

Strategies for Growing Your Law Firm Business Online

David Mitroff, Ph.D.

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The Business of Law Webinar Series

LAiC Los Angeles Incubator Consortium
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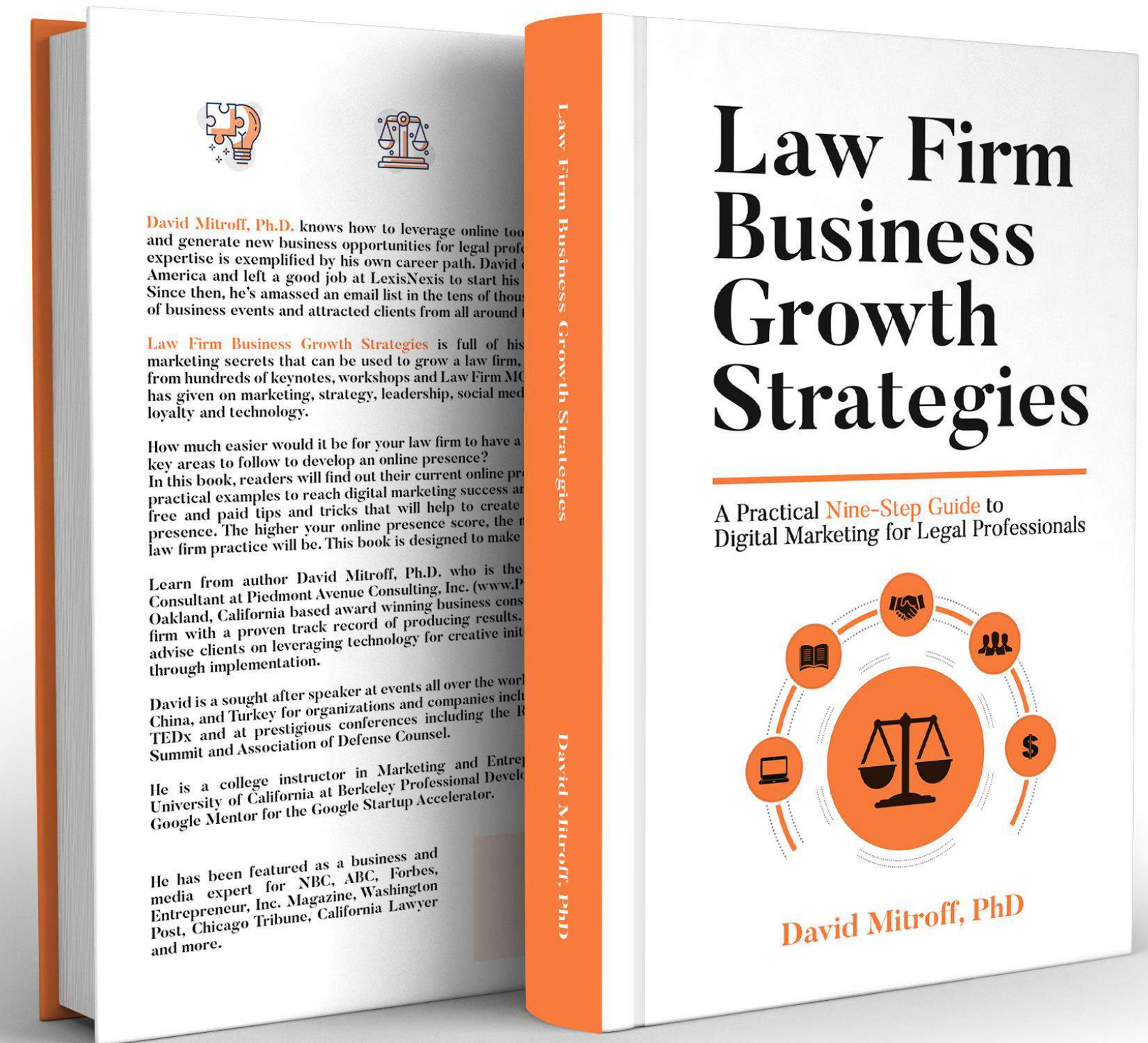


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What We Will Cover

- **Ways to Grow Your Firm Today**
- **How to Attract Clients**
- **Active / Passive Marketing**
- **Data Driven Marketing**
- **Introduction to Common Legal Risks Associated with Social Media**
- **Website & Social Media Ecosystem: 9 Key Areas of Online Presence**
- **LinkedIn Connections**



David Mitroff, Ph.D.

My Background

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com)
- Hosts over 50+ SF Bay Area events each year for last 9 years (www.ProfessionalConnector.com)
- Founder of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- College Instructor at University of California Berkeley
- Google Mentor for Google Startup Accelerator Program
- TEDx Speaker, Keynote speaker at conferences and events all over the world
- Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts
- Featured Media Expert for television (NBC Bay Area, Reality Check), radio (KGO), newspapers (San Francisco Chronicle, SF Business Times, Oakland Business Review) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional).

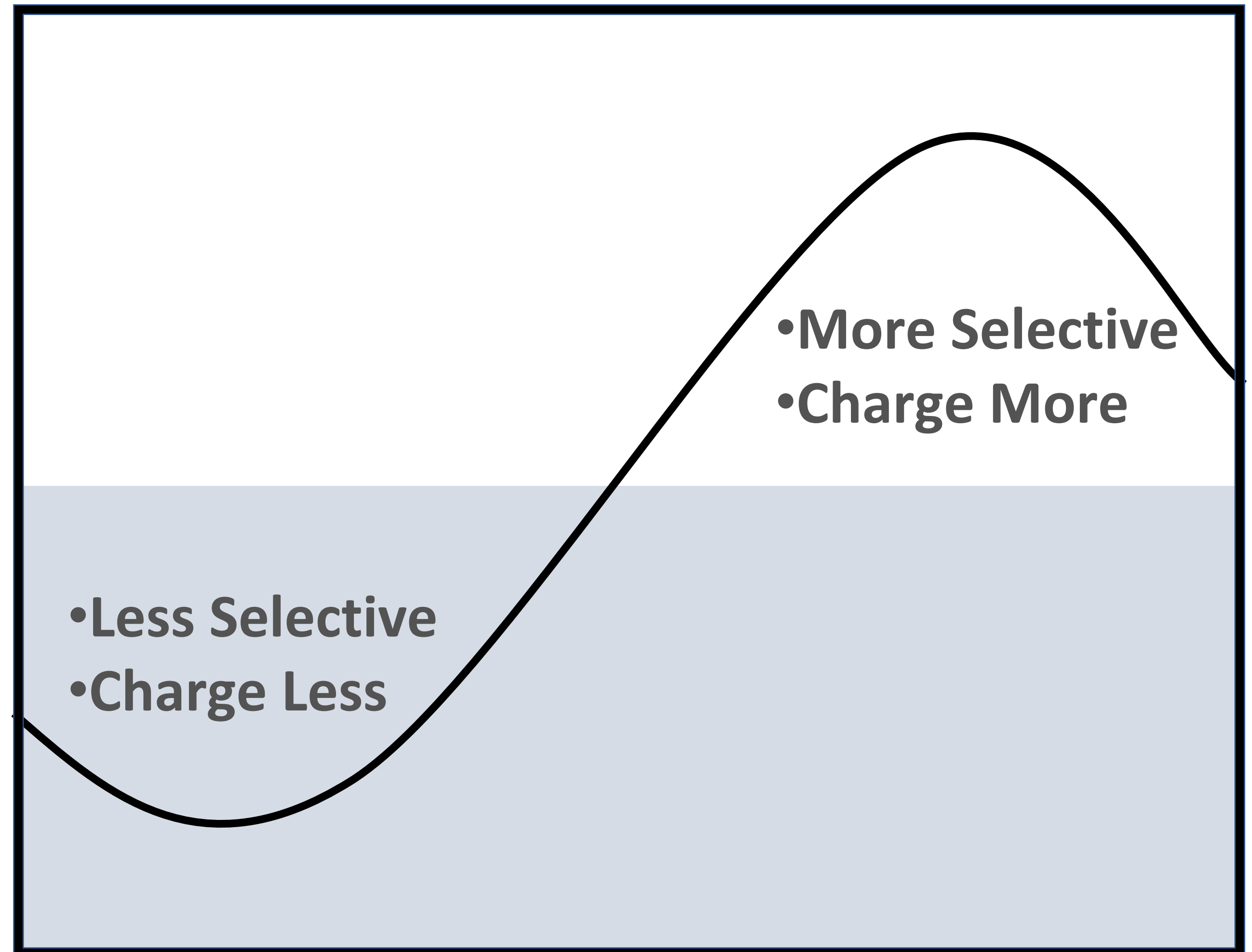


Right Now

Grow Your Law Business

- Focus: List of 10 Things You Can Control
- Consistency: 3 Lunch Meetings per month x 12 months = 36 Lunches
- Top of Mind: Monthly Newsletter (now 1 a week)
- The Event Effect: Firm Events and Workshops (now virtual events)

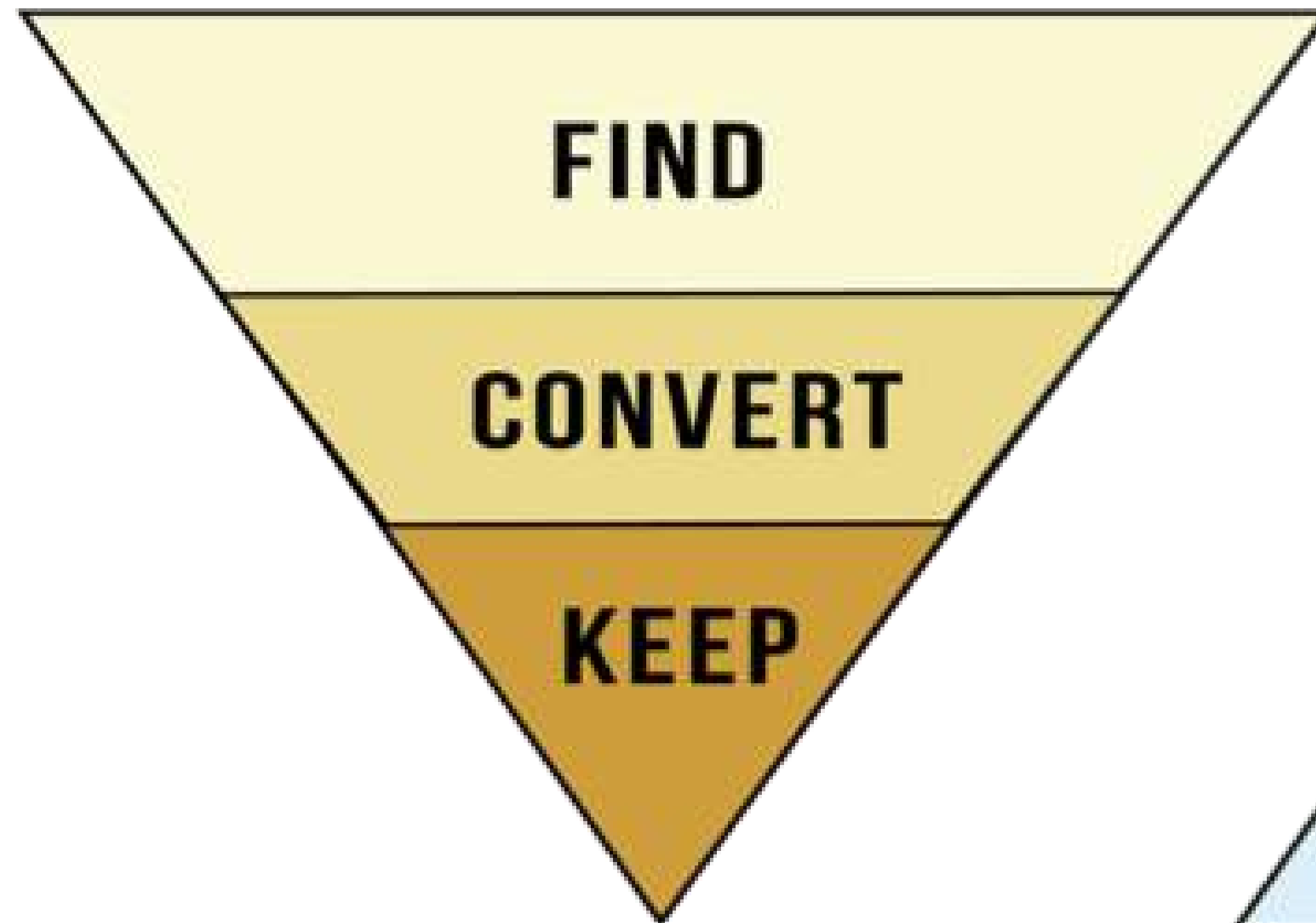
New Business Growth Cycle



Two Approaches to Growth

TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking

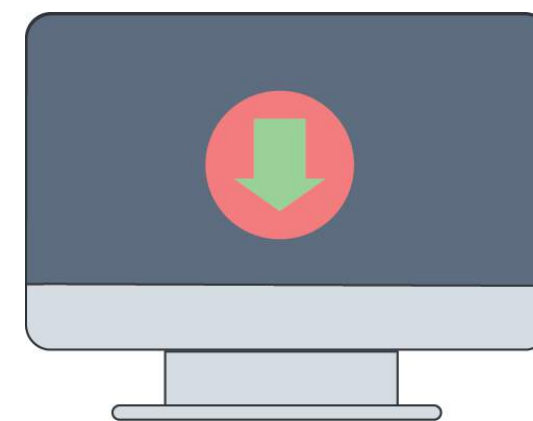


- WHAT ARE YOUR CURRENT MARKETING EFFORTS?





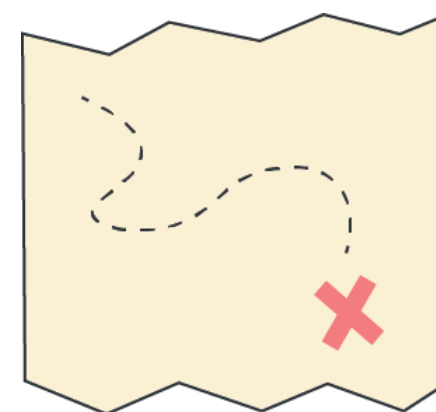
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

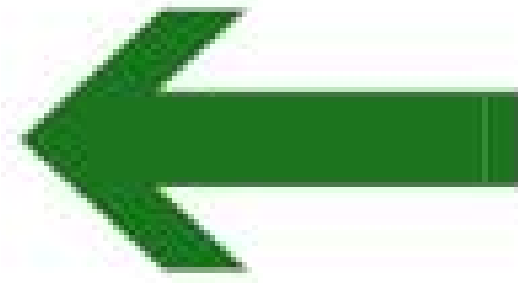
DATA-DRIVEN MARKETING

MARK JEFFERY

15 Essential Marketing Metrics

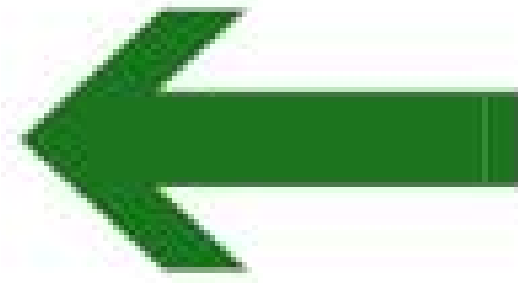
- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate
- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)
- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

Non Financial Metrics



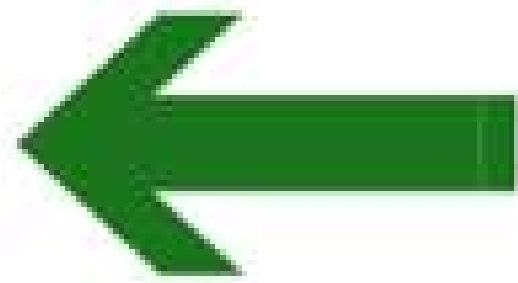
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Financial Metrics



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Non Financial Metrics



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Financial Metrics



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- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

"New Age Marketing Metrics"



- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
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- Bounce Rate
- Word of Mouth (WOM)

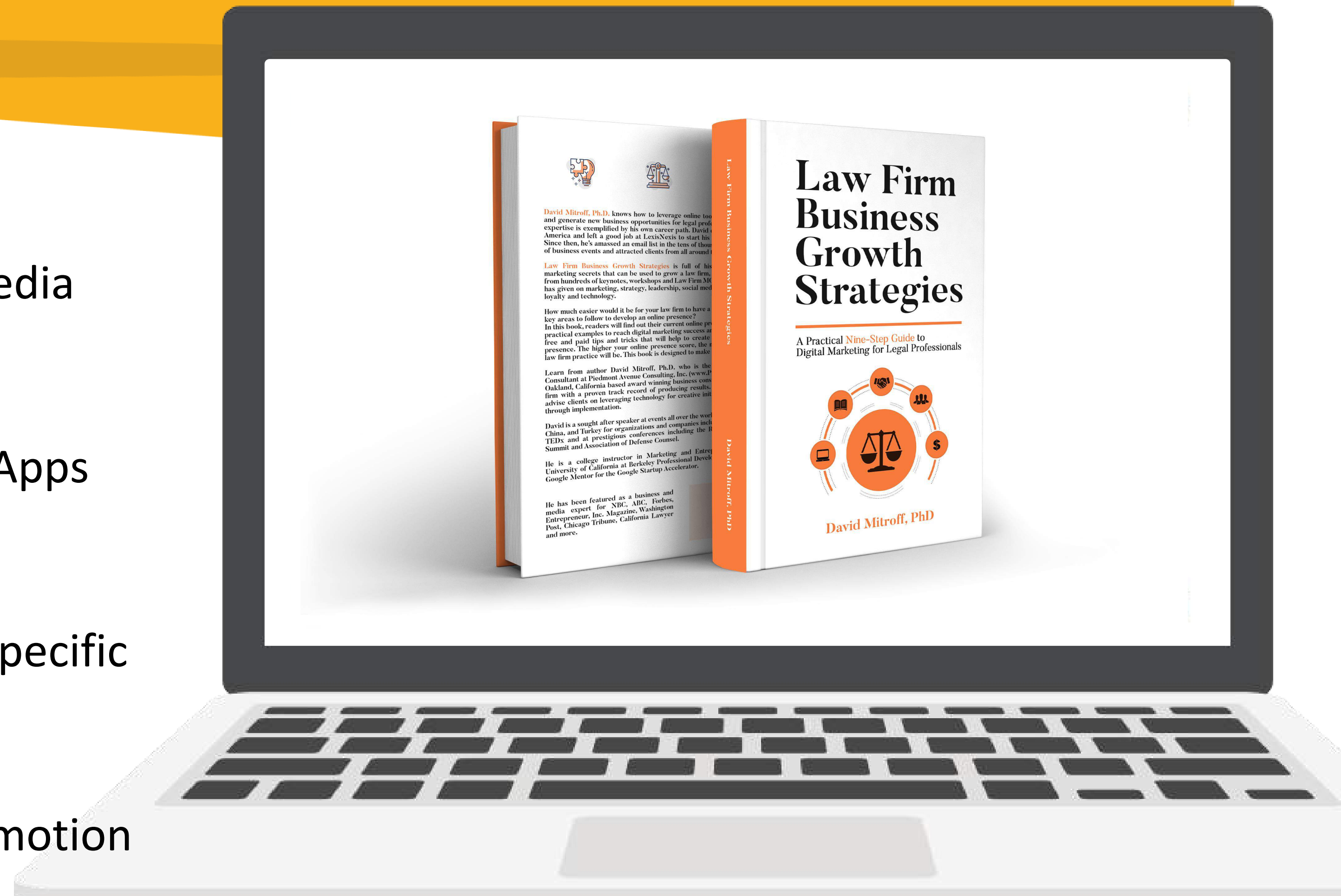
Tracking & Analysis

The Key Benefit of Online Marketing and Technology is the ability to track and analyze results, then quickly iterate and adjust for optimal performance



9 Key Areas of your Online Presence

- 1 Website & Blog
- 2 Online Directories
- 3 Review Sites
- 4 Social Networks
- 5 Micro Blogging
- 6 Rich Media
- 7 Mobile Apps
- 8 Industry Specific
- 9 Event Promotion



Common Risks Associated with Social Media

- The use of Social Media continues to increase as does the ways it is used for branding, marketing, business development, socializing, sharing, promoting, etc.
- New opportunities also creates “new” potential pitfalls to common risks such as confidentiality and ethics concerns, human resource issues, reputation management, and more.

Example: A simple post on a social media platform could quickly “go viral” and reach an audience of millions overnight resulting in loss of revenue, damage to the brand or worse.

1

Website & Blog

Google Ranking, SEO/CRO, Blogger, Wix, Squarespace, Instapage, WordPress



- ▶ **Control the content**
A chance to tell your story.
- ▶ **Define a clear message**
What do you offer?
- ▶ **Create a medium for contact**
Invite feedback, questions...
- ▶ **Provide links to other pages**
Share your FB, Twitter...
- ▶ **Update your content**
Consistency in theme and info.

There are 2 angles

❖ Criminal Attorney

Spend **more** on Google Adwords + Yelp

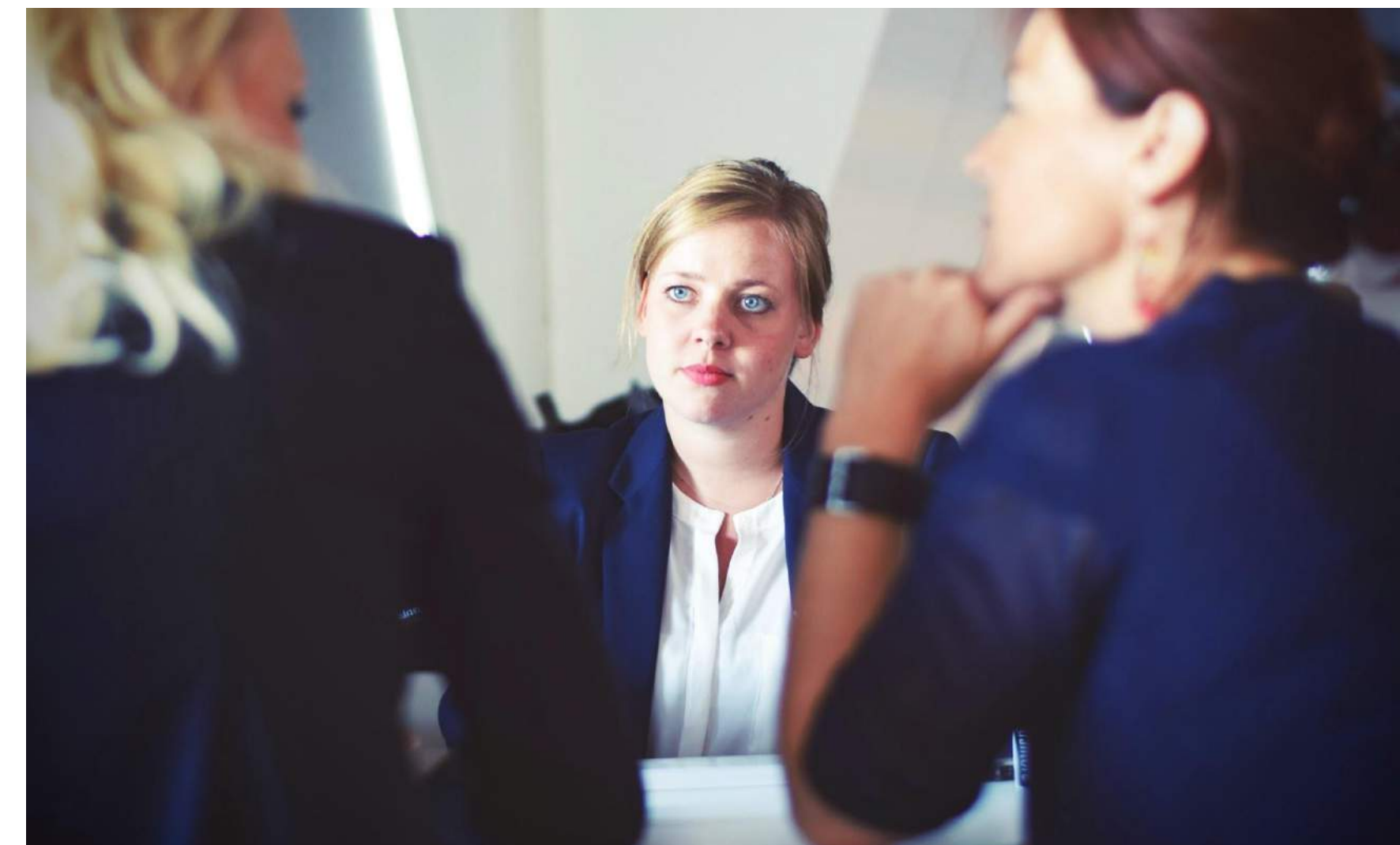
More Google searches by
an individual



❖ Corporate Attorney

Spend **less** on Google Adwords and social media

More research from
corporations



1

Website

The hub of your Online Strategy

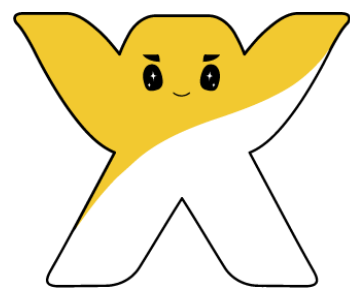
- ▶ Most important area
- ▶ Definition of you and your message
- ▶ Central hub with links to other sites
- ▶ You control it



1

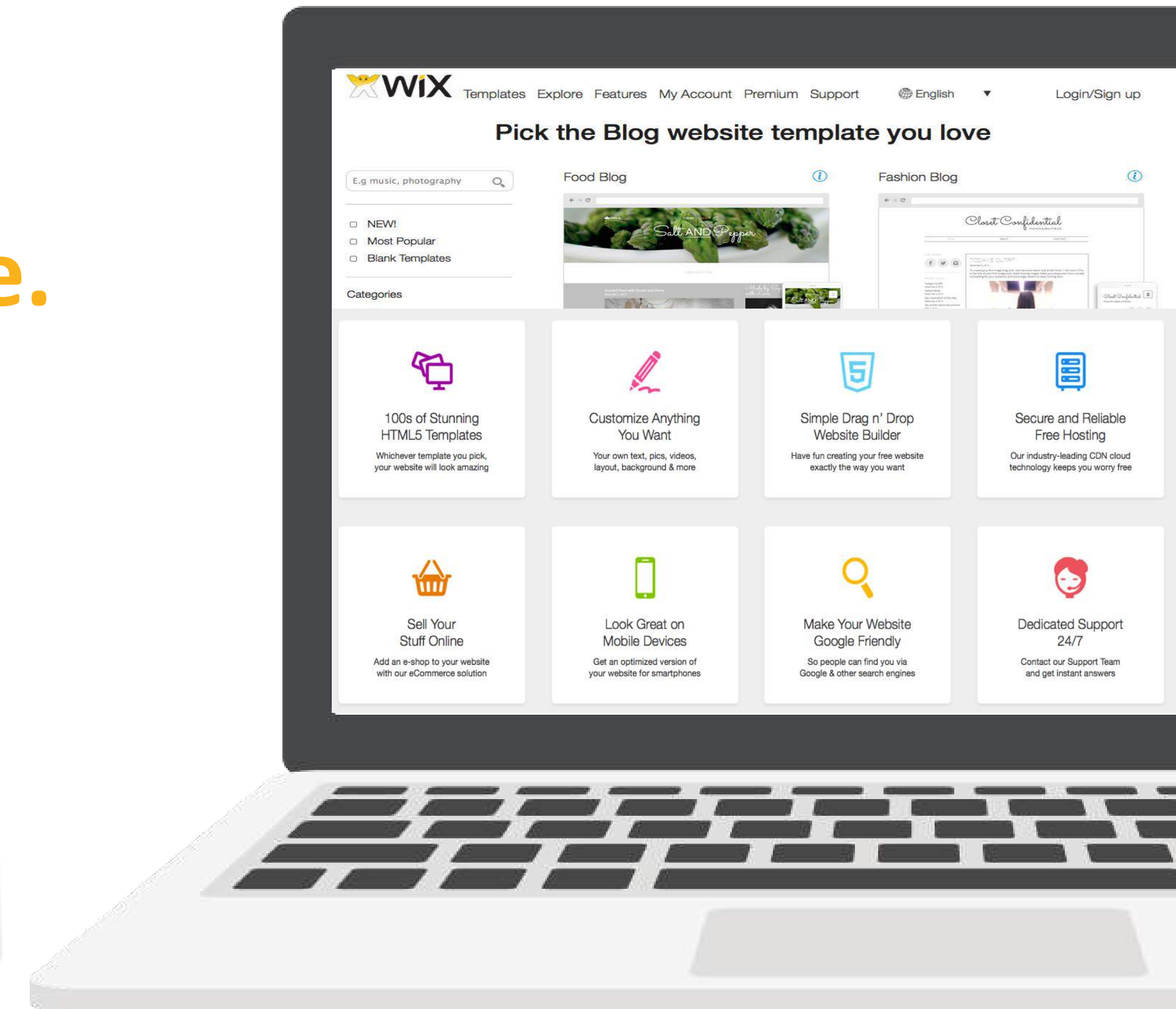
Website - Wix.com

Build your Website Today



Create
Your Stunning Website.
It's Free

Wix enables everyone to design, publish and host stunning HTML5 websites.



Website – Pitfalls

Overall

- Not having full control of content or website – Do you have the Login???
- All Content moderated and vetted – who writes content and what is checked.
- Security Issues
- Contact forms without disclaimers



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1

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

Helps drive traffic to your site

Hot Leads

Opportunities

Proposals

New Customers

Work that takes
place separate
from your website

Off-page
SEO

Website changes
to increase rank

On-page
SEO

Online Directories

2

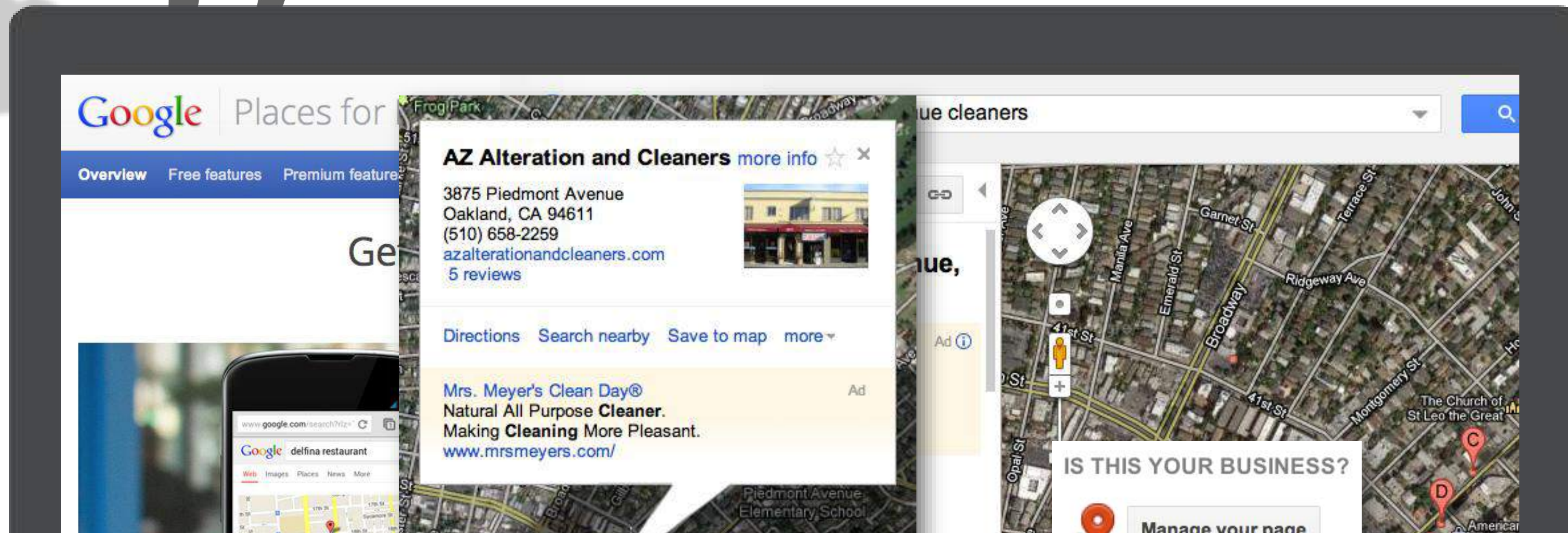
Google Local/Maps, Yahoo Local, Bing

► **Search yourself**
The power of Google!

► **Look for similar businesses**
If you're not listed, someone else is

► **Display correct contact info**
Location, phone #, hours, directions MUST be correct.

► **Take a photos**
If they know what to look for, they'll find it.



3

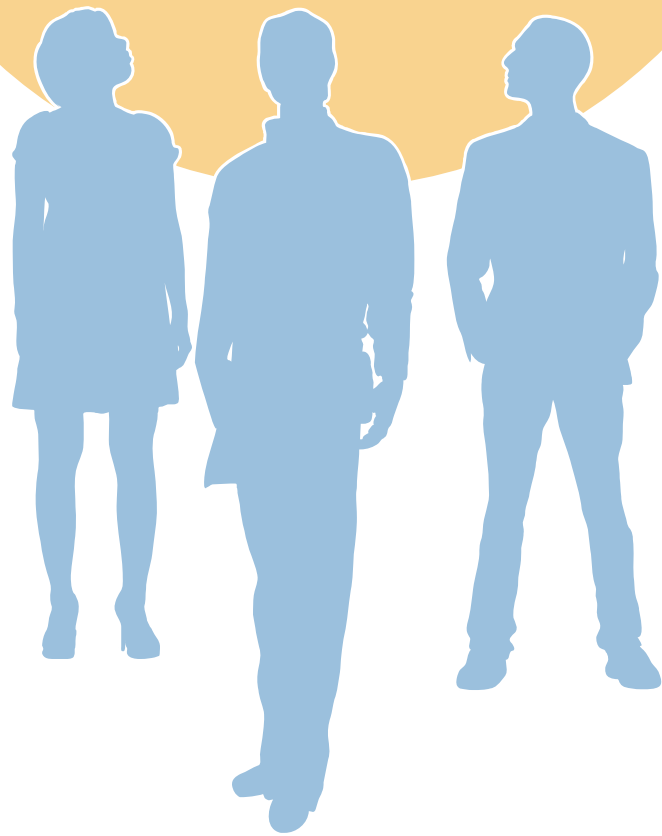
Review Sites

Yelp, Zagat, Chow, Lawyers.com

We have reached a point where:

14% of people
trust ads

78% of people
trust consumer
recommendations



 \$95 for \$125 Deal at Verbeck Law
[\\$95 Buy now](#)

 Buy Gift Certificate
[Buy Now](#)

 Request a Consultation

2 hours
Response Time

100%
Response Rate

[Request a Consultation](#)

► Rely on word of mouth

People trust personal accounts more than ads.

► Offer additional information

Yelp is a mobile tour guide.

► Respond to reviews

Thank those who provide feedback.

► Learn from your reviews

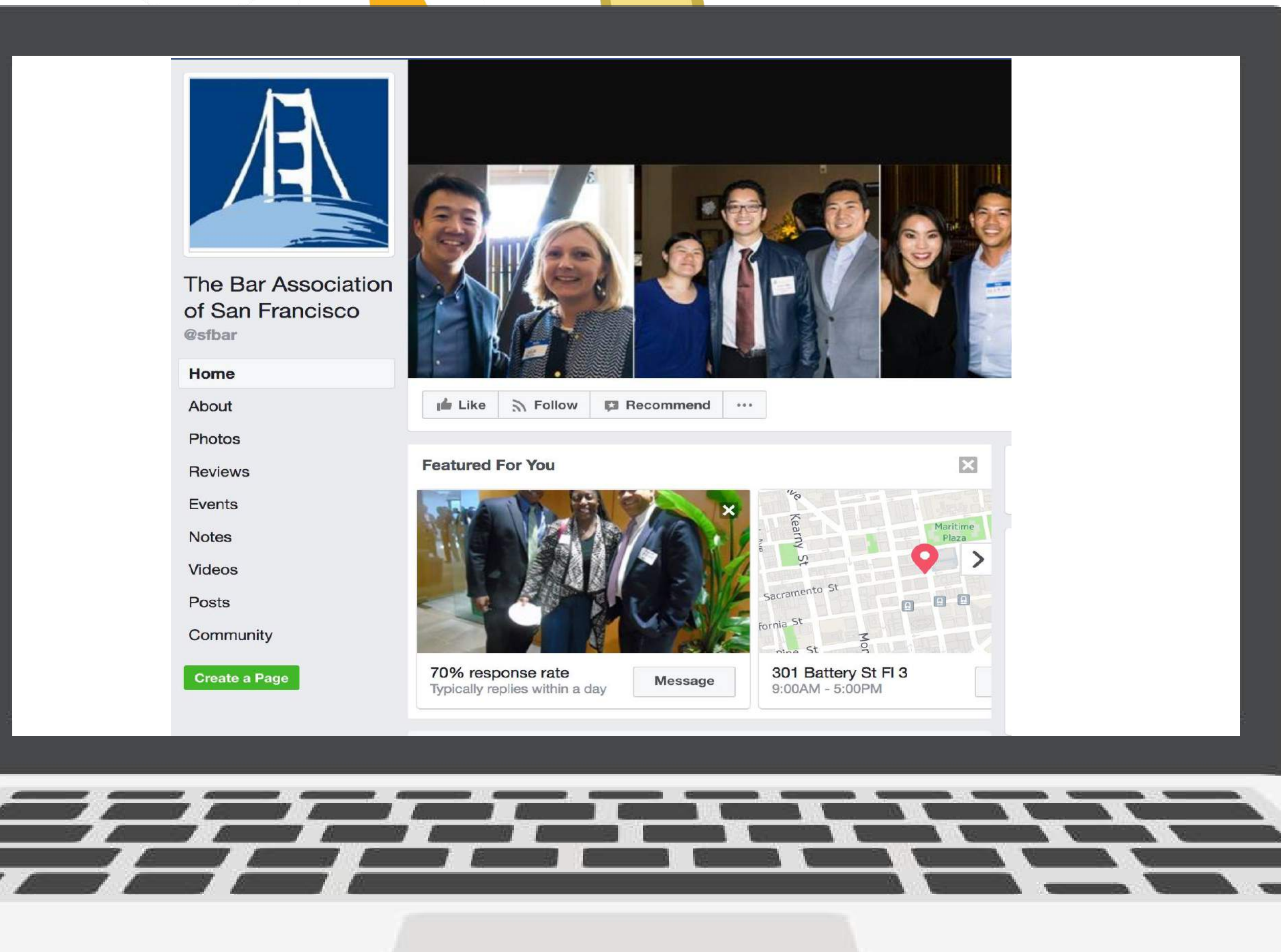
Don't make the same mistake twice!



Social Networks

4

Facebook, LinkedIn



► **Communicate with clients**
Be involved with the conversation.

► **Connect**
Associate your business with related pages and people.

► **Establish a following**
Invite past clients/customers to view

Facebook – Pitfalls

- Do not friend judges—North Carolina judge was found in the wrong for friending a lawyer on FB during a case and exchanging messages about the case. The judge was accused of ex parte communications and the independent gathering of facts.
- Unintended attorney-client relationships—if general legal information posted turns to pointed, opinionated legal counsel for legal situations at an individual, an unintended attorney-client relationship is likely to be forged. Practicing outside of the jurisdiction in which you are licensed—avoid extensive back and forth interactions on any social media outlet representing your law firm is the best way to circumvent this problem.
- Marketing or sales person's role may include using social media to reach prospects and customers. All the personal use risks apply, but an employer can be held responsible for an employees action if they are part of their job



Personal Profile

4



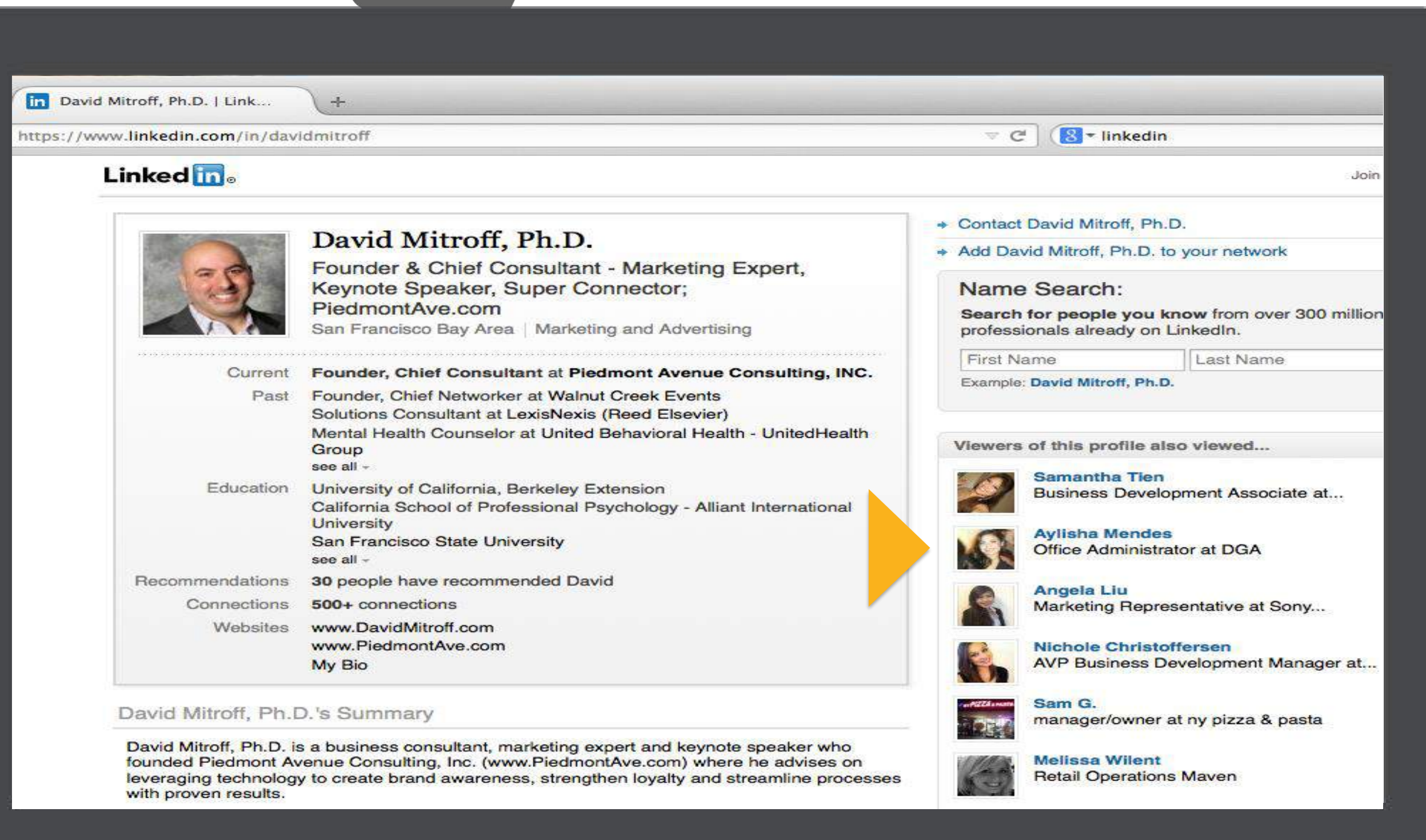
► Custom URL

► Title = Story

► Privacy Settings

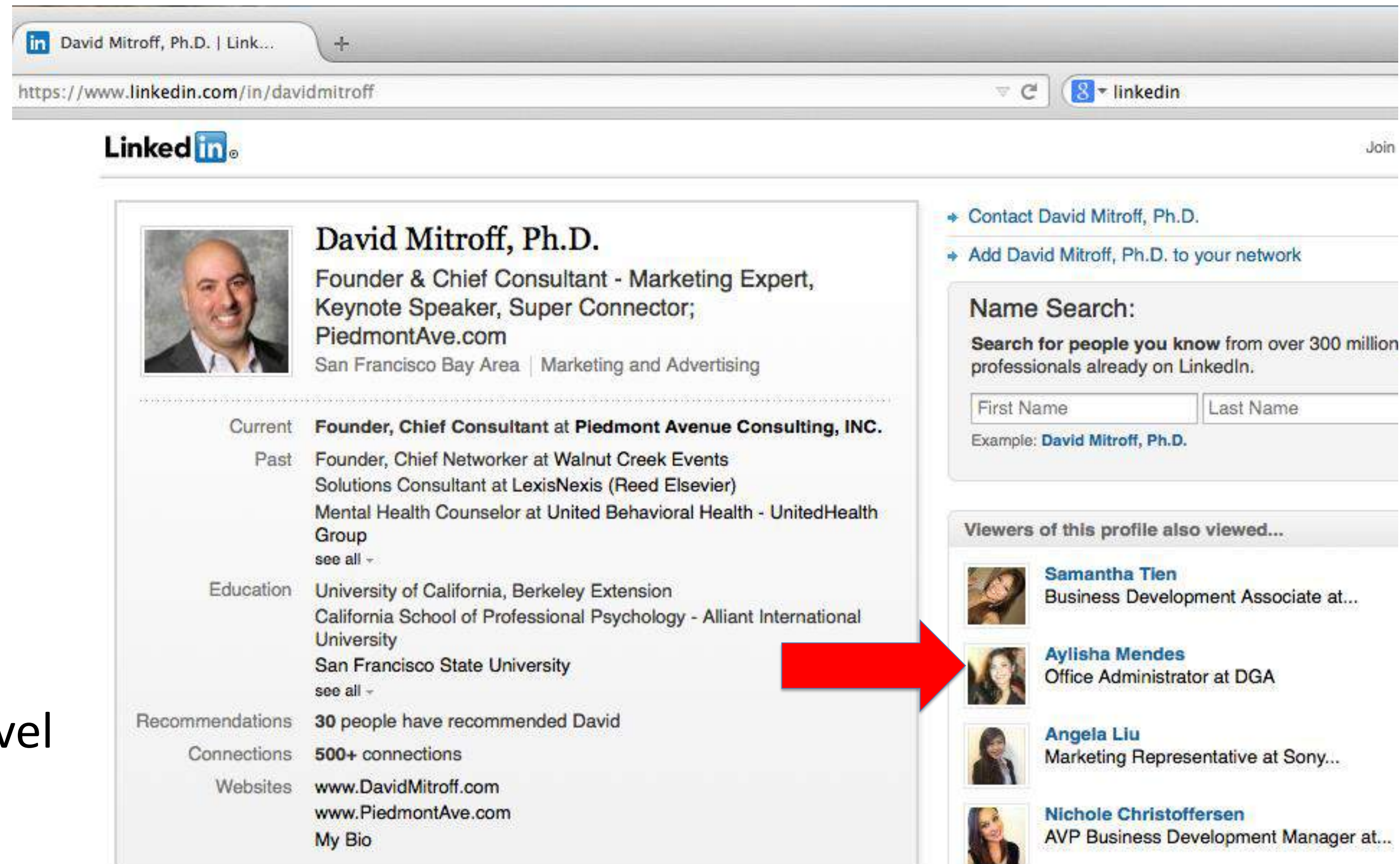
► Photo

→ Include Contact info



Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
 - Keywords
 - Include Contact info
- LION
- Join Groups
 - Up to 50 of them!
 - Increase Your 3rd Level Connections!



The screenshot shows a web browser window with the LinkedIn profile of David Mitroff, Ph.D. The browser's address bar displays the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a photo of David Mitroff, his name, and his title: Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com. Below this, the location is listed as San Francisco Bay Area and the industry as Marketing and Advertising. The profile is divided into sections: Current (Founder, Chief Consultant at Piedmont Avenue Consulting, INC.), Past (Founder, Chief Networker at Walnut Creek Events; Solutions Consultant at LexisNexis (Reed Elsevier); Mental Health Counselor at United Behavioral Health - UnitedHealth Group), Education (University of California, Berkeley Extension; California School of Professional Psychology - Alliant International University; San Francisco State University), Recommendations (30 people have recommended David), Connections (500+ connections), and Websites (www.DavidMitroff.com, www.PiedmontAve.com, My Bio). On the right side, there are links to contact David Mitroff, Ph.D. and to add him to the network. Below these links is a Name Search box with fields for First Name and Last Name, and an example: David Mitroff, Ph.D. At the bottom right, there is a section titled Viewers of this profile also viewed... which lists four other professionals: Samantha Tien, Aylisha Mendes, Angela Liu, and Nichole Christoffersen, each with a small profile picture and their current role.

Company Profile - **LinkedIn**

- ✦ Find individuals you know in a professional capacity
- ✦ Company Profile
- ✦ Participate in discussions
- ✦ Recruit attendees to your events
- ✦ Invite people to join your mailing list

The screenshot shows the LinkedIn profile page for Piedmont Avenue Consulting. The top navigation bar includes links for Home, Profile, Network, Jobs, and Interests, along with a search bar and a notification bell. The profile header features the company logo, name, and a 'Following' button. Below the header is a section for sharing updates, followed by a detailed description of the company's services. The 'Specialties' section lists various business development and marketing services. A table at the bottom provides key information about the company, including its website, industry, type, headquarters, company size, and founding year. On the right side, there is a 'How You're Connected' section showing first-degree connections and employees on LinkedIn, and a 'Careers' section with a link to join the company.

Piedmont Avenue Consulting 40 followers ✓ Following Edit

San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.

Specialties
Internet, Marketing, Consulting, Business Development, Website, Technology, Social Media, Google, Constant Contact, Salesforce.com, FohBoh, Yelp, Facebook, LinkedIn, Twitter, Youtube, SEO, CRO, Restaurants, Retail, Entrepreneurs

| | | |
|---|--|-------------------------------|
| Website http://www.PiedmontAve.com | Industry Marketing and Advertising | Type Privately Held |
| Headquarters Piedmont Avenue Oakland, CA 94611 United States | Company Size 1-10 employees | Founded 2001 |

How You're Connected

7 first-degree connections
8 Employees on LinkedIn

Careers
Interested in Piedmont Avenue Consulting?

Social Media – Pitfalls

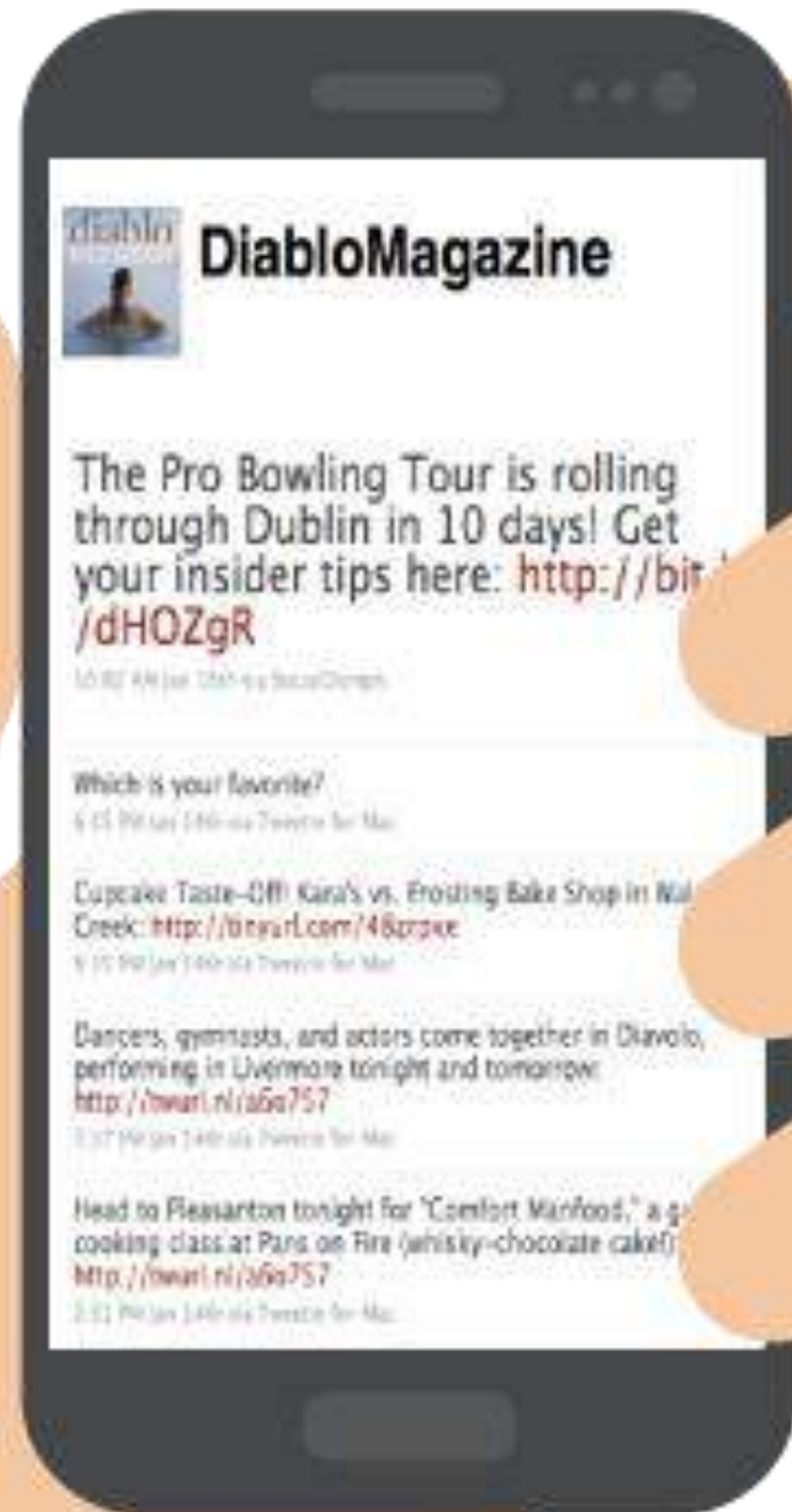
- How does your personal brand effect your professional brand?
- What is the firms policy in general about employee conduct outside of work hours?
- Endorsements regarding skills and expertise from Linkedin contacts create potential legal issues.

Example #1 - An employee can use an endorsement from a manager as an example for performing in an acceptable manner and that their termination was wrongful.

Example #2: If you give an alumni speech to your college fraternity are you still representing the firm? Are you still bound by California Professional Code of Conduct?

Micro Blogging

Twitter, Tumbler



- ▶ **Interact with daily events**
How can you relate to what's happening?
- ▶ **Remind everyone about events**
Update information leading up to the event.
- ▶ **Invite new customers**
Friend of a friend of a friend..

Twitter – Pitfalls

- Gilbert Gottfried fired from job as the voice of the Aflac duck after he tweeted jokes about the earthquake and tsunami disaster in Japan
- Kenneth Cole using #Cairo to promote his spring line with insensitive tweet
- Celeb Boutique did not research why #aurora was trending the day of the shooting in Aurora, Colorado and assumed it was regarding their aurora dress Kim Kardashian wore
- Chrysler contractor accidentally tweeted to company account instead of his personal account about bad drivers in motorcity



Rich Media

6

YouTube, Podcast, Flickr, Instagram

► Appeal to the senses

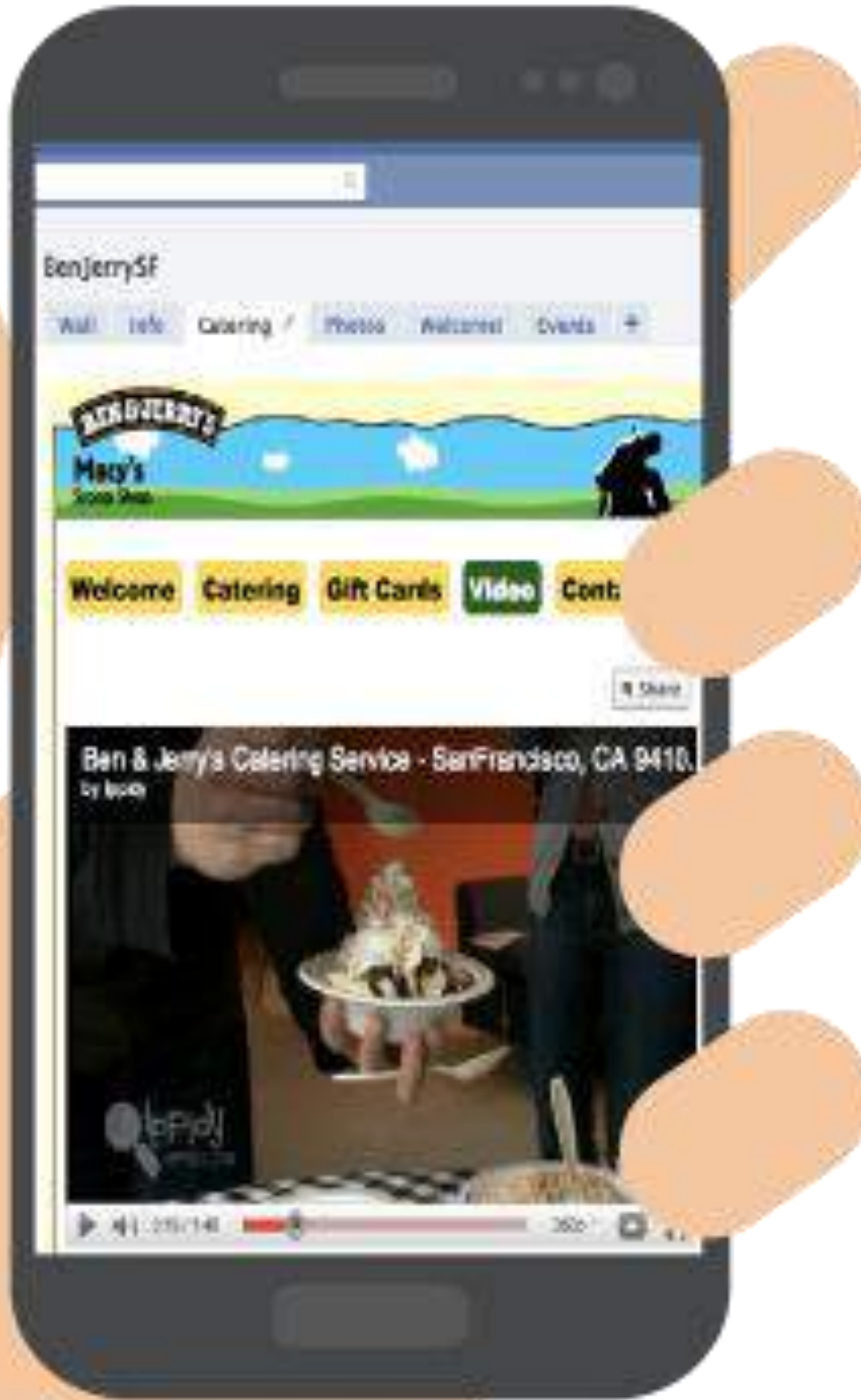
The eyes are drawn to an image/video first!

► Attract new customers

If the website quality is great, then people assume the business quality is great, as well.

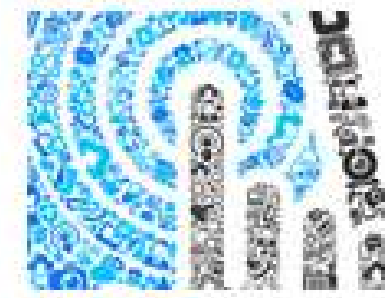
► Entertain your audience

Get creative with images and videos.



Rich Media- Pitfalls

- Getty Images
- Using others video content
- Posting photos to Facebook



Social media has vast and fast-growing potential in the meetings world, but planners should proceed with a healthy dose of caution -- and some good legal advice. The very nature of sharing online messages, images and videos can lead to serious problems, says Terrence Canela, Esq., associate general counsel to the American Institute of Architects.

"They're fixed, fast and unforgiving. Once you post it, it's just out there where millions of people can see it immediately."



Terrence Canela, Esq.,
American Institute of Architects

Following are common pitfalls for planners and how to avoid them.

Copyright/Trademark Infringement Copyright

IMAGE FINDER

One surefire way to avoid copyright or trademark infringement is to use **Creative Commons** (search creativecommons.org), where hundreds of millions of videos, songs, images and more are uploaded by license-holding users around the world and can be then downloaded at no cost. Planners can use these materials without fear of violation; however, some works require accreditation, while others stipulate that they cannot be altered or changed. Before using works from the site, read the licensing agreements for each specific item.

7

Mobile Apps

iPhone, SMS Text

► Stay in contact

People are ALWAYS on their smart phones

► Solidify your relationship

Make the client feel special for receiving extra attention.

► Go the extra mile

This shows that you're following through.



Industry Specific

8

East Bay Express, San Francisco Chronicle, DiabloMag.com



► Network within your group

Get the scoop on what's the latest and greatest.

► Surround yourself with what you want to become

Hang out with like-minded businesses.

► Help those who help you

You never know when you'll need something.

Industry Specific Example “Best of...” Sites

8



Event Promotion

Eventbrite, Meetup, FullCalendar.com

► **Promote what you've got**
An event can attract more business.

► **Collaborate with others**
Get other businesses involved.

► **Feature your calendar**
The internet is a great way to publicize!



SET UP A MARKETING CALENDAR



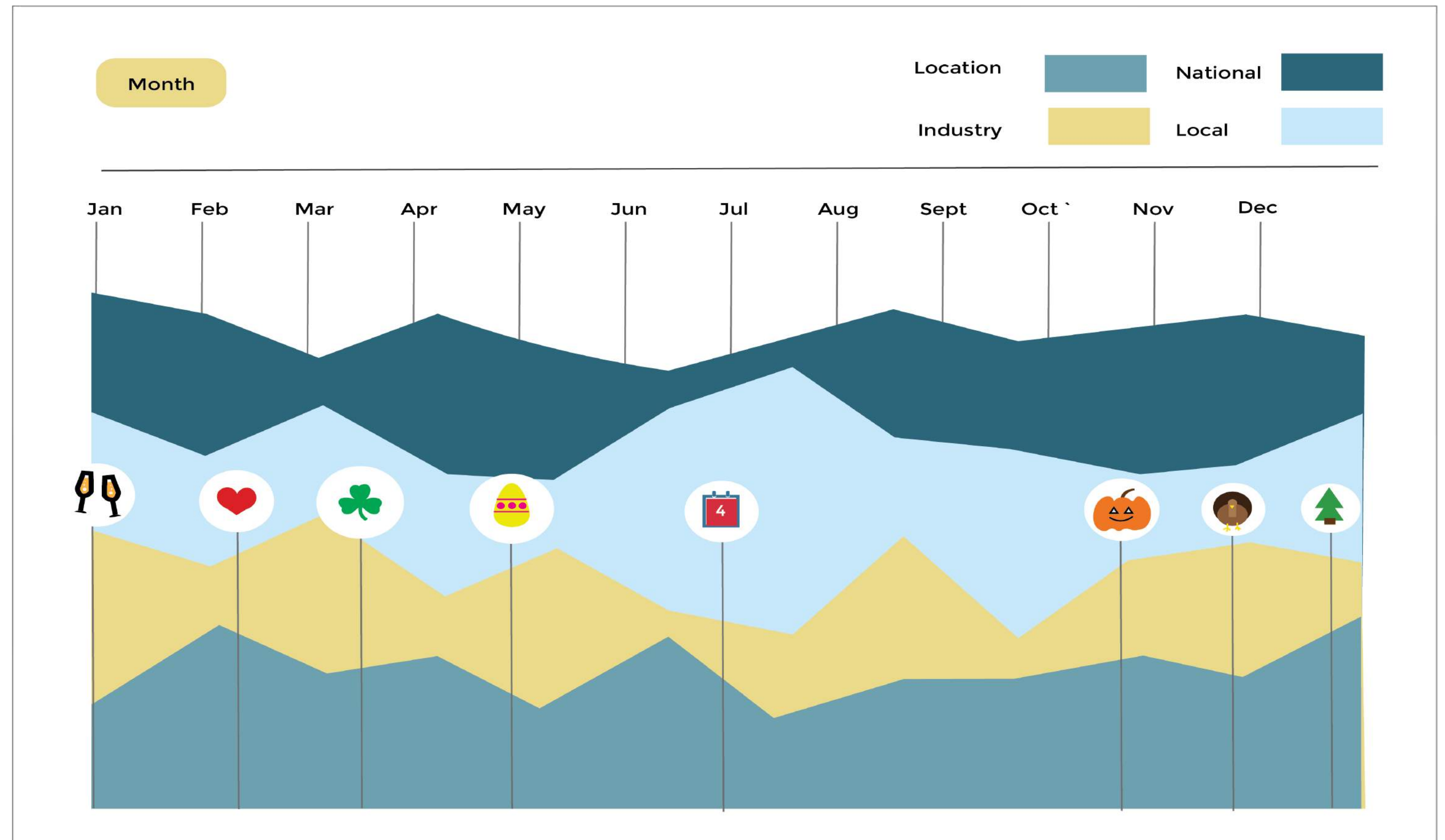
12 Month Marketing Calendar

National Holidays

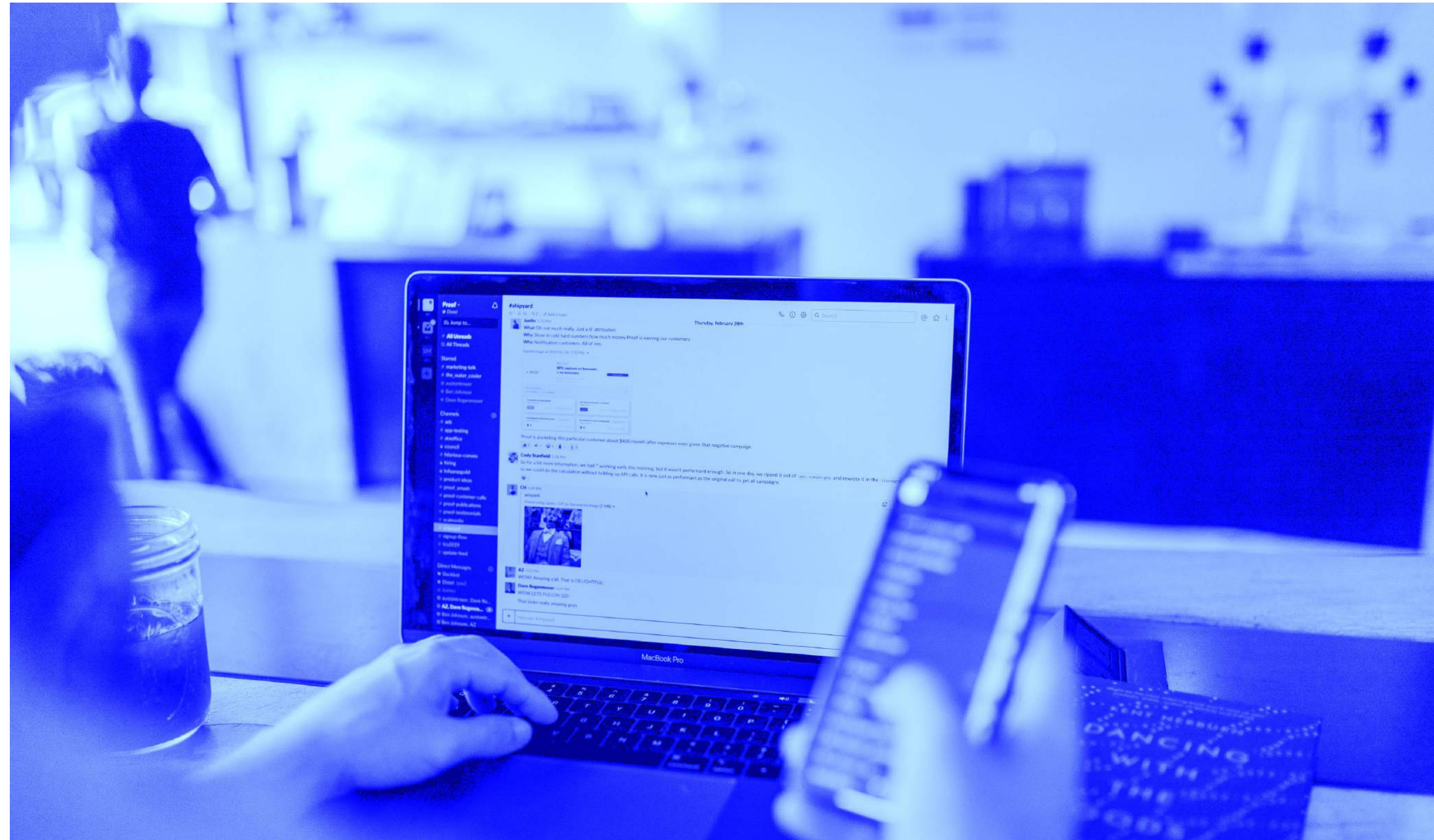
Local Holidays / Events

Industry Related

Location Based



Reputation Management





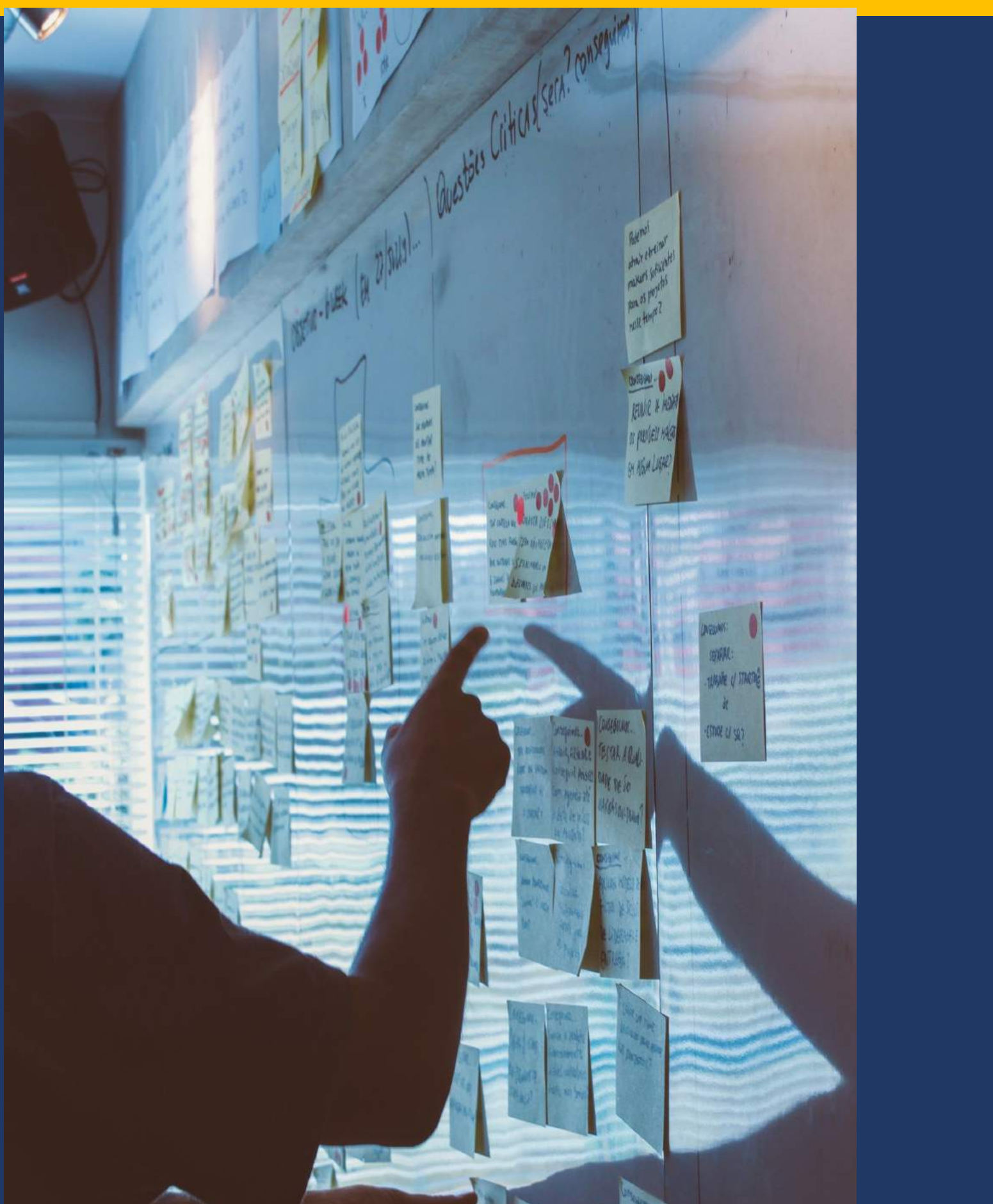
1. Assess Your Online Reputation

Start with simple searches

- Your name
- Company Name
- Brand
- Product
- High Profile Employees
- Handles and Usernames

Record results and determine if there are any problems

2. Identify Potential Problems



- If search results are not about you and your company
- Results are not relevant or positive to your business needs
 - Negative comments and responses
- Bad news coverage or false information

3. Build Your Reputation

Protect your name

Register your username and purchase all relevant domains as well as register on social networking sites

Set Privacy Settings

You can control whether your social network pages appear in search and what is on your page



4. Monitor Your Reputation

- Google Alerts to track results, news, blogs, video and groups
- Twitter Search—makes it easy to search twitter for any mentions of a particular keyword phrase
- Stay connected to coworkers, clients, business partners, etc. on networking sites.
 - Be accessible via email and social media
 - Respond to criticism



What to Monitor?

1. **Your Brand.** Think about all its possible spellings/configurations.

For example: Far and Away Law Firm, Far&Away, etc.

2. **Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the firm down the street tweet daily?
Do the other law firms in your area have company LinkedIn profiles?

3. **Categories, topics, and keywords** of your firm.
For example: Estates, Wills, Trusts, Immigration, Patents, Contracts, etc.

4. The established influencers in your business.



Next Steps



NEXT STEPS

1

Build Your Brand & Take Action

Today

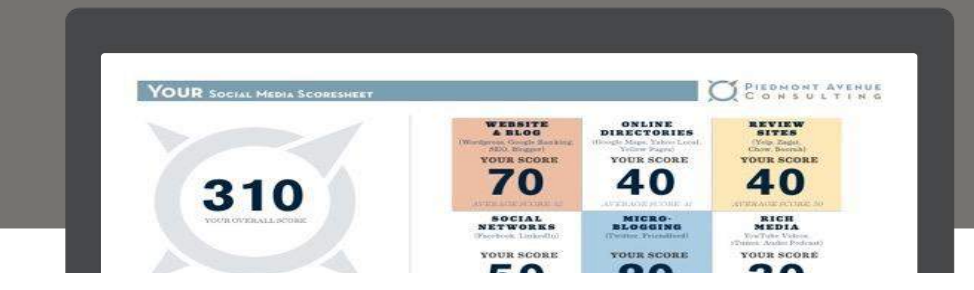
- ▶ Come up with your Growth Plan
- ▶ Create a Wix.com website and/or update your website to include:
 - Clear call to action
 - Integrate social media

2

Increase Brand Awareness

Next 30 days

- ▶ Make adjustments to your Online Business and Personal Presence (test and see what works)
- ▶ Work on increasing your brand awareness on Social Media

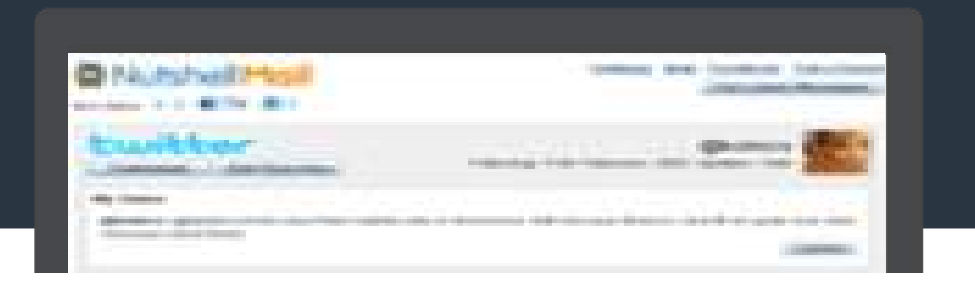


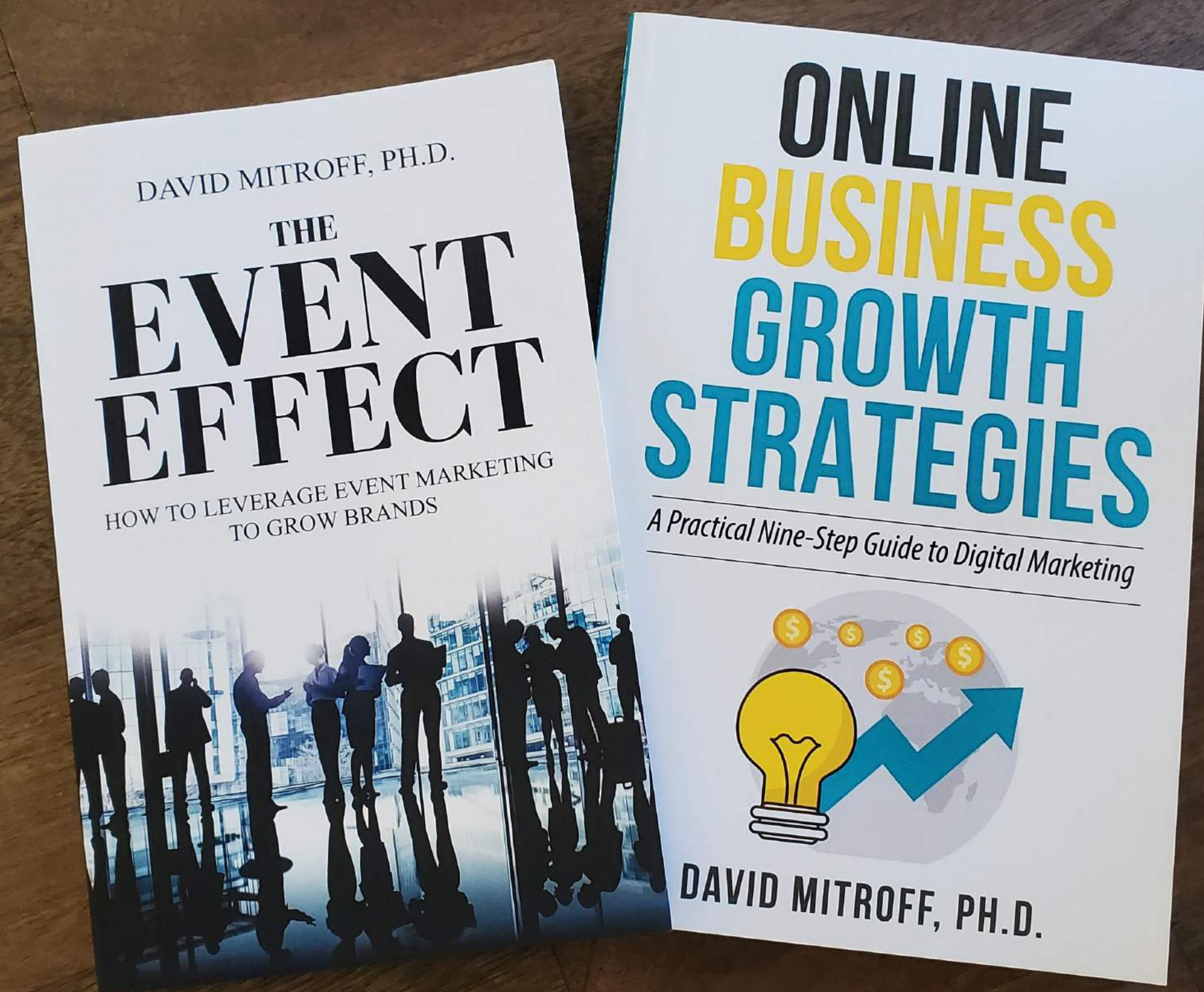
3

Keep Learning & Improving

Next 60 days

- ▶ Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- ▶ Attend another workshop or event





Available on Amazon!



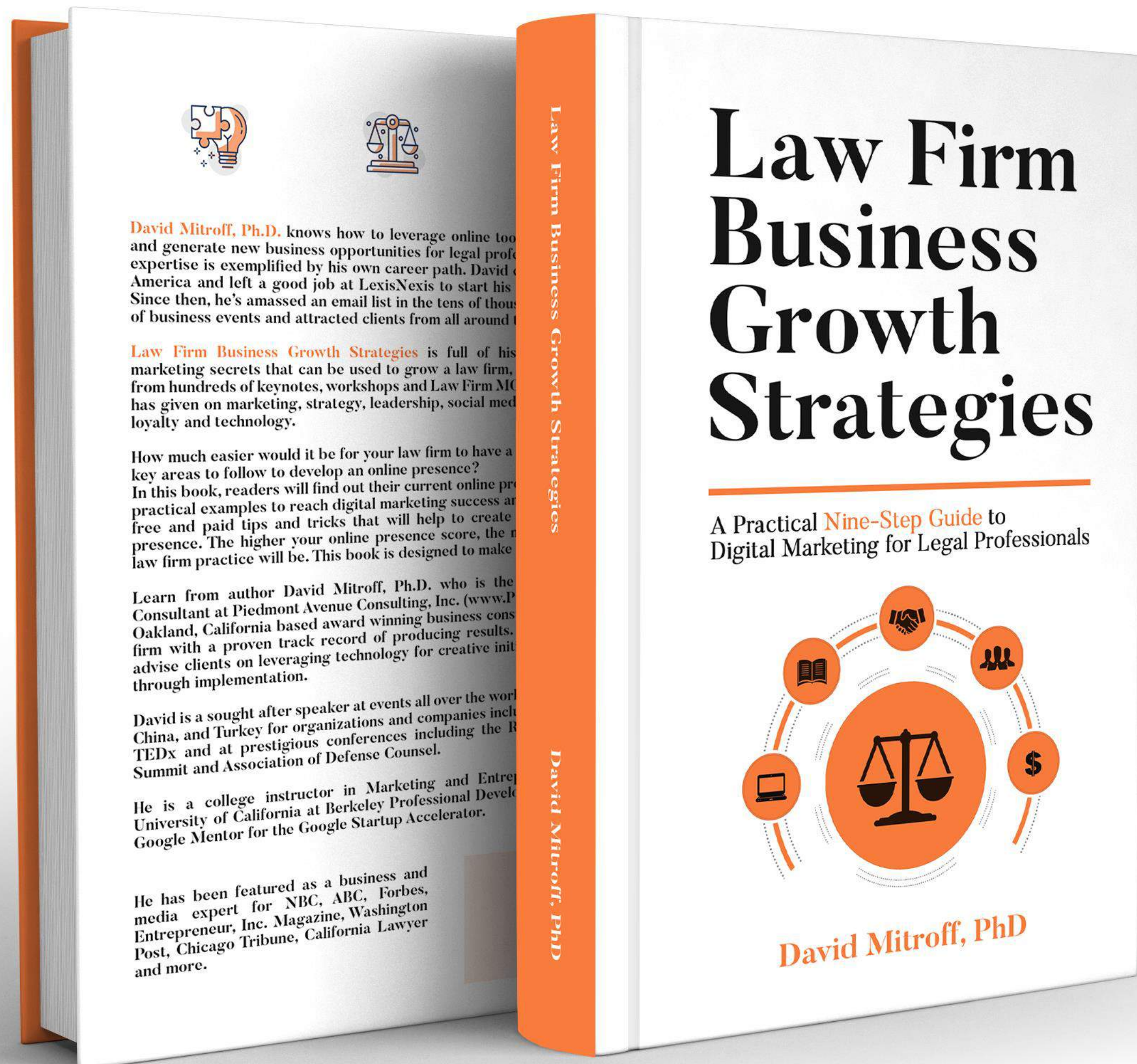
510-761-5895



David@PiedmontAve.com



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David@PiedmontAve.com



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Find more at www.PiedmontAve.com/Resources

QUESTIONS



David Mitroff, Ph.D.

David@PiedmontAve.com

510-761-5895

fb.com/PiedmontAve

twitter.com/DavidMitroff

linkedin.com/in/DavidMitroff

ANSWERS



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