



TECHSHOW2018

What's a Digital Marketing Strategy, and How Do I Develop One?

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TECHSHOW2018

GOALS

AUDIENCE

PLAN

ANALYTICS

MARKETING STRATEGY

- REVENUE
- CLIENTS (TO ACHIEVE REVENUE GOALS)
- LEADS (TO ACHIEVE CLIENT GOALS)
- AWARENESS

GOALS - IDEAL

- WHAT KIND OF LAW DO YOU WANT TO DO?
- WHERE DO YOU ALREADY HANG OUT/WHO DO YOU ALREADY KNOW?
- WHAT DO YOU ALREADY DO REGULARLY?

GOALS – GET SH*T DONE VERSION

DEFINE YOUR TARGET AUDIENCE
CREATE BUYER PERSONAS

AUDIENCE

- WHAT KIND OF PEOPLE DO YOU WANT TO WORK WITH?
- WHAT QUALITIES DO THEY HAVE?

AUDIENCE – GET SH*T DONE VERSION

CONTENT PLAN
YOUR BRAND STORY
SOCIAL MEDIA STRATEGY
PAID SOCIAL & PPC

PLAN

- CREATE A BRAND & BE CONSISTENT
 - PICK A SOCIAL
 - WHAT QUESTIONS DO YOU HAVE TO ANSWER FREQUENTLY?
 - START WITH FREE STUFF
-

PLAN – GET SH*T DONE VERSION



Think **Pink** Law

We do law. Differently.

MORE NUMBERS!

ANALYTICS

I DON'T WANNA LOOK
AT MORE NUMBERS!

ANALYTICS – GET SH*T DONE VERSION

- WORDPRESS (WEBSITE, BLOG, NEWSLETTER)
- BUFFER
- FEEDLY
- PRACTICE MANAGEMENT SOFTWARE
- LEXICATA
- AND...

TOOLS

DEVELOPING
A BUYER PERSONA

WORKSHOP

- DASHBOARD
- AGENDA
- CONTACTS
- MATTERS
- FORMS
- DOCUMENTS
- SETTINGS

Dashboard

Pipeline

Reports

TOTAL MATTERS ADDED

165

MATTERS IN PROGRESS

13

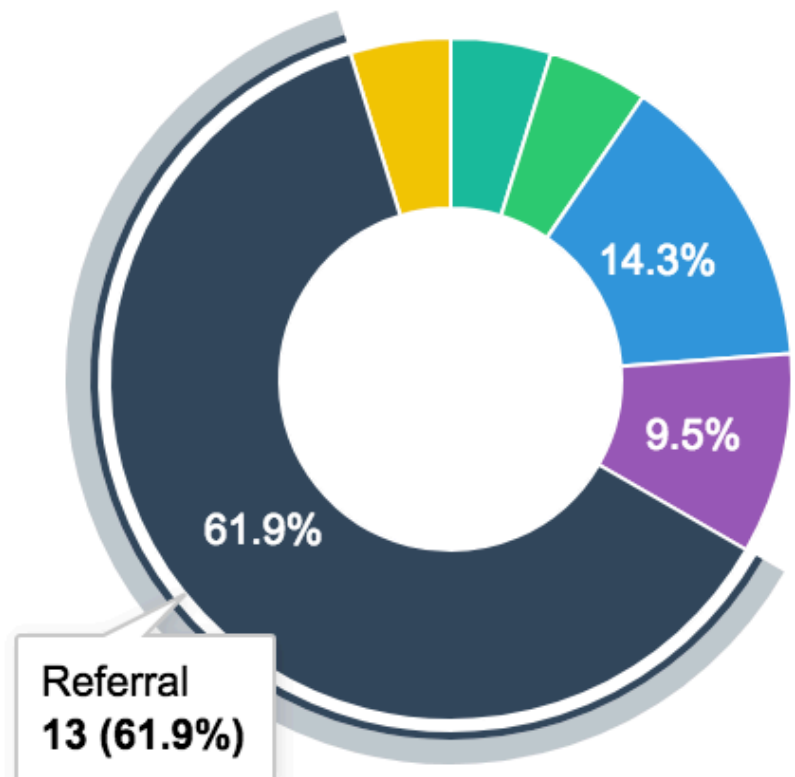
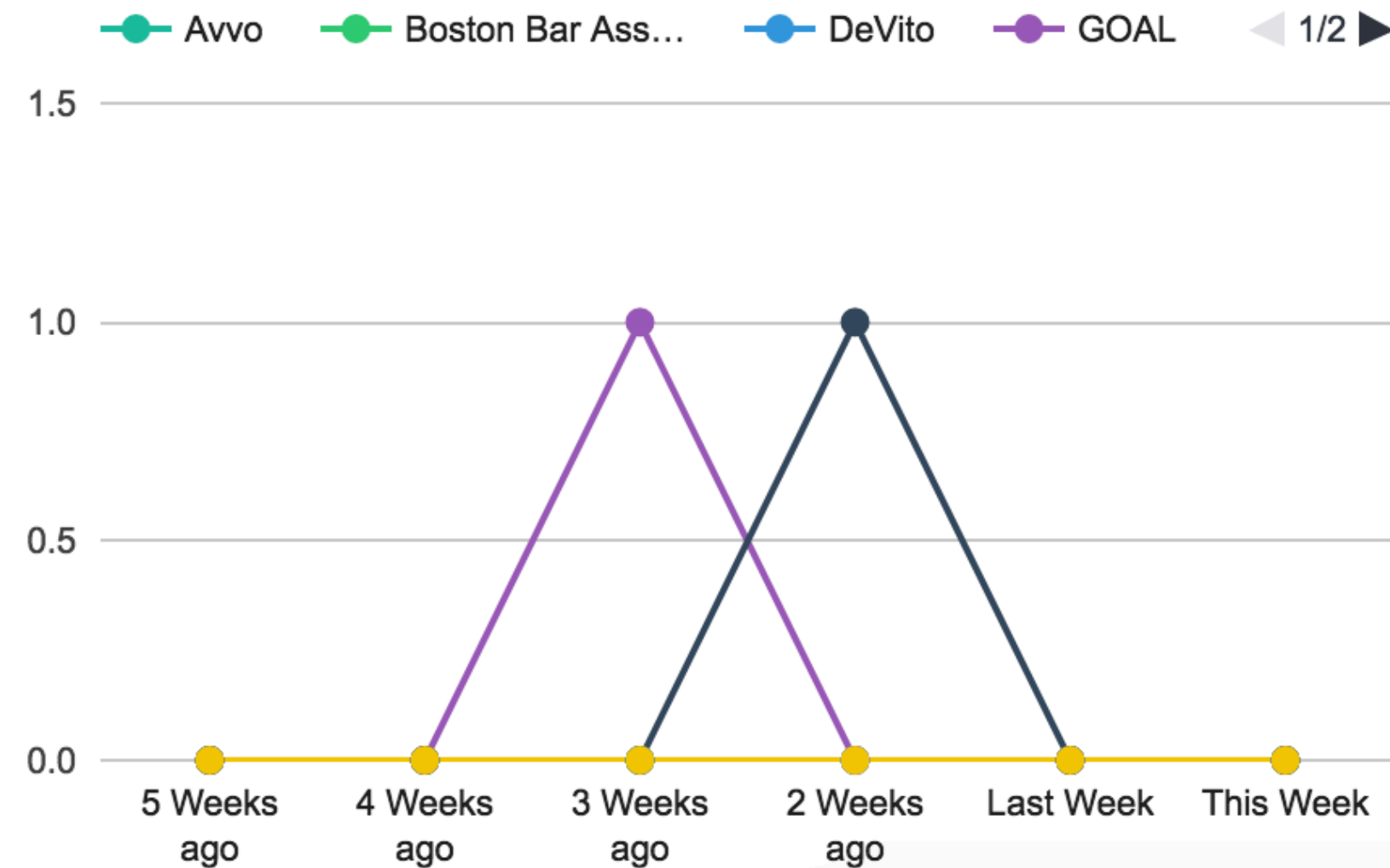
CONVERSION RATE

70.9%

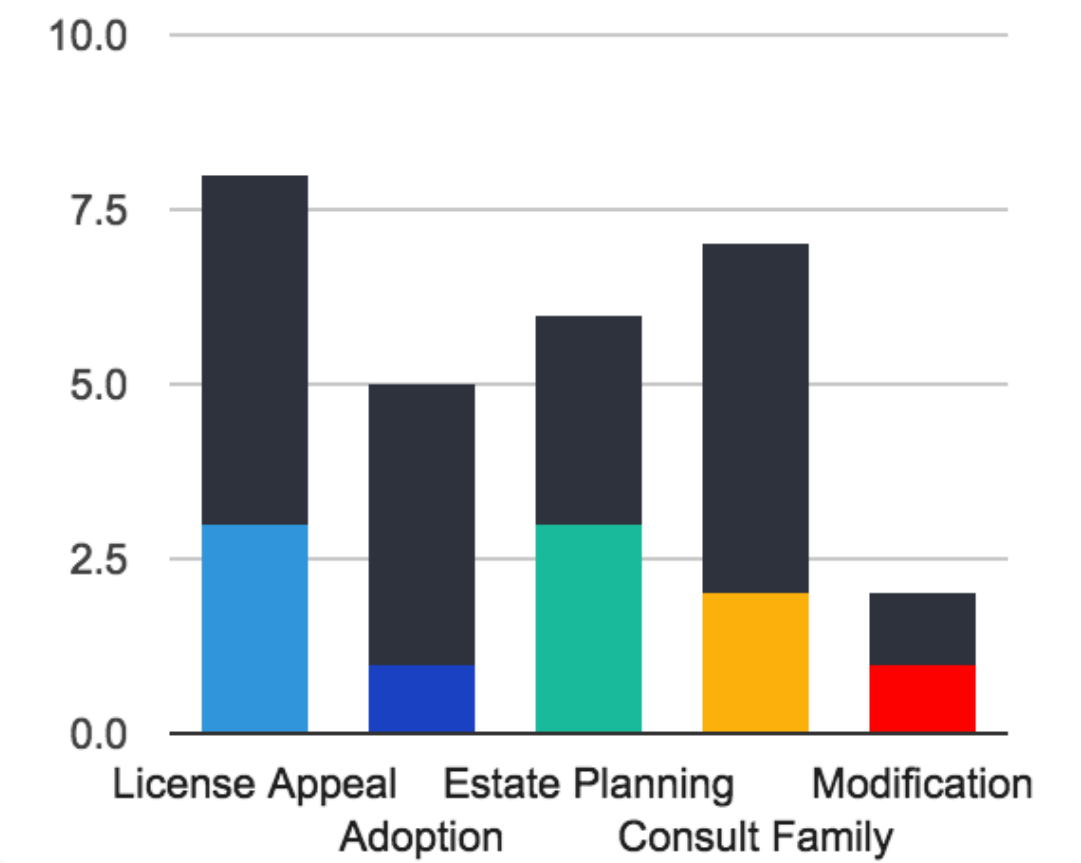
PIPELINE VALUE

\$750

TOP LEAD SOURCE



TOP MATTER TYPES



EXAMINE PAST EFFORTS

- ▶ Perform an audit

IDENTIFY KPIS

ESTABLISH A BUDGET

GET SH*T DONE VERSION

- ▶ WTF is KPI
- ▶ I don't want to look at more numbers!
- ▶ What is the MAX I can spend? What free tools can I use?

MARKETING

**BETTER TO DO
SOMETHING
IMPERFECTLY
THAN TO DO
NOTHING
PERFECTLY.**

- ROBERT SCHULLER



TECHSHOW2018

- YOU play the most important part in keeping TECHSHOW exciting. *Please complete the Speaker evaluation before you leave.*
- Reserve the dates!

TECHSHOW 2019: February 27 - March 2, 2019