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

Tim Baran
Julie Tolek
MARKETING STRATEGY

GOALS
AUDIENCE
PLAN
ANALYTICS
- 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?
DEFINE YOUR TARGET AUDIENCE
CREATE BUYER PERSONAS
- WHAT KIND OF PEOPLE DO YOU WANT TO WORK WITH?
- WHAT QUALITIES DO THEY HAVE?
CONTENT PLAN
YOUR BRAND STORY
SOCIAL MEDIA STRATEGY
PAID SOCIAL & PPC
- CREATE A BRAND & BE CONSISTENT
- PICK A SOCIAL
- WHAT QUESTIONS DO YOU HAVE TO ANSWER FREQUENTLY?
- START WITH FREE STUFF
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…
DEVELOPING A BUYER PERSONA WORKSHOP
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 IMPERFEECTLY THAN TO DO NOTHING PERFECTLY.

- ROBERT SCHULLER
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