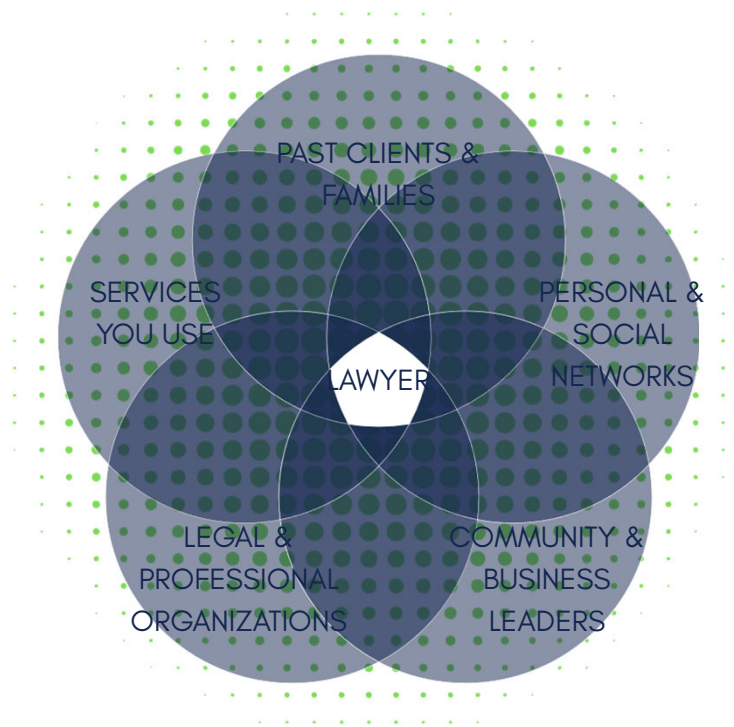
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Networking + Social

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REFERRAL BUILDING & SOCIAL MEDIA

- 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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IN-PERSON NETWORKING

- **Professional Associations & Bar Events**
 - Bar mixers, CLEs, specialized legal organization events, young lawyer divisions
- **Industry & Business Networking**
 - Chamber of commerce, roundtables, trade shows
- **Community & Civic Engagement**
 - Nonprofit boards, civic clubs, local events
- **Educational & Thought Leadership**
 - Speaking, guest lecturing, hosting workshops
- **Social & Lifestyle Networking**
 - Alumni reunions, charity galas, sports/cultural events



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PROMPTS TO FIND DIVORCE-ADJACENT PROFESSIONAL REFERRAL SOURCES

These focus on non-lawyer professionals who regularly collaborate with divorce attorneys and make recommendations.

"List of Certified Divorce Financial Analysts (CDFA) in [Your Wisconsin Area]."

"Local financial planners specializing in divorce settlement in [Your Wisconsin City]."

"Divorce mediator networks or professional groups in [Your Wisconsin City/County]."

"Therapists and family counselors specializing in divorce in [Your Wisconsin City]."

"Wisconsin Association of Family and Conciliation Courts (AFCC) local chapter."
(A multidisciplinary group that includes judges, lawyers, and mental health professionals.)

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PROMPTS TO FIND GENERAL LOCAL PROFESSIONAL NETWORKING GROUPS

These are for finding community-level networking and business development groups that attorneys use for referrals.

"Local business networking groups for legal professionals in [Your Wisconsin City]."
(e.g., local BNI chapters, general professional referral groups.)

"[Your City] Chamber of Commerce business directory legal section."
While broad, can reveal local law firms that are active in the business community.)

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AI PROMPT: LINKEDIN REFERRAL NETWORK

"Give me a list of business networking groups, chambers of commerce, and professional organizations in Wisconsin (especially Milwaukee, Madison, and other major cities) that would be good for a lawyer building a referral network. Please format it in a table with: Organization / Group, What They Do / Why Useful, and How to Connect."

[Referral Network Prompt Playbook](#)

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AI PROMPT: LINKEDIN TOOLKIT

"You are a LinkedIn networking strategist. I am an attorney specializing in [insert your practice area, e.g., personal injury, car accidents, truck accidents, medical malpractice] in [your city/region]. My goal is to build a strong referral network on LinkedIn with other attorneys, medical professionals, business owners, and community leaders. Please create:

A professional LinkedIn connection request message (under 300 characters).

A short LinkedIn DM template I can send after connecting.

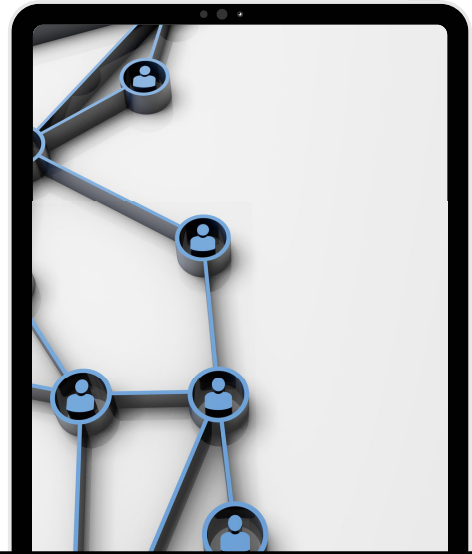
A LinkedIn post I can publish that invites referral partners to engage.

Make sure the tone is professional, approachable, and emphasizes collaboration and mutual benefit. Keep the language clear, concise, and client-centered."

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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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SOCIAL MEDIA

- 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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PROVIDING VALUE THROUGH YOUR CONTENT

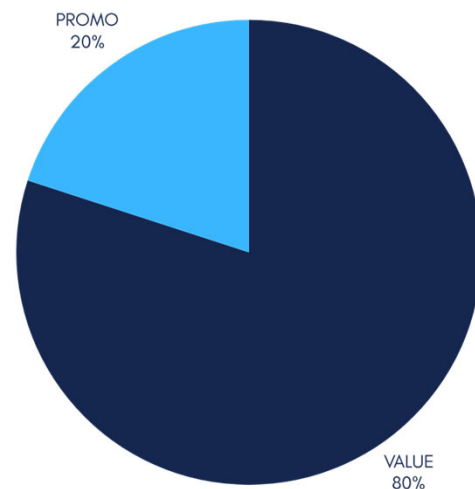
- **EDUCATE:** CREATING FAQ
- **Entertain:** Company Culture, Sponsorships
- **Inspire:** wellness advice practice area specific community involvement, helping clients to be better people and professionals.



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DEVELOPING VALUABLE CONTENT: **CONTENT IS STILL KING.**

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



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Reputation Management

- Update & optimize profiles (Google Business, Avvo, etc.)
- Monitor reviews & client perception
- Influence how your firm is viewed online

FOSTERING REVIEWS & REPUTATION MANAGEMENT

Review Strategy

Smart Review Requests

- Ask at the right time (case closure, milestone)
- Make it easy: direct links, QR codes
- Personalize the ask

Thoughtful Responses

- Respond to all reviews
- Stay professional & protect confidentiality
- Invite offline resolution for negatives

Build Review Culture

- Train staff; embed reviews in workflow
- Use tools (Clio Grow, etc.)
- Celebrate wins; aim for steady flow

Continue to Foster Reviews

- E-mail
- Close-out letter
- Newsletter

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SEARCH ENGINE OPTIMIZATION

Why SEO Matters

- Drives online visibility & client acquisition
- Establishes local search dominance in competitive legal markets

Solid SEO Foundation

- Technical structure determines who shows up first
- Ensure your firm, not competitors, captures client attention

AI & Evolving Search

- Other profiles (directories, review sites) appear in AI search overviews
- SEO is not static—constant adaptation is critical



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Bringing It All Together

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THE CLIENT JOURNEY



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Q&A

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STACY J. SCHLEMMER
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