

Law Firm Owners Survival & Thrive Plan

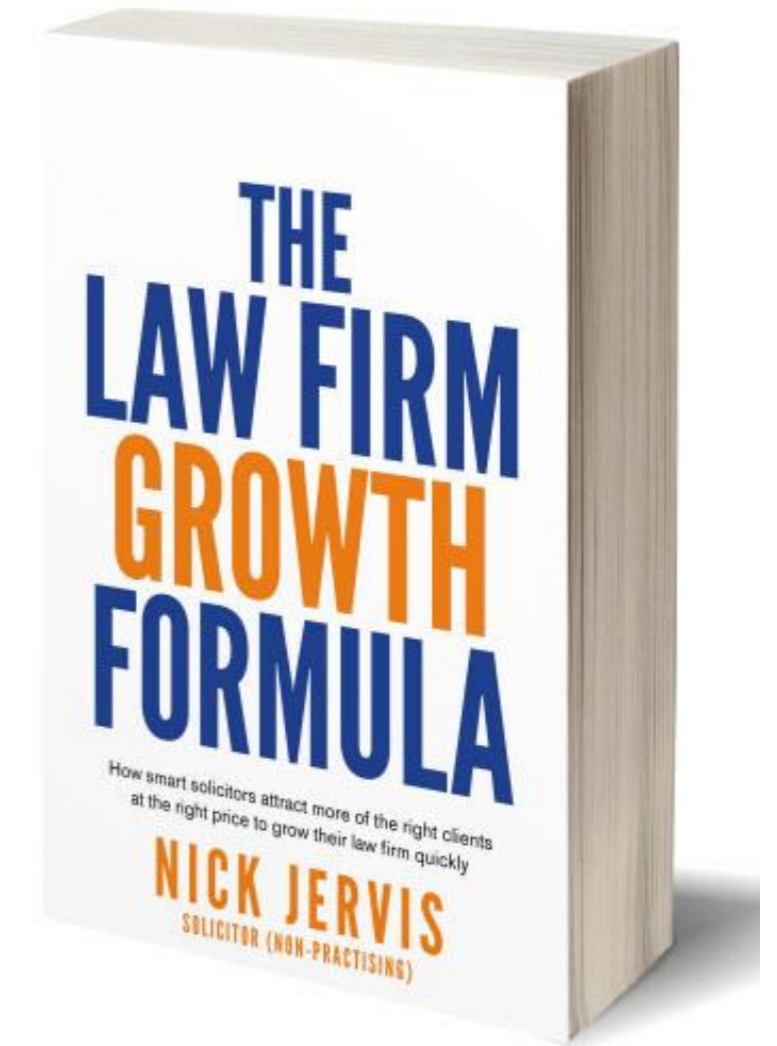


Today

1. Mindset
2. Marketing Fundamentals
3. Get Marketing Fit!
4. Your Marketing Plan

Who am I?

- 1991 – 2003 Solicitor
- 2003 – ongoing....
- The Law Firm Growth Formula



amazon

Mindset

- Your competition
- Thought leader
- Serve NOT Sell



Marketing Fundamentals

- Your Marketing DNA
 - Now
 - Nurture



Marketing Fundamentals

- Marketing DNA Now
 - Lucky!
 - Can turn on tap quickly
 - Legal services include...

Marketing Fundamentals

- Marketing DNA Nurture
 - Not unlucky, just got to play a longer game
 - All about that email list
 - Legal services include...

Marketing Fundamentals

- 'Easy life' marketing
 - Interruption
 - Attraction



Marketing Fundamentals

➤ Marketing ROI



Get Marketing Fit!

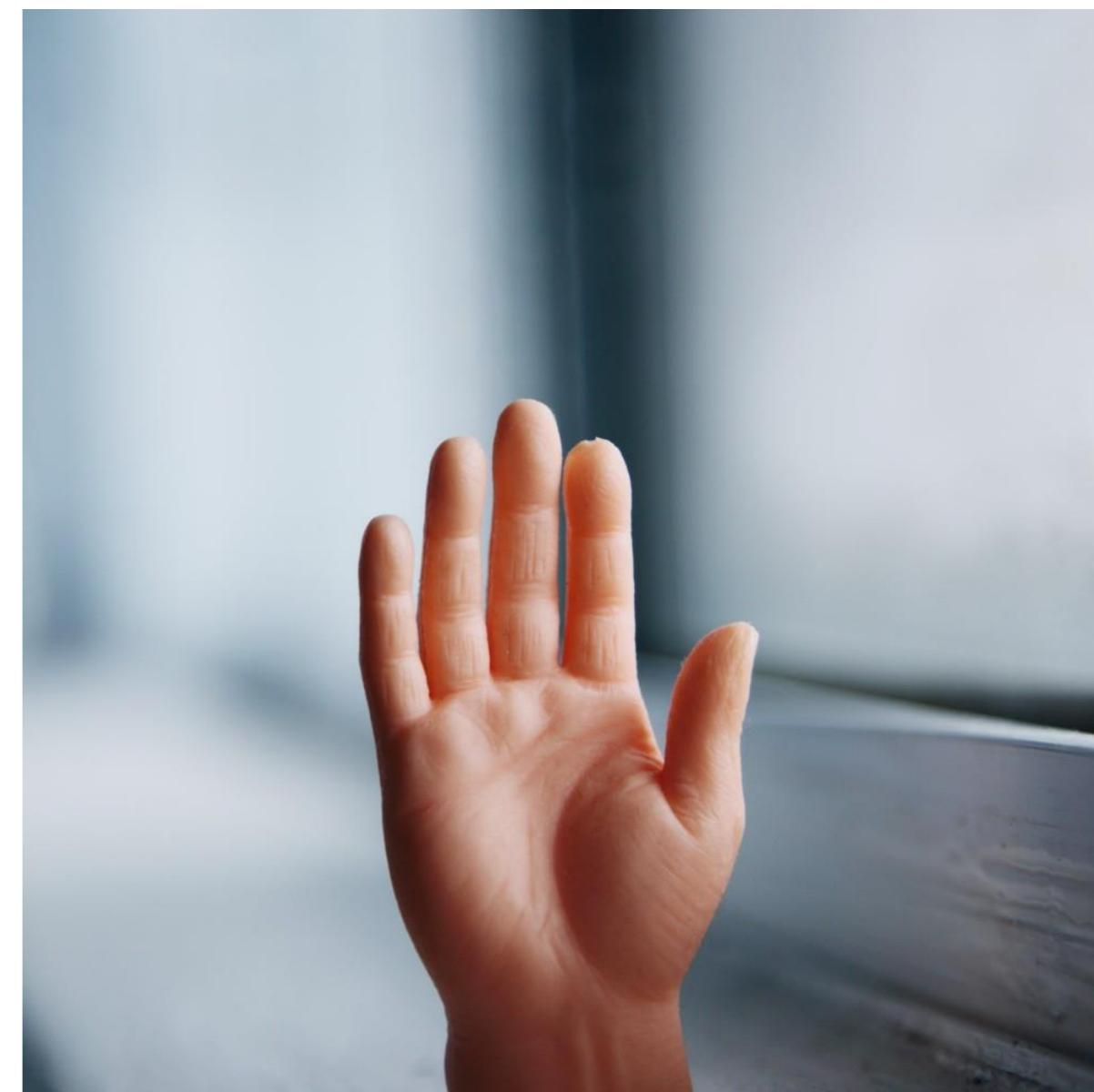
- Your website
- Your emails
- Your referrals
- Your extra leads/clients with Google Ads

Website

- Your website's sole purpose?
 - Get your prospects contact details
- How? Build trust....
 - Depth of expertise
 - Proof of expertise

Website

- Once built that trust:
 - Get your prospects contact details!
- How?
 - Call to actions (now & nurture)



Emails

- Do emails still work?
- Growing your email list
 - Now – as you speak with new prospects
 - Nurture – ‘items of value’

Google Ads

Google

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All

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\$41.2 Billion

Google Ads

- Amazing for 'Now' services.
- Remember ROI – especially with Google Ads.
- Get brilliant at it or brilliant at managing it.
 - More clicks/less- same spend each month
 - More clients!

SEO

➤ David Gilmore

Referrals

“What gets measured gets better.”

- 3 step plan:
 - Measure.
 - Reward.
 - Get more....

Your Marketing Plan

YOUR DNA **NOW** MARKETING PLAN

PRIMARY FOCUS

To generate more instant enquiries for your services. You must ensure that you give your client every chance of contacting you when they react to any of your marketing that sends them to your website.

This means that each page should end by asking your prospects to get in touch with you by contacting you in any of the following ways:

- Telephone number (hyperlinked on each page)
- Email address (hyperlinked)
- Link to enquiry form (separate from your contact page where there are too many distractions for potential clients to complete it); and
- Live chat managed for you 24/7/365 so you generate leads whilst sleeping (see the Suppliers section to access your MCA special offer)

PRIMARY WEEKLY TASKS

GOOGLE ADS

- If your service generate income quickly Google Ads is an excellent platform to drive

EMAIL

- Send an email to your email list referencing the

YOUR DNA **NURTURE** MARKETING PLAN

PRIMARY FOCUS

Your primary focus is to grow your email marketing database and keep in touch with it using the Marketing Tactics below.

Ensure that on your website you offer a free 'item of value' related to the service in question at the end of each page about your Nurture Service to maximise your opportunities for growing your email list

PRIMARY WEEKLY TASKS

BLOGGING

- Write a blog answering questions asked by your ideal prospects. Blogging will be covered in detail in later modules. For now, see the 'Google Search Console' video in Topic Training Inside the Academy.
- End each blog with a call to action encouraging your prospect to download your 'item of value' and including your sign-up form so they are added to your email list.

EMAIL

- Send an email to your email list referencing the latest blog.
- End each email with a call to action inviting the recipient to reply to the email, call you or schedule a call using your online appointment booking system for more information (see Topic training).

GROWING EMAIL DATABASE



Resources

- Email marketing comprehensive set up guide
- LinkedIn prospecting guide
- Your complete marketing plan
- This slide deck...
- Bespoke Marketing Plan Call

www.samsonconsulting.co.uk/resources