

REACH YOUR 2021 BUSINESS GOALS

WITH DIGITAL MARKETING

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Meet the Presenter



Chip LaFleur

President of LaFleur Marketing

- 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

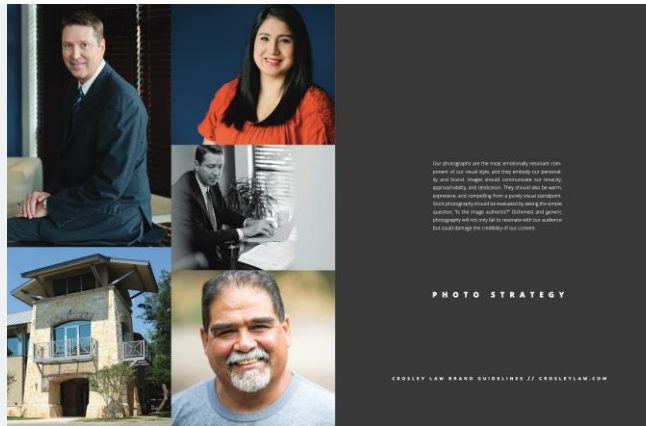
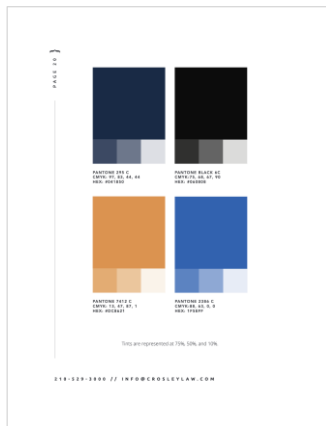
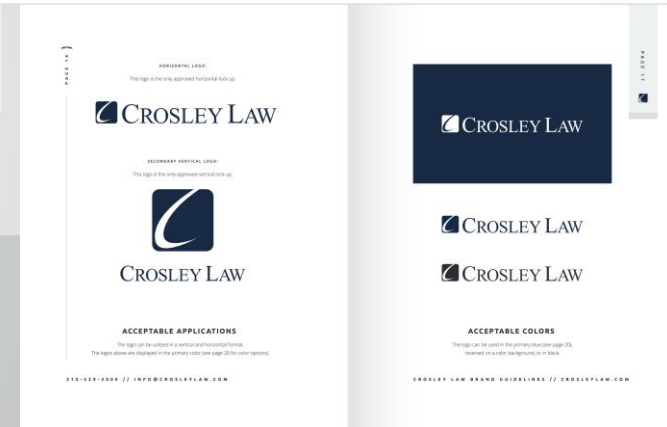
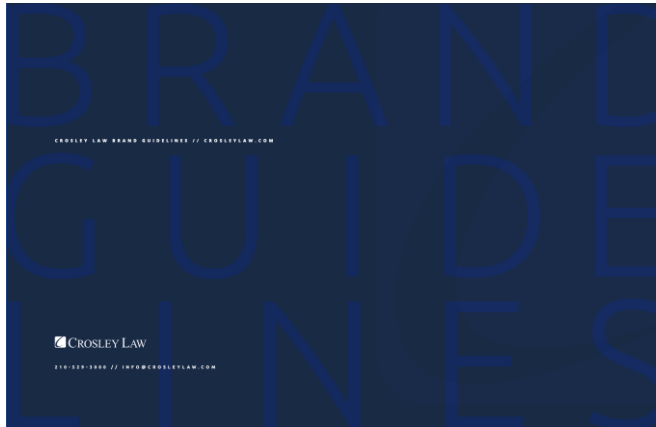
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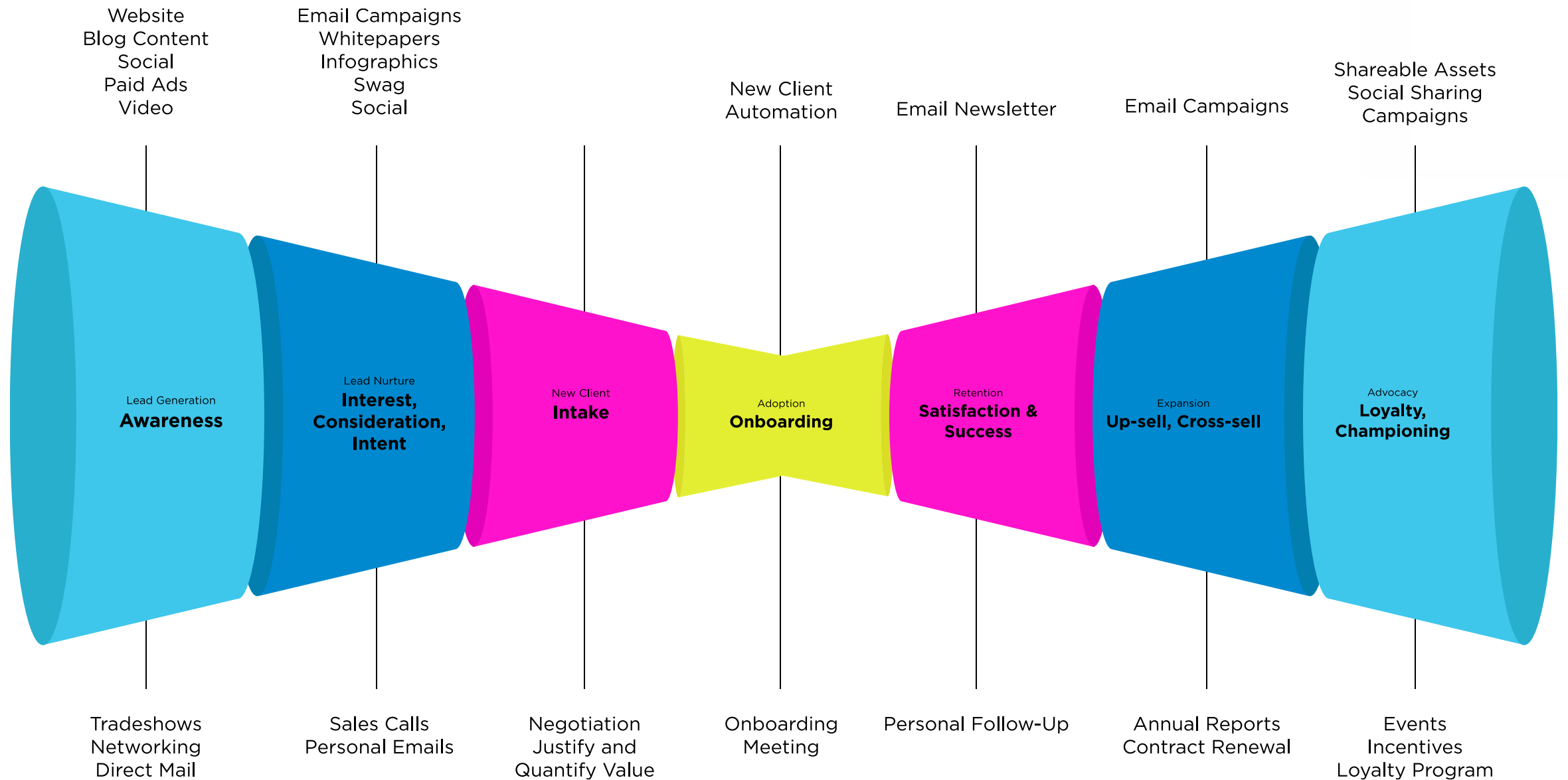
Defining Your Brand

- 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

% who strongly or somewhat approve of brands doing the following at the moment

Providing practical information/tips which helps people deal with the situation **85%**



Pledging money/aid/supplies to help people **83%**



Running promotions/offers/loyalty perks for customers **81%**



Offering flexible payment terms (e.g. installments, payment plans, etc) **80%**



Running advertising which shows how they are responding to coronavirus or helping customers **79%**



Contacting customers (e.g. via email) to let them know how they are responding to coronavirus **76%**



Suspending their normal factory production to help produce essential supplies **76%**



Providing funny/light-hearted videos or content to entertain people **75%**



Producing lower-cost versions of their normal products **71%**



Continuing to sell non-essential products via their websites **62%**



Running "normal" advertising campaigns (which aren't related to coronavirus) **52%**



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

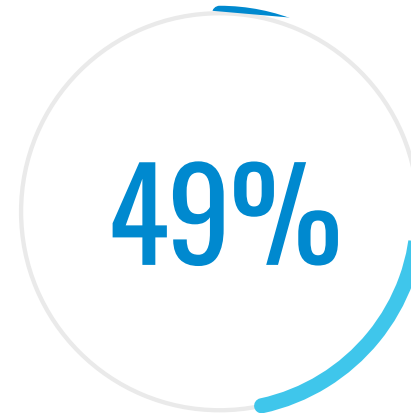
Anticipated Consumer Behavioral Changes

	Responses	Index	Universe	Data point %	Audience %	
						010203040
Shop online more frequently	5.1K	100	750.2M	100%	43.2%	
Exercise at home more frequently	4.5K	100	706.1M	100%	40.6%	
Use mobile payment services more frequently	3.2K	100	598.6M	100%	34.4%	
Use video calling more frequently (e.g. FaceTime, WhatsApp video, etc)	3.6K	100	545.1M	100%	31.4%	
Work from home more frequently	3.4K	100	421.1M	100%	24.2%	
Use video conferencing platforms more frequently (e.g. Zoom, Hangouts, etc)	2.5K	100	401.4M	100%	23.1%	
Use food delivery services more frequently (e.g. Uber Eats, Just Eat, Deliveroo)	2.2K	100	371.4M	100%	21.4%	
None of these	4.8K	100	303.9M	100%	17.5%	

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

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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

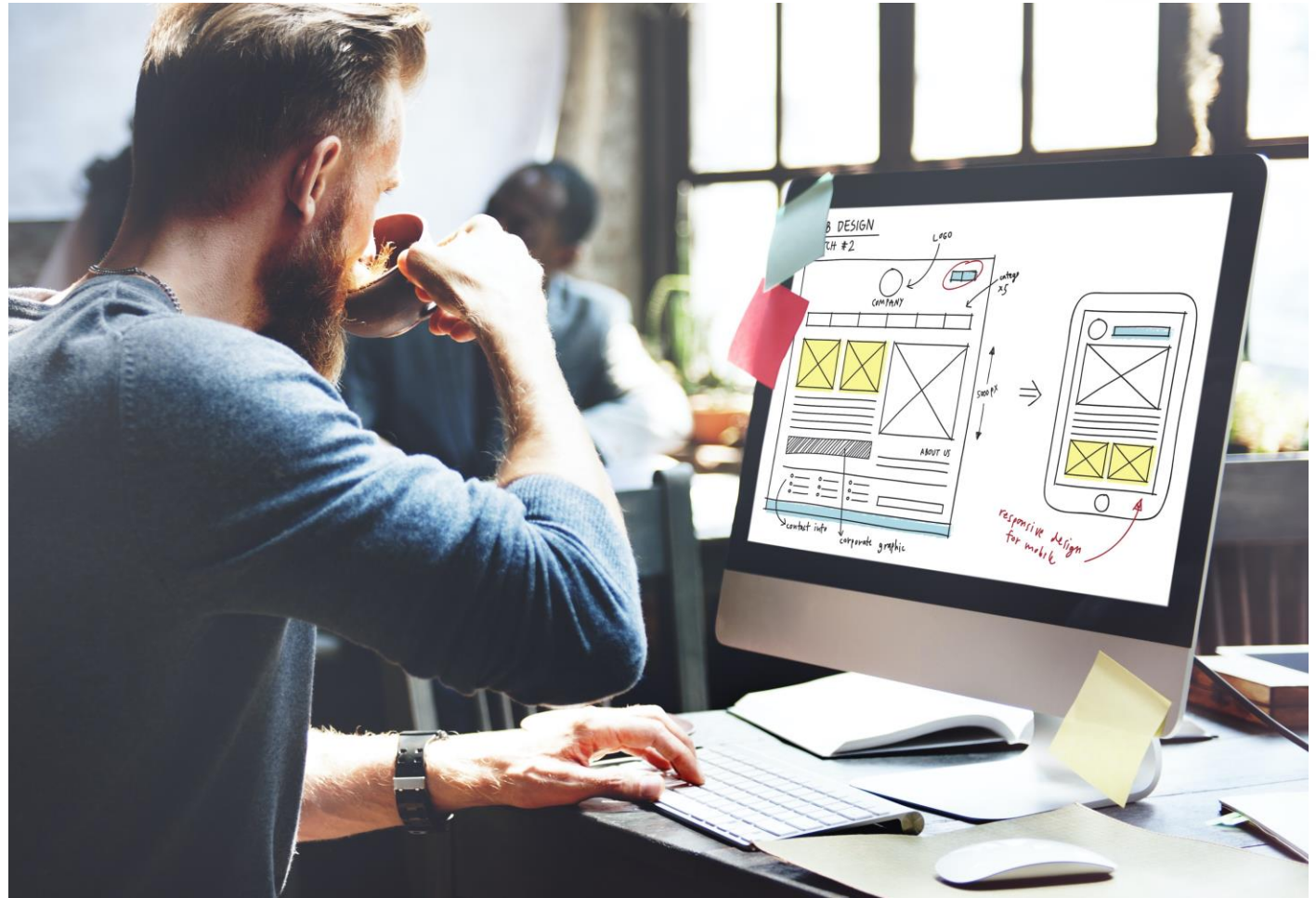
Building Essentials:

- ➔ Sitemap
- ➔ Plugins
- ➔ SSL certificate
- ➔ Google Analytics
- ➔ Site responsiveness
- ➔ Contact form

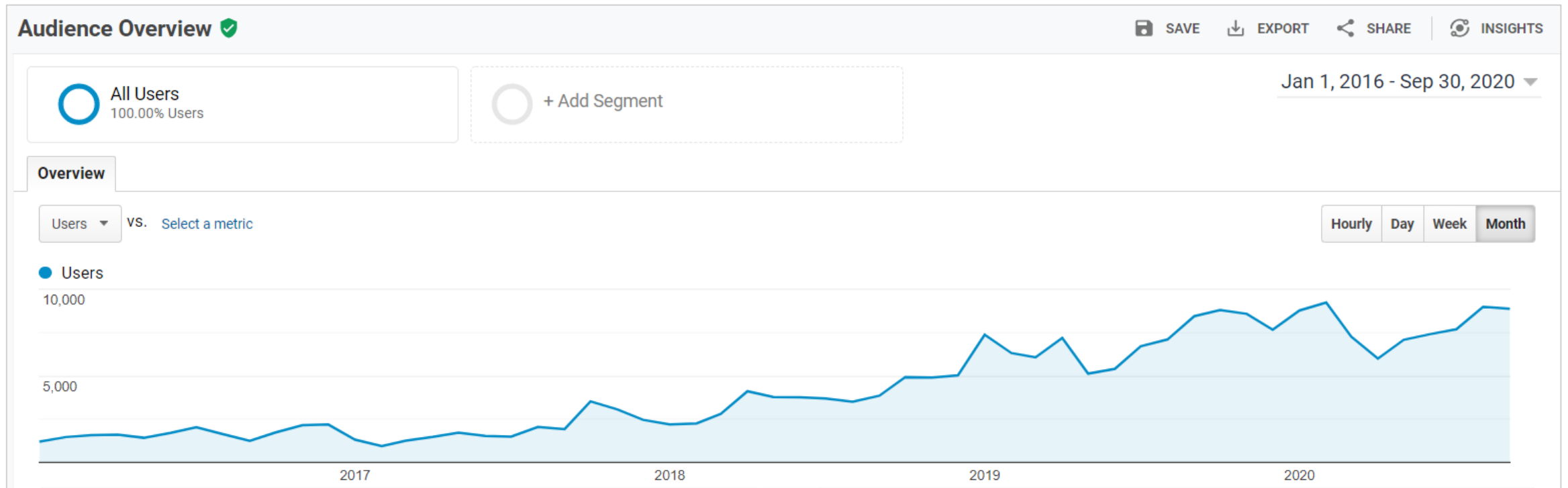


Website Essentials: Considerations

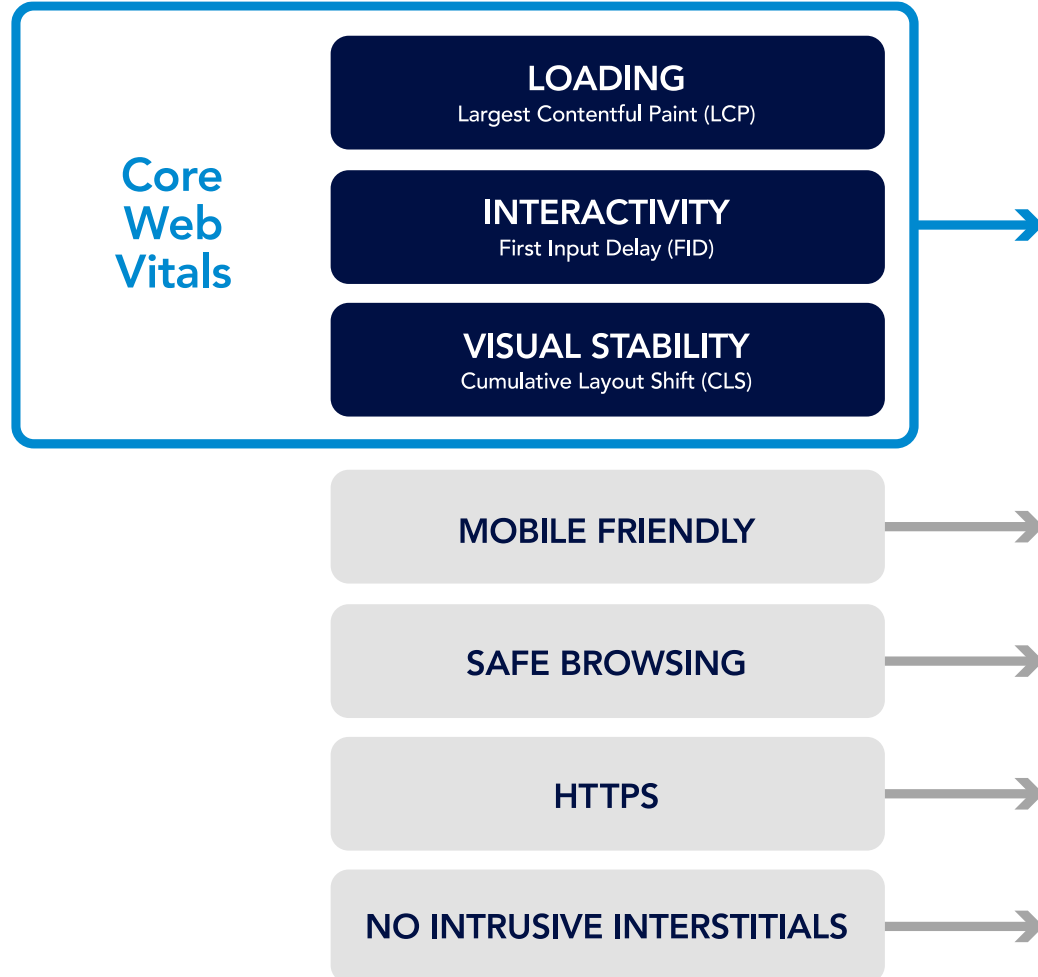
- ➔ Chat option
- ➔ Ongoing maintenance
- ➔ URL structure
- ➔ Core Web Vitals
- ➔ ADA Compliance



Google Analytics

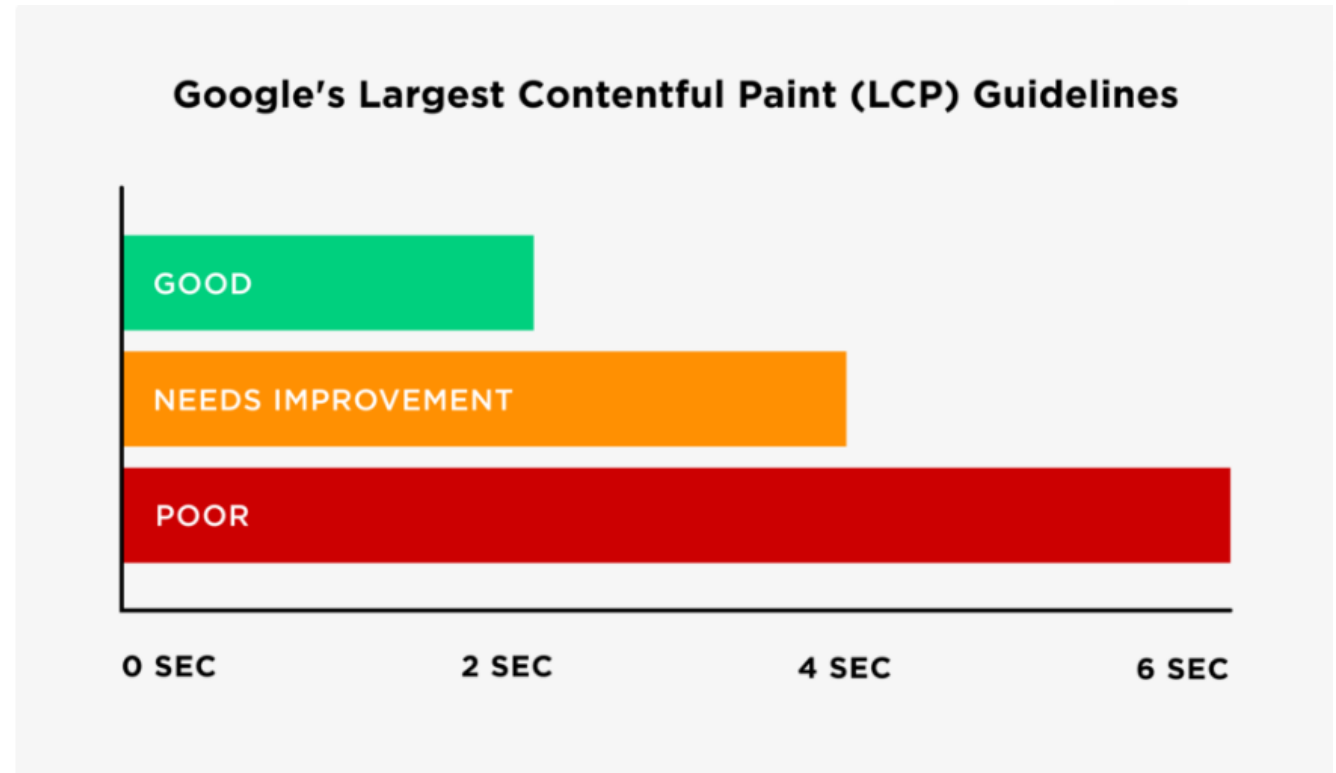


Core Web Vitals



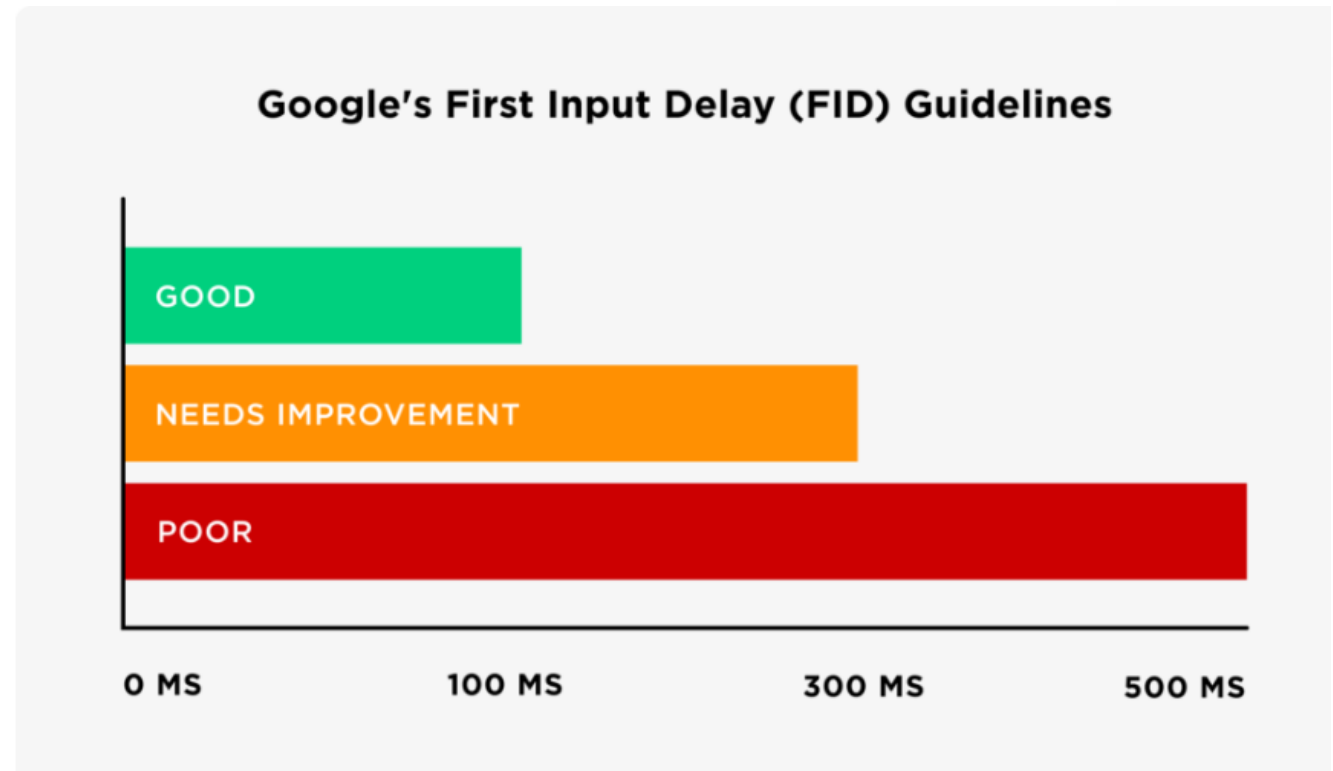
Improve Your Site's LCP

- ➔ Remove any unnecessarily third-party scripts
- ➔ Upgrade your web host
- ➔ Set up lazy loading
- ➔ Remove large page elements
- ➔ Minify your CSS



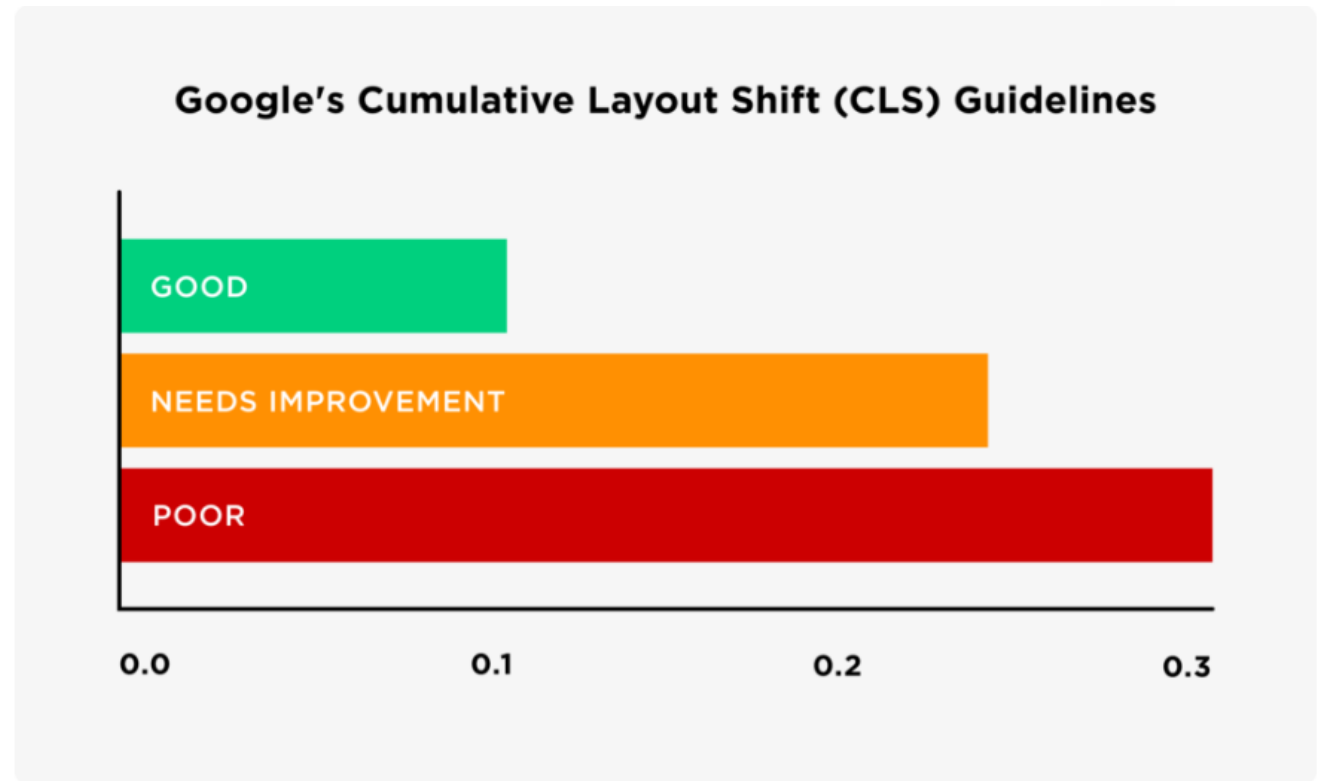
Improve Your Site's FID Scores

- ➔ 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



Page Speed Insights



https://crosleystage.wpengine.com/about/

0-49 50-89 90-100 ⓘ

Field Data — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.



Lab Data



● First Contentful Paint	0.9 s	● Time to Interactive	1.0 s
● Speed Index	0.9 s	● Total Blocking Time	0 ms
■ Largest Contentful Paint	1.5 s	● Cumulative Layout Shift	0.021

CONTENT MARKETING

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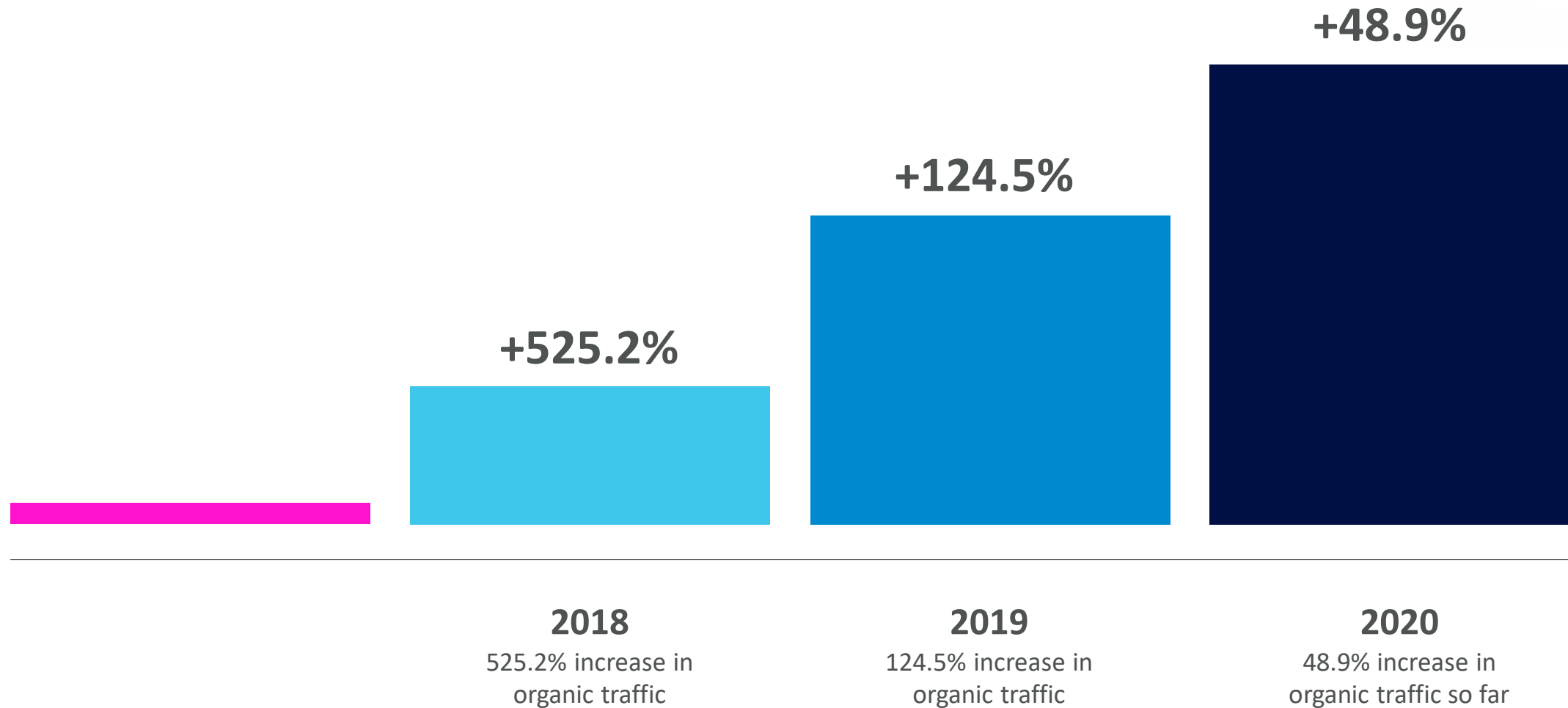
Content Marketing

- 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



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 [...]

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**

		Influencers)			
Partner Program launch prep	Revenue targets	Copy edit for the referral landing page (expansion working on the copy)	Hayley	EDIT REQUIRED	December 14th
		PDF copy x3: How to sell Unbounce	Hayley	IN PROG	December 5th (Marketers December 14th (Ag, Inf)
		Begin copy for onboarding email track	Hayley	PLANNING	December 14th
		Begin copy for recruitment email track	Hayley	PLANNING	December 21
		Popup copy X1	Hayley	PLANNING	November 30
gespeed + AMP FEB launch prep	attract our target 13 NTS per month	Work on the Child Feature page for AMP	Colin and Ceci	IN PROG	Dec 5th copy due
		Update AMP version of the Eval landing page	Ceci and Colin	EDIT REQUIRED	DATE HERE
		Outline changes to Page speed eval page re: adding more about AMP	Ceci and Colin	EDIT REQUIRED	DATE HERE
		[PRODUCTION PHASE] Pagespeed original research report	Colin	DONE	Jan 22nd
		[Stat Roundup post] existing pagespeed stats marketers need to understand (aggregated from other sites) + interpretation of what it means	Jen	DONE	December 10
Enterprise Solutions page	Sales enablement	Growthhackers AMA "Lightning Round" – Everything you wanted to know about Pagespeed but were afraid to ask	Hayley	DONE	November 13
		The research portion for this page	Hayley	IN PROG	January 31st, 2019
Brand project	80% of visitors understand what we	Style guide bulk of work gets done	Colin	IN PROG	January 10 due

Content Marketing: Video



69%

**VIDEO TRAFFIC MAKES UP 69% OF
GLOBAL CONSUMER INTERNET TRAFFIC**



82%

**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

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14.5%

INCREASE IN SALES
PRODUCTIVITY

Marketing automation drives a **14.5% increase in sales productivity** and a 12.2% reduction in marketing overhead.

- Nucleus Research



63%

OF SURVEY
RESPONDENTS

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

- Gleanster

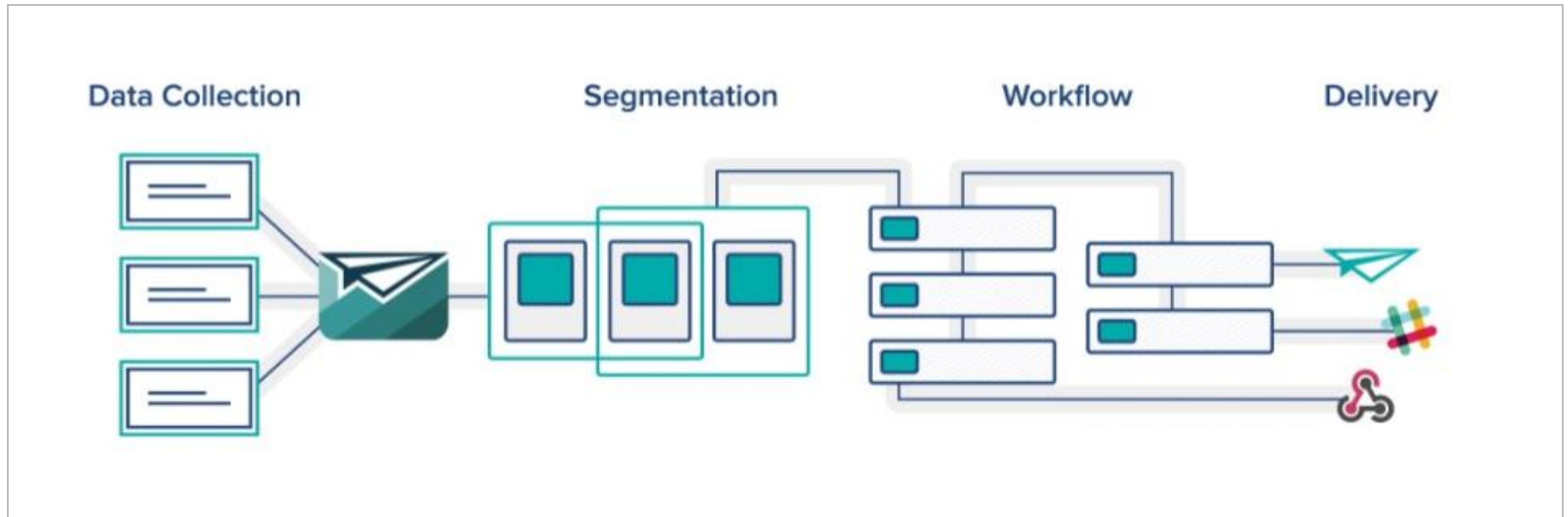
Nurture Leads With Email Automation



86%

**86% OF MARKETERS SAID MARKETING
AUTOMATION IMPROVED NURTURING**

Email Automation Delivers Reliable, Fast Responses





20%

INCREASE IN SALES
OPPORTUNITIES

Nurtured leads produce, on average,
a **20% increase in sales opportunities**
versus non-nurtured leads.

- DemandGen Report



451%

INCREASE IN
QUALIFIED LEADS

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

- The Annuitas Group

Personalizing the Customer Journey

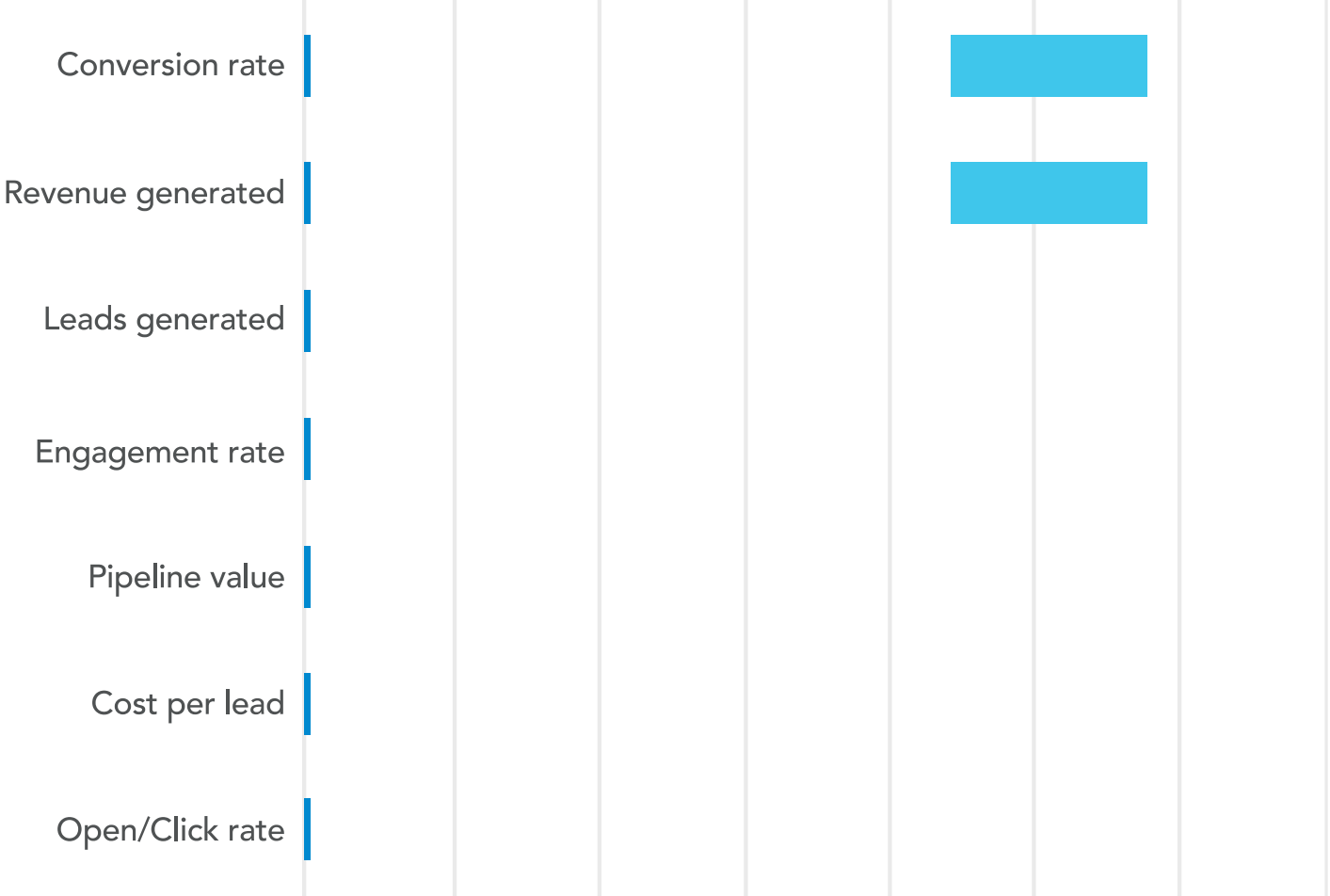
70%
INCREASE IN
CLICK-THROUGH
RATES

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**.

300%
HIGHER
CONVERSION
RATES

<https://www.wordstream.com/blog/ws/2017/08/28/behavioral-segmentation>

Useful Metrics for Measuring Automation Performance

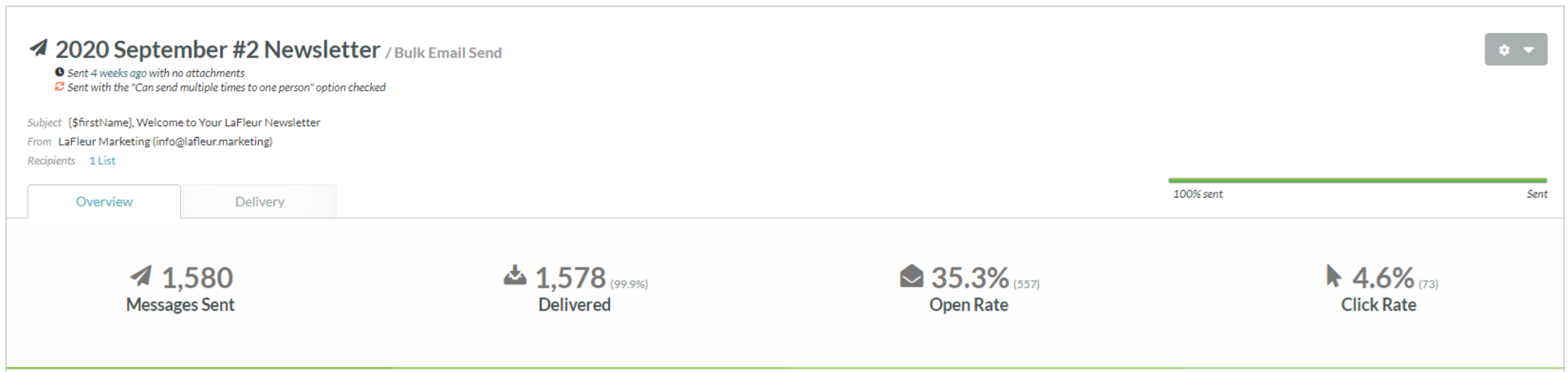


Ascend2 "Marketing Automation Trends Survey" (2016).

Key Performance Indicators

Email Marketing

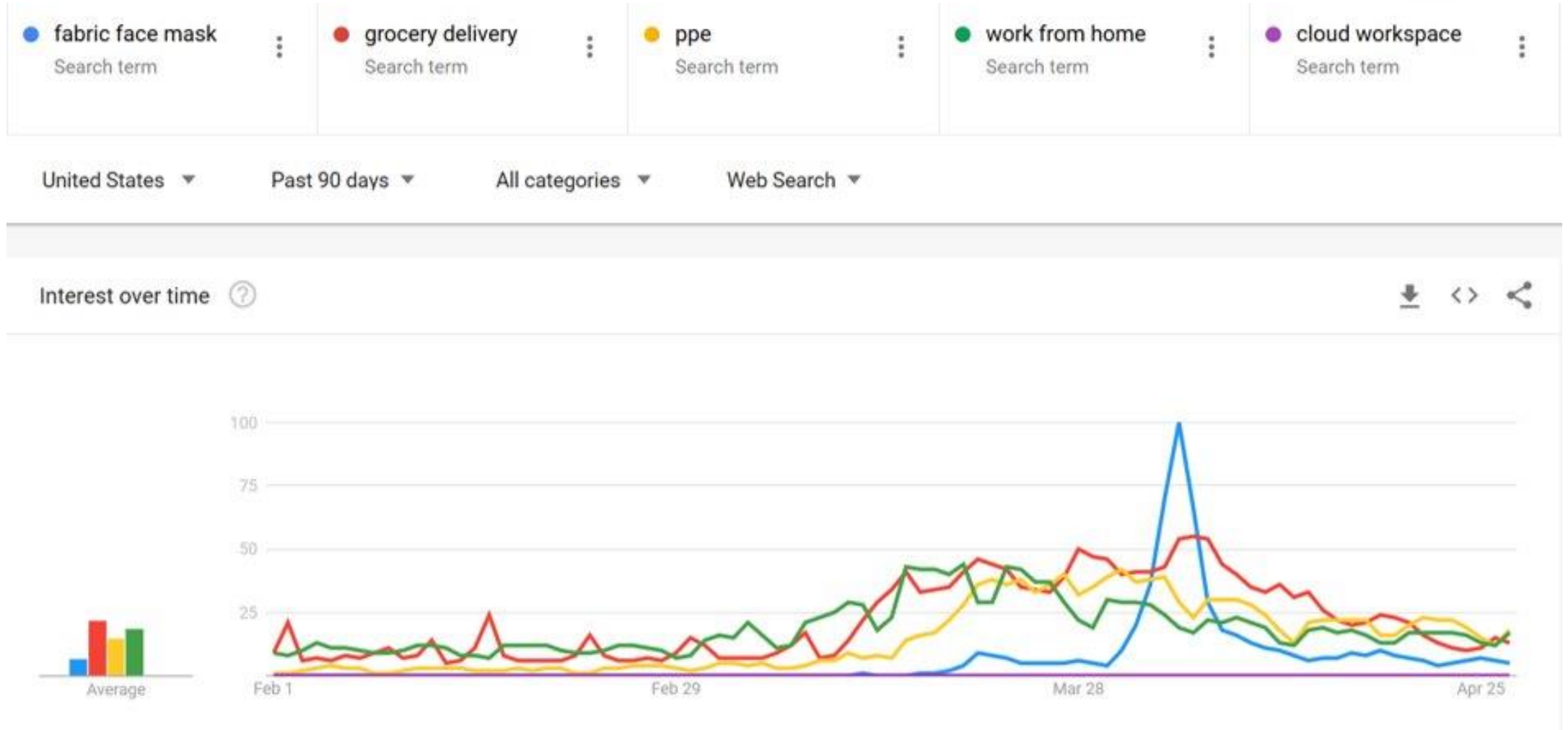
- Open rate
- Clickthrough rate (CTR)
- Bounce rate
- List growth rate



PAID ADVERTISING

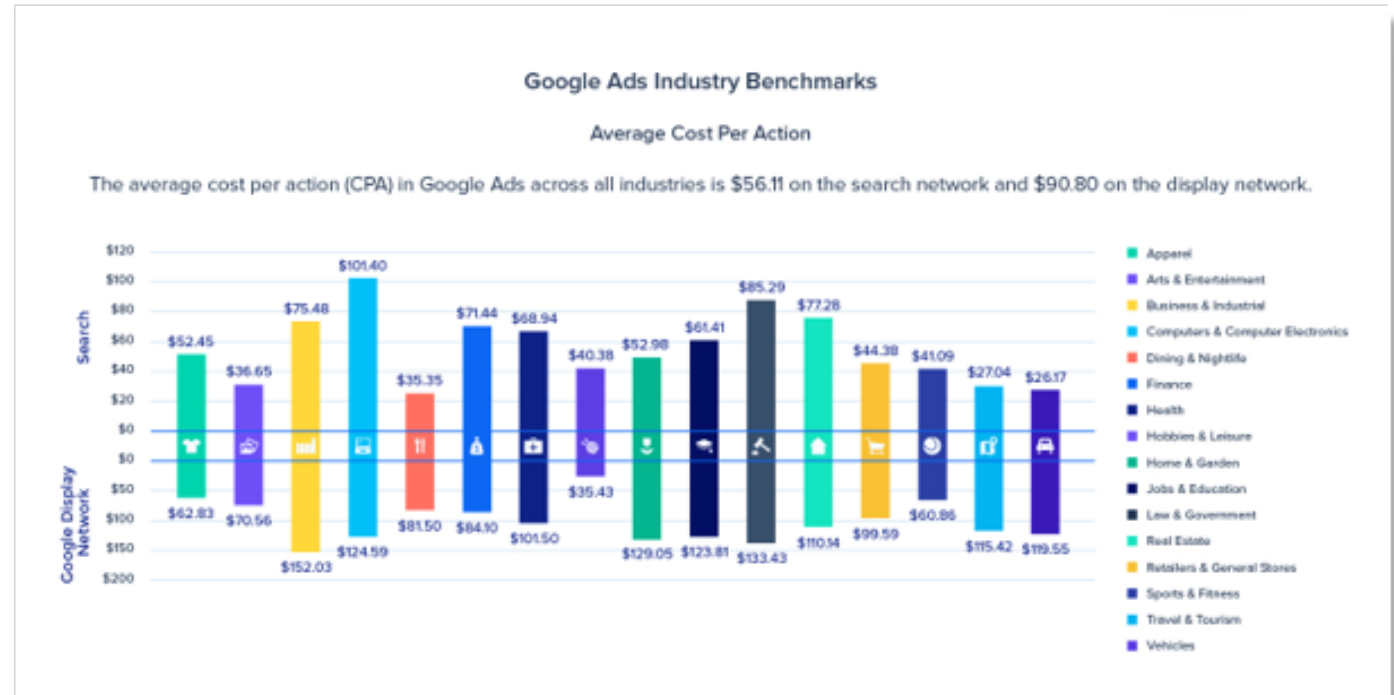
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Search Trends



Pay-Per-Click (PPC) Trends

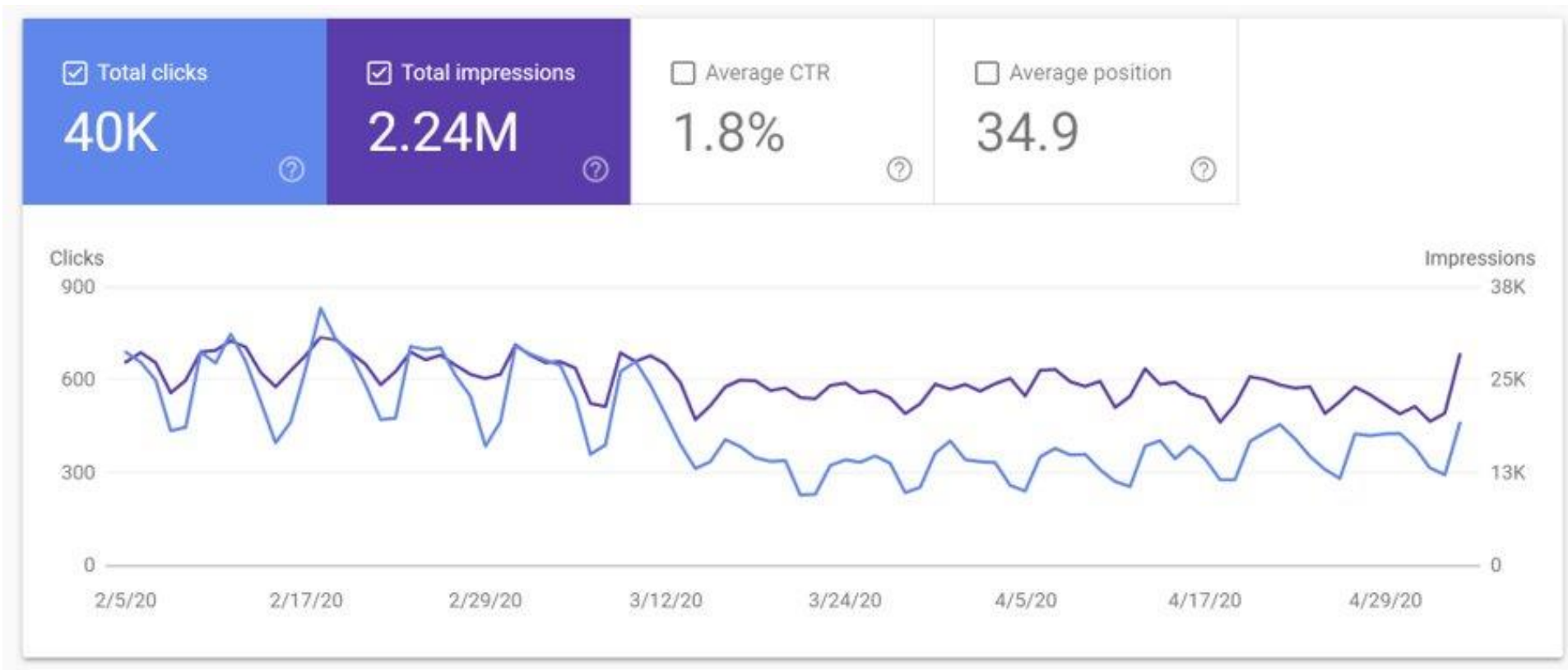
- For “Divorce Attorney,” a 200% increase in conversions and 33% decrease in cost/conversion
- “Divorce Lawyer” has seen 66% increase in conversions and 50% drop in cost/conversion
- PI and accident attorney searches have seen a 32% decrease in the average cost per click
- “Estate planning” conversions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

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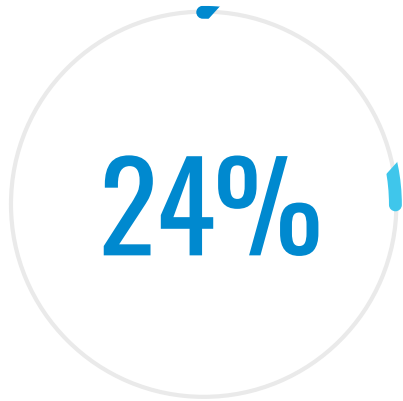
Small Businesses Can't Afford to Risk a Data Breach



**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**



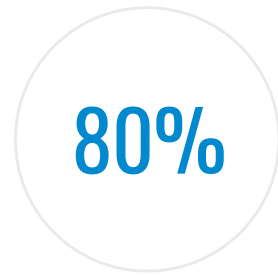
**MORE THAN 50% INVOLVE A
MALICIOUS ATTACK**

Solution: Proactive Employee Training

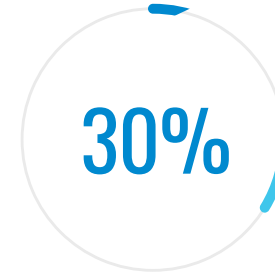
- Empower your employees and help them identify potential risks in advance
- Use a training program like Sophos, Rapid7, or KnowBe4 to train employees on how to respond to direct attacks to email
- Security and phishing training is surprisingly affordable and can save you millions by preventing a data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



Password Reuse and Cracking Tools



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



**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



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

GET STARTED NOW:

No Matter Your Business Size

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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

THANK YOU



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