REACH YOUR 2021 BUSINESS GOALS
WITH DIGITAL MARKETING

LaFLEUR®
Meet the Presenter

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- Michigan-based digital marketing agency
- 20+ years in digital marketing
- Trial Guides book on digital marketing to be published in Fall 2020

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BRANDING
Defining Your Brand

- What does your business excel at?
- Who is my ideal customer or client?
- How do I want my clients to feel when they interact with or think about my business?
- What do I want someone’s first impression of my business to be?
- What makes my company unique?
- How are my competitors branding themselves, and what needs are they failing to address among our potential customers/clients?
Brand Consistency Is Essential
## Consumer Approval of Brand Activities

### Levels of approval for brand activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Approval Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing practical information/tips which helps people deal with the situation</td>
<td>85%</td>
</tr>
<tr>
<td>Pledging money/aid/supplies to help people</td>
<td>83%</td>
</tr>
<tr>
<td>Running promotions/offers/loyalty perks for customers</td>
<td>81%</td>
</tr>
<tr>
<td>Offering flexible payment terms (e.g. installments, payment plans, etc)</td>
<td>80%</td>
</tr>
<tr>
<td>Running advertising which shows how they are responding to coronavirus or helping customers</td>
<td>79%</td>
</tr>
<tr>
<td>Suspending their normal factory production to help product essential supplies</td>
<td>76%</td>
</tr>
<tr>
<td>Providing funny/light-hearted videos or content to entertain people</td>
<td>75%</td>
</tr>
<tr>
<td>Producing lower-cost versions of their normal products</td>
<td>71%</td>
</tr>
<tr>
<td>Continuing to sell non-essential products via their websites</td>
<td>62%</td>
</tr>
<tr>
<td>Running &quot;normal&quot; advertising campaigns (which aren’t related to coronavirus)</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Question:** Many brands and companies are trying to decide how best to respond to the coronavirus/COVID-19 outbreak. To what extent do you approve/disapprove of them doing the following at the moment? Chart illustrates combine responses for Strongly Approve, Somewhat Approve. Base: 15,274 internet users aged 16 - 64 in 17 countries. Source: GlobalWebIndex Custom Research, April 22 - 27
## Anticipated Consumer Behavioral Changes

<table>
<thead>
<tr>
<th>Behavioral Change</th>
<th>Responses</th>
<th>Index</th>
<th>Universe</th>
<th>Data point %</th>
<th>Audience %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop online more frequently</td>
<td>5.1K</td>
<td>100</td>
<td>750.2M</td>
<td>100%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Exercise at home more frequently</td>
<td>4.5K</td>
<td>100</td>
<td>706.1M</td>
<td>100%</td>
<td>40.6%</td>
</tr>
<tr>
<td>Use mobile payment services more frequently</td>
<td>3.2K</td>
<td>100</td>
<td>598.6M</td>
<td>100%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Use video calling more frequently (e.g. FaceTime, WhatsApp video, etc)</td>
<td>3.6K</td>
<td>100</td>
<td>545.1M</td>
<td>100%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Work from home more frequently</td>
<td>3.4K</td>
<td>100</td>
<td>421.1M</td>
<td>100%</td>
<td>24.2%</td>
</tr>
<tr>
<td>Use video conferencing platforms more frequently (e.g. Zoom, Hangouts, etc)</td>
<td>2.5K</td>
<td>100</td>
<td>401.4M</td>
<td>100%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Use food delivery services more frequently (e.g. Uber Eats, Just Eat, Deliveroo)</td>
<td>2.2K</td>
<td>100</td>
<td>371.4M</td>
<td>100%</td>
<td>21.4%</td>
</tr>
<tr>
<td>None of these</td>
<td>4.8K</td>
<td>100</td>
<td>303.9M</td>
<td>100%</td>
<td>17.5%</td>
</tr>
</tbody>
</table>
Let’s Talk About Reviews

96% said reviews played a role in their decision

49% said reviews were “very important” to them

SOURCE: 2015 Avvo survey of roughly 900 legal consumers
Website: Foundation

A website should be two things:

- **FUNCTIONAL**
- **FINDABLE**
Website Essentials: **Getting Started**

- Buy a domain
- Basic hosting vs. managed hosting?
- Imagery and design
- Content Management System (CMS)
Website Essentials: Building a Site

Building Essentials:

- Sitemap
- Plugins
- SSL certificate
- Google Analytics
- Site responsiveness
- Contact form
Website Essentials: Considerations

- Chat option
- Ongoing maintenance
- URL structure
- Core Web Vitals
- ADA Compliance
Google Analytics

Audience Overview

Overview

- Users
- Select a metric

Users

10,000

Jan 1, 2016 - Sep 30, 2020
Core Web Vitals

- **Loading**
  - Largest Contentful Paint (LCP)
- **Interactivity**
  - First Input Delay (FID)
- **Visual Stability**
  - Cumulative Layout Shift (CLS)

- Mobile Friendly
- Safe Browsing
- HTTPS
- No Intrusive Interstitials
Improve Your Site’s LCP

- Remove any unnecessarily third-party scripts
- Upgrade your web host
- Set up lazy loading
- Remove large page elements
- Minify your CSS
Improve Your Site’s FID Scores

- Minimize (or defer) Javascript
- Remove any non-critical third-party scripts
- Use a browser cache
Simple Things to Minimize CLS

- Use set size attribute dimension for any media (video, images, GIFs, infographics etc.)
- Make sure ads elements have a reserved space
- Add new UI elements below the fold
CONTENT MARKETING
Content Marketing

- Content marketing aims to reach your community, engage with your readers, and convert them into clients.
- Content marketing is often associated with Search Engine Optimization (SEO) and Search Engine Results Pages (SERP).
- SEO is the practice of adjusting your website, web pages, and other website strategies so your website will rank higher on SERPs.
- SEO is an ongoing, strategic process. It is not effective or recommended as a standalone strategy.
Crosley Law Organic Growth

YEAR-OVER-YEAR

2018: 525.2% increase in organic traffic
2019: 124.5% increase in organic traffic
2020: 48.9% increase in organic traffic so far
What Makes Content Great?

- It's original and engaging
- Informative and answers your readers' questions.
- Focuses on a single keyword or query
- Considers your target audience's unique needs and concerns
- Uses language that your key demographics will understand
- Demonstrates your expertise
- Is posted on a regular basis
- Includes citations or references
Blog Best Practices

- Create an editorial calendar
- Publish high-value content (800+ words)
- Post consistently (2-4 times per month)
- Perform ongoing keyword research
- Focus on attainable, long-tail keywords
- Eighth- or ninth-grade reading level

WHAT SHOULD I BRING TO A MEETING WITH AN INJURY LAWYER?
October 5, 2020

Many injured people feel stressed before they meet with a lawyer for the first time. This feeling is normal — maybe you’ve never worked with a lawyer before, so it’s a new experience. And, you’re [...]

September 29, 2020

A new study conducted by the University of California, San Francisco, has revealed that people who experience stress at work are more likely to have a higher risk of developing heart disease. The study, which was published in the Journal of the American College of Cardiology, found that individuals who reported high levels of job-related stress were more than twice as likely to develop heart disease compared to those with low levels of stress. The researchers speculated that this increased risk may be due to the long-term effects of chronic stress on the body. Worldwide, heart disease is the leading cause of death, accounting for more than 17 million deaths each year. This new study highlights the importance of addressing workplace stress and providing support for employees to help reduce their risk of heart disease.
What Does an Editorial Calendar Look Like?

- Post Date
- Author (if you’re not the sole author)
- Working Title (or at least a descriptive idea to the content)
- Publication location (is this a post for your blog, a guest blog, etc.)
- Status
- Category
- Keywords
- Call to Action (Is there a specific and measurable action you want to see from this topic)
- Notes
Content Marketing: Video

VIDEO TRAFFIC MAKES UP 69% OF GLOBAL CONSUMER INTERNET TRAFFIC

PROJECTED TO INCREASE TO 82% BY 2022

Content Marketing: Social Media Best Practices

- Editorial calendar
- Rule of thirds
  - Your firm and staff
  - About the community
  - Your content
- Use text, graphics, photos, or video to drive engagement

- What should you do about comments?
  - Respond to each comment regardless if it is positive, neutral, or negative
  - Do not delete comments unless there is profanity or private details of a case
Client Example: Organic Digital Marketing Results

Year-over-year, 2018 over 2017
Key Performance Indicators

Website and Content Marketing

• Organic Traffic
• Conversion rate
• Bounce rate
• Time on page
Key Performance Indicators

Social Media

• Impressions
• Reach
• Engagement
AUTOMATION
Marketing automation drives a 14.5% increase in sales productivity and a 12.2% reduction in marketing overhead.

- Nucleus Research

63% of survey respondents indicate that the ability to set measurable objectives for each of their campaigns is the biggest value of driver of marketing automation.

- Gleanster
Nurture Leads With Email Automation

86% OF MARKETERS SAID MARKETING AUTOMATION IMPROVED NURTURING
Email Automation Delivers Reliable, Fast Responses
Nurtured leads produce, on average, a **20% increase in sales opportunities** versus non-nurtured leads.

- DemandGen Report

Businesses that use marketing automation to nurture prospects experience a **451% increase in qualified leads**.

- The Annuitas Group
After noticing heavy volumes of traffic to their online store without many sales to show for it, Dell leveraged behavior analysis. Creating new ads based on customers’ web histories, products viewed, and products left in web shopping carts resulted in a 70% increase in click-through rates and 300% higher conversion rates.

https://www.wordstream.com/blog/ws/2017/08/28/behavioral-segmentation
Useful Metrics for Measuring Automation Performance

- Conversion rate
- Revenue generated
- Leads generated
- Engagement rate
- Pipeline value
- Cost per lead
- Open/Click rate

Key Performance Indicators

Email Marketing

- Open rate
- Clickthrough rate (CTR)
- Bounce rate
- List growth rate

2020 September #2 Newsletter / Bulk Email Send

- 1,580 Messages Sent
- 1,578 (99.9%) Delivered
- 35.3% (55) Open Rate
- 4.6% (73) Click Rate
PAID ADVERTISING
Search Trends

- fabric face mask
- grocery delivery
- ppe
- work from home
- cloud workspace

United States → Past 90 days → All categories → Web Search

Interest over time →

Lines graph showing search trends over time.
Pay-Per-Click (PPC) Trends

- For “Divorce Attorney,” a 200% increase in conversions and 33% decrease in cost/conversion
- "Divorce Lawyer" has seen 66% increase in conversions and 50% drop in cost/conversion
- PI and accident attorney searches have seen a 32% decrease in the average cost per click
- “Estate planning” conversions have increased by 600% with an 85% decrease in cost/conversion

**March 2020 vs April 2020**
Pay-Per-Click (PPC) Trends

Unexpected consequences of PPC spend reduction
BE PATIENT

Traction from paid ads can take 3-6 months.
Key Performance Indicators

**Paid Advertising**

- Clicks
- Cost per conversion
- Clickthrough rate (CTR)
- Cost per click (CPC)
- Conversion rate
- Quality Score
SECURITY
Small Businesses Can’t Afford to Risk a Data Breach

60% OF SMALL BUSINESSES THAT ARE VICTIMS OF A CYBER ATTACK GO OUT OF BUSINESS WITHIN SIX MONTHS

People Are a Top Security Challenge

From clicking on links in a phishing scam to exposing information in their emails, employees create most DATA BREACHES.

AT LEAST 24% ARE SOLELY DUE TO HUMAN ERROR

MORE THAN 50% INVOLVE A MALICIOUS ATTACK

Solution: Proactive Employee Training

- Empower your employees and help them identify potential risks in advance
- Use a training program like Sophos, Rapid7, or KnowBe4 to train employees on how to respond to direct attacks to email
- Security and phishing training is surprisingly affordable and can save you millions by preventing a data breach
Password Reuse and Cracking Tools

**80%**

**80% OF DATA BREACHES INVOLVE STOLEN OR WEAK PASSWORDS**

**30%**

**STOLEN PASSWORDS LEAD TO ALMOST 30% OF ALL BREACHES**

- **PASSWORD REUSE IS COMMON AND CAN LEAD TO SIGNIFICANT VULNERABILITY**
- **PASSWORD CRACKING TOOLS CAN IDENTIFY AN 8-CHARACTER CREDENTIAL IN 2.5 HOURS OR LESS**
Solution: **Multifactor Authentication**

99.9%

**ACCORDING TO MICROSOFT, MULTIFACTOR AUTHENTICATION CAN BLOCK 99.9% OF AUTOMATED ATTACKS.**

GET STARTED NOW:
No Matter Your Business Size
Getting Started – Do It Yourself

Priorities:

- Implement strong foundational strategies and tactics, focusing on your core website, branding, client experience, and reviews
- Claim all social media profiles and populate with correct information
- Set up simple email automation using a free platform

Considerations:

- What your time is worth?
- Where your expertise is best used?
- How will you manage your schedule?
Getting Started – Hire In-House Staff

Priorities:

• Focus on big-picture strategy and direction
• Ensure brand consistency across all platforms
• Use email automation to enhance the client experience
• Create gated content

Considerations:

• What is the true cost of hiring staff?
• Will you have expertise limitations?
• Likelihood of employee turnover
Getting Started – Hiring an Agency

- Comprehensive marketing services
- Faster results
- Experience with similar industries
- Access to tools and platforms
- Complements in-house staff
Finding the Right Agency for Your Business

Agency Best Practices

• Committed to your growth and success
• Interested in a long-term relationship
• Offers references
• Provides realistic timelines and responses
• Access to leadership

Red Flags

• No clear reporting
• Lack of billing transparency
• No experience in your industry
• Ugly agency brand and assets
• Hoarding assets
• Questionable reputation
Q&A