ONLINE MARKETING: OUT WITH THE OLD IN WITH THE NEW

MICHAEL J. ANDROVETT, Dallas
Androvett Legal Media & Marketing

State Bar of Texas
34th ANNUAL
ADVANCED REAL ESTATE LAW
July 12-14, 2012
San Antonio

CHAPTER 6.2
ONLINE MARKETING: OUT WITH THE OLD IN WITH THE NEW (POWERPOINT PRESENTATION) ........... 1
Online Marketing: Out with the Old in with the New

Old Paradigm

- Overt marketing less accepted
- Business development is personal
- Almost always conducted face-to-face
- Limited exposure (geography, time)
- Push strategy
New Paradigm

- Legal marketing is more overt
- Customized communication
- Greater access to information
- Communication driven by technology
- Push and pull strategy

Online Presence

How does your online presence factor into the “New Paradigm?”
How Does It Not?

“79% of all adults 18 + are online.”

Source: Pew Research Center, May 2010

Brochure = Website
Fax = Email

“In the time it takes you to read this sentence, some 20 million emails entered cyberspace.”

Source: The Radicati Group 2011
“There are 31% more bloggers today than there were three years ago.”

SOURCE: E-MARKETER, AUGUST 2010
Can You Hear Me Now?

“1/3 of all American adults own a smartphone”

Source: Pew Internet & American Life Project - July 2011
What is online presence?

**IT'S NOT:** Just your website

**IT IS:** How you use online channels to distribute content, communicate and engage with others.

Breaking down online presence...

1. Website
2. Findability
3. Social Media
4. Sharing
Website

www.mylawfirm.com

• Not everything, but it is very important
• Provides a foundation
• The introduction to the firm

“Candidly, a bad law firm website would be like a lawyer showing up to a meeting in a crumpled suit.”

- Chief Counsel, Intellectual Property

Source: Hubbard 1
Website

• What makes a good website?
  - Easy to find
  - Easy to navigate
  - Written for your audience
  - Up-to-date
  - Blog
  - Mobile
  - Great content
Keys to SEO

- **Relevance**
  - Ex. "Business Lawyer" vs "Contract Disputes Lawyer"

- **Research**
  - Volume:
    - 100 searches vs 5000
  - Competitiveness:
    - 30 pages vs 459,000
Keys to SEO

• **Optimization - Keyword strategy**
  - **On page**
    - Structure
    - Page title
    - Meta data
    - Content
    - Images and text
    - Up-to-date
  - **Off page**
    - Link building
    - Directory submissions

• **Sharing**
  - **Social media**
    - Repurpose content
    - Social bookmarking
  - **Email**
    - Pushes content
    - Links back to your site
  - **Blogs**
    - Very specific topics
    - Recent events
    - Updates your site
Keys to SEO

• **Track, Monitor and Revisit**
  - Monitor traffic
  - Track keyword specific data
  - Set goals
  - Adjust your strategy

Search

57% of Internet users search the web **every day**.

**SOURCE:** MARKETSHARE.HITSLINK.COM, OCTOBER 2010
First or Last

75% of users never scroll past the first page of search results.

Source: MarketShare.HitsUnk.com, October 2010

Findability

The 5 Keys of Findability

- SEO
- Multiple Locations
- Strong Website
- Provide Great Content
- Mobile
“Nearly 2/3 of US Internet users regularly use a social network.”

Source: Emarketer, 2011

Regardless of age, we’re social networking

Source: Emarketer Feb. 2011
Social Media

• How can lawyers use Social Media?
  - Share and Publicize
  - Nurture Prospects
  - Networking
  - Findability
  - Generate Traffic
  - To Learn

Source: McKinsey Global Institute, December 2010

63% of companies using social media say it has increased marketing effectiveness—among other benefits.

Source: McKinsey Global Institute, December 2010
The First Step to Social

LinkedIn for Business

LinkedIn drives the most referrals to B2B sites.

Source: Leadforce1, June 2010
**Ex. Win a big case... What do you do?**

- Send an email
- Post on your website
- Write on your blog
- Post on social media
- Submit to online publications
Highlights

• Great Website
• Findability
• Social Media
• Sharing

The One Take Away

Create Great Content
- High quality
- Relevant
- Recent & Updated
- Findable & Accessible
- Share often

• 7 Tips For A Better Website White Paper
Questions?