The 4 Most Important Marketing Tactics For Your Firm

DIVORCE DISCOURSE

Author: **Lee Rosen**

Published by Lee Rosen

divorcediscourse.com

© 2014 Lee Rosen

The 4 Most Important Marketing Tactics for Your Firm,
and How to Tweak Them to Double
Your Revenue in the Next 30 Days or Less
Lee Rosen - Divorce Discourse

Four marketing tactics stand head and shoulders above the rest. They generate more return on investment than every other tactic combined.

Let's treat this like a David Letterman Top Ten (minus six) and count down from the top.

Number 4: Use Pay-Per-Click Advertising.

It's not what it used to be: it's better. It was all about Google AdWords. Now it's about way more than that.

Back in the old days (six months ago maybe?), you were limited to creating an audience of site visitors and then stalking them around the web with ads reminding them to come back to your site or call your office.

Now you can do some truly amazing things with pay-per-click advertising. You can pump e-mail addresses into Facebook and run ads and promoted posts aimed directly at those prospects. You can create what they call "look alike" audiences that match demographically with a representative sample (maybe the kind of people who "like" your Facebook page) and market only to them. The targeting potential is incredible.

Twitter is in the game as well. It lets you target specific followers of any Twitter account. It even lets you pre-fill "lead cards" with prospects' information so they can make an inquiry of your firm with one click.

Prices are dropping, and the tactics are getting more and more sophisticated. The key is delivering the right message at the right time. That's possible now with sophisticated tracking software that makes it clear when your prospects are ready to become clients.

Number 3: Employ E-Mail Marketing.

It's powerful. It's the fastest way to take someone who knows you and turn him or her into someone who trusts you.

E-mail marketing is not about sending e-mail to one person at a time manually. It's also not about spamming the innocent.

E-mail marketing is about connecting with your prospective clients and building trust so they're ready to write a check when they arrive at your office.

E-mail marketing takes three things if it's going to work.

1. You've got to have the right list.

2. You've got to have the right things to say.

3. You've got to say them in the right way.

The best list comes with permission. Usually, it's a group of people who've visited your site and opted in to your list in exchange for valuable information. They're with you because they need what you offer.

Saying the right things comes down to being able to tell them their own story better than they can tell it themselves. When they get that "fly on the wall" feeling, you know you've built the credibility and trust required for them to feel comfortable with the solution you're offering for their problem.

You've got to tell their story in a convincing, comfortable way to build trust. They've got to get to know you and understand why your story places you in the right place at the right time to solve their problem. It's all about emphasizing the important parts of your story and telling it one person at a time.

Number 2: Build a Referral Network.

Nothing compares to the return on investment of building a referral network. However, I'm not talking about going to networking groups or functions or accepting the endless invitations to lunch from insurance salespeople.

I'm talking about laser focusing your networking. It requires picking the people you want to target and then bringing them into your network one a time. It's a step-by-step process that brings in consistent revenue.

A referral network of 20, delivering six referrals (converting to five clients) per year, will bring you 100 clients. At an average fee of $10,000, you'll produce $1 million a year in revenue. Once you've built the network, it requires just two weeks a year to maintain.

Networking 101 is my book on the topic, and it lays out the blueprint for building a strong, lucrative referral network. The book is for sale, or you can find much of the content for free on **Divorce Discourse**.

Once you build a network, you're set for life. Of course, you'll have to maintain the relationships and tweak the participants, but it's an asset you'll own forever. Building a network works for extroverts as well as introverts. There's little you can do that will compare in terms of maximum return for your investment.

Number 1: Create a Content-Rich Website.

Most law firm websites are nothing more than an elaborate business card or brochure. That's not going to generate any business that wasn't already headed your way.

A content-rich website (think **WebMd**) generates traffic from people in need of your services. Traffic translates into clients. Building a site filled with content requires a significant initial investment of time and effort, but it pays off for years.

In some practice areas, in some jurisdictions, a site with 100,000 words of content will bring more than 100,000 visitors per month. If only a small fraction of those visitors—think one-tenth of 1%—turn into clients, you'll generate substantial revenue. At an average fee of $5,000, you're looking at $6 million a year in revenue. Does this really happen? Absolutely.

The key to a content-rich website is building what the prospective clients need. Listen to them carefully and find out what

they need. Provide the articles, tools, videos, and anything else that meets their needs. Deliver for the 100,000 monthly visitors, and you'll have no trouble generating calls from the small percentage you need to hire you.

How to Generate More Income—Almost Instantly

These top four tactics are your to-do list for the future. They're the things you need to work on right now and keep working on as the income grows. Execute on these tactics, and you'll build a healthy practice that provides for you and your family. You can implement a combination of these tactics immediately, and you'll see almost instant return on your investment. Now get going.

ABOUT
LEE ROSEN

Lee Rosen is the author of Divorce Discourse, a blog offering advice about marketing, management, technology, and finance for legal professionals. He has practiced family law for more than 25 years. With four offices, Rosen Law Firm serves Raleigh, Charlotte, Durham, and Chapel Hill, North Carolina. Lee served as the Law Practice Management Editor of the ABA Family Advocate for more than a decade and received the ABA James Keane Award for excellence in eLawyering.

In addition, he served as Chair of the Law Practice Management Section of the North Carolina Bar Association. Lee is a frequent speaker and is often sought out by the media as a source of family law insight and commentary. He is a regular contributor to Lawyers Weekly, TechnoLawyer, and other legal publications, and he hosts the weekly programs Stay Happily Married and Divorce Talk Radio.

Over the past few years, Lee has helped rapidly growing family law practices take their management, marketing, and technology to the next level. He is also a frequent speaker at continuing education events for attorneys, judges, mental health professionals, accountants, physicians, and other providers of professional services.

You can reach Lee by phone at (919)787-6667 or by e-mail at rosen@rosen.com. You can also follow Lee on Twitter.