

LEGAL MARKETING MADE EASY

Presented By:

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Top 5 marketing Trends for 2017

Tyson Mutrux

I am the founder of the Mutrux Law Firm. We practice personal injury and criminal matters in the St. Louis Metropolitan area. I have a staff of lawyers and paralegals who work for me and we get great results for our clients. I have had the blessing to apply myself to marketing for many years. I started with a pretty heavily advertising personal injury firm, and then I left and started my own firm. I co-host a lawyer podcast series with my friend, Jim Hacking, where we share marketing and legal practice tips. I would like to present to you the top 5 marketing trends for lawyers. These have to abide by legal ethics and guidelines regarding advertising and marketing to lawyers.

Marketing in the legal world is unique. We are a profession as well as a business. We provide a service to clients and are regulated by rules of professional conduct and how to market and advertise. In this presentation, I provide to you the ends and outs of how to best market your practice locally and nationally and in all platforms, personal relationships, social media, internet website and SEO marketing, client management programs, newsletters and your data base and lists. I will provide practical advice and recommendations for how to market your law practice with 2017 Marketing trends. I also have many resources and marketing advice I share with my friends. I have a regular podcast with my friend Jim Hacking - where we share legal marketing know-how.

I hope to provide to you modern today current marketing lessons to grow your business into what you want it to be in 2017. I will give you practical no nonsense tips that you can do starting now in your practice. Marketing is not just what can be done, but what should be done for your business to attract the kind of clients you want and the kind of cases you can officially handle and be profitable. The goal of marketing is not to spend more time in your practice but less.

The Evolution Of Facebook

**Presented by: Corey Boxx of Drive Social Media
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So to get right into things what we want to do today is talk about where Facebook was, where it is and where it's going. Facebook was originally created back in 2004. When Facebook was originally created it was created on a thing called the Facebook Auto-roll algorithm.

What the Facebook Auto-roll algorithm did was it allows brands and customers to show 100% of their content to 100% of their followers or fans. This was a great moment in time because this is when Facebook was 100% for free, unlike today when you have to pay for Facebook in order to see a true ROI.

Think about what your life looked like back in 2004-2005. You probably had a Nokia cellphone, you could play snake on it, you could T9, and you could maybe text your friends barely. But you definitely weren't surfing the Internet yet. A phone was still almost exclusively used to make a phone call.

Think about how you had to update Facebook back then. You had to go home, login to your computer, sit down at your desk, make all your updates, talk to your friends your family, log off and move on with your life. At this point in time consumers only updated Facebook 4-5 times a month, so there wasn't a ton of content going to the platform.

Fast forward to 2007, 2008, 2009, Boom the Apple Android iPhone bubble hit. Consumers are now updating Facebook 7,8,9,10 times a day because it was available in the palm of their hands. This is what created the Yelp Reviewer, the food photographer, the cat videos, the memes; all this cool crazy stuff. But, what this did, is it created a content overload on Facebook. There was too much stuff going to the platform to show everything to everybody, it created a content overload.

So Facebook identified a few different things. Number one: we need to get customers to spend more time on our platform and the only way to do this is by showing more compelling content that relates to them.

So what Facebook did, was they created a thing called Facebook's Edgerank Algorithm. What Facebook's Edgerank Algorithm does is it weights your likes, comments, shares, check-ins, and pieces of engagement, to determine what kind of content you as a consumer like the best.

So me for example: I'm a huge, huge hockey buff. If Fox 2 News makes a post about Vladimir Tarasenko's new warrior hockey stick that he has? I'm going like comment share click, interact and engage with that post. So what Facebook will do is they'll identify the subject matter that I interacted with, and they'll show me more stuff on that

subject Then also what they'll do is they'll show me more stuff from that particular page, because it says, Josh likes Fox 2 News Articles.

Now say another brand puts an article in my news feed about new ballet slippers. And I don't like, comment, share, click, interact and engage with those ballet slippers, because face it at the end of the day I'm never going to be a ballerina. So what Facebook will identify is that I don't like content as much from this brand and specifically around this subject matter. So Facebook is going to show me less content related to this.

What Facebook is doing is creating a unique user experience for each individual person on Facebook. This will allow consumers to spend more time on the platform. But in order to do this, Facebook had to eliminate a ton of organic reach. Those are posts that can be viewed by consumers without using Facebook ads. Back in 2012-2013 if you'd go into Facebook and make one Facebook post after the algorithm hit, you'd only be able to reach 16% of your entire audience. So 16 out of 100 people if you went in and made a Facebook status without using a Facebook ad.

Now simultaneously what Facebook did is they launched the Facebook Ads Management platform. What the Facebook Ads Management platform gave consumers the availability to do is target people by 4-10 interests, self reported location, self reported age, and only the availability to target people for a really expensive price point.

When Facebook ads were originally launched they were extremely expensive. Like \$80-\$90 for every 1000 message views. So the only people that could afford this were like Coke, Pepsi, Ford, Kraft. The big guys loved it. Small to medium sized business weren't able to afford these products due to the cost of it. This was more expensive than all your traditional advertising combined. They're typically 4 times as expensive than a traditional ad would be. Facebook identified, in order for me to get the small to medium sized business to convert to this platform we need to lower our cost.

So what they did was over the years they decreased the amount of content brands were able to show organically without ad dollars to the end user to today where it's about 1% national organic reach. Here in St. Louis and Nashville it's about 3-6% organic natural reach. At the end of the day though how is 3-6% of people who already express interest in you at all relevant to your brand. If I have 100 Facebook fans and I make a Facebook post, only 6 people are going to see that. There's no physical possible way I'll ever see a return on my investment with social media marketing if only 6 out of every 100 people actually see that message.

Now that we know that we have to use Facebook ads in order to see any type of business return on social media marketing, Let's talk about the new price that Facebook ads cost. Facebook ads are now cheaper than radio, TV, magazine, newspaper, Google ad-words, and LinkedIn ads. Facebook ads are now as low as .25 for every 1000 message views.

What is a Facebook Ad

Now that we know that we have to use Facebook ads in order to see any type of return on our investment through social media marketing and digital branding, and we know that Facebook ads are extremely cheap, let's talk about the different placements of Facebook ads.

First thing you'll see is the right hand side rail ads, these ads are typically .25 for every 1000 message views. These ads are extremely cheap. I can spend \$1 and have 4000 people see my Facebook message. They are extremely cheap. The one thing you'll see about right-hand rail ads is that they've got a very small surface area for images and a small area for call-to-action or text. The other thing about right hand side rail ads is they're only available on desktop.

The other type of Facebook ad is the ad that comes in the newsfeed. These Facebook ads in the newsfeed come natively. What that means is you'll see content from your friends, your family, the brands you follow above and below this content. The idea is that if these ads come in the middle stuff that I'm coming to Facebook to read and I have good targeting and a good value to my message, is it really still perceived as advertising to the end user?

The big thing to think about here is why do customers and why do people come to Facebook, and the big reason why people come to Facebook is just for pure entertainment purposes. There's no rhyme or reason why they come. You're checking this while you're at the doctors office, while you're waiting for your boyfriend girlfriend to get ready, while you're waiting to pick up the kids from school, while you're waiting for something print on the printer.

The big thing with these Facebook ads and the Facebook Newsfeed is that IF I write good compelling content that is enough to get these consumers to come into my brick and mortar, and I'm targeting audiences right, it's not IF they'll convert it's WHEN will the convert.

Targeting Audiences on Facebook

What a lot of people don't know is that Facebook is the worlds largest purchaser of 3rd party data. Right now Facebook is buying data from Visa, American Express, Exxon Mobile, the home loan companies, the car loan companies, Target, Walgreens, Wal-Mart. What Facebook is doing with this information is that they're pairing it with your Facebook identification code. What this does is it gives Facebook the opportunity to target consumers based on real world data as well as self-reported data.

Right now, Facebook owns 42% of all data on all human beings above the age of 21 in North America. By 2018 Facebook wants to have an 80%+ match on all human beings in North America with their 3rd party data. ****Take out****

Once you get over the creepiness factor of this form of targeting, it's extremely beneficial for marketers, because now we can target consumers based off of actual age, actual gender. If they're married, not married, single, widowed, divorced. We can also target people by home market value, income level. We can target people based what job title they have, what industry they work in, what company they work for. We can target people based on where they buy food, if they buy whole foods, if they have premium groceries, if they have a premium vehicle. We can also target consumers based on any life event that's out there. Whether they have an anniversary coming up, recently engaged, recently pregnant, about to have a baby, have kids, or they have a birthday coming up within a one week time span. So with all these targeting options available, what we want to do is target the exact consumer that you want to market to.

Now we want to talk about our primary audience. Our primary audience is an even better audience than all that 3rd party data that we just talked about.

Our primary audience is composed of three different areas of targeting, people who have already expressed interest in you in some fashion some way.

Number One: We want to target your Facebook fans because we know that these Facebook fans haven't seen your content in a really long time due to Facebook's Edgerank algorithm. Remember, the average consumer is only seeing 3-6% of your posts if you're posting organically, posting Facebook statuses without Facebook ads. So at the end of the day, all the stuff you've been posting prior to this hasn't really been visible by your end customer or the people who expressed interest in you anyway.

Number two is targeting people by email addresses. What a lot of people don't know is that Facebook actually gives us the availability to plug every email you've ever collected into it's database, and identify how many of those people have a Facebook identification code paired with the email address. So the power here is, we know that you only can send 1 or 2 emails out a month without seeming spammy, but if we're providing a true value to these end users we can send 2-4 messages in their Facebook newsfeed on a daily basis if wanted or needed.

The 3rd audience we have is based on website traffic and your website audience. What the website custom audience does is give us the ability to remarket to every single consumers that has visited your website for the last 30 days for the next 180 days.

Now we really want to dive into the consumer's buying process. How and why do you think people hear about your brand for the first time? Is it from word of mouth marketing? Is it because your product is so good people come into your facility they have a great time and then they tell their friends and their friends then start to come into your facility. Is it from your drive by traffic? You guys are in such a good location that people walk past your facility and they come right in the door. Is it from your traditional advertising? Your radio, TV, print. Is it from your digital advertising; your Facebook, Twitter, Instagram? What is the number one reason that most people come into your business for the first time?

At this point in time, most people will say it's because of word of mouth marketing. Really think about that, if a friend comes into the business and has a good experience and they like your product, they tell their other friend. Does that person pull out a map and try to find your facility on a map? No. They go to the Internet. From there what they'll do is they will Google your name and come to your website.

Do you know how many people have visited your website in the last year? The thought process here with this number is it shows how many people are prospecting your business. There are numerous reasons why people don't come into the actual facility at any given time. Whether it's life, kids cry and get sick, the wife, husband, boyfriend don't want to go because they're not into that type of food. You guys aren't in a driving radius.

If you don't stay top of mind marketing with these people than they simply forget. When you're watching Breaking Bad or whatever it might be on the tv, Bud Light will advertise 8,9,10 times a day during any given program. It's not because they think you forgot about bud light or because they don't think you know about them, it's because they want to stay top of mind with the consumer to get them to purchase more frequently and to pull them over the threshold to purchase for the very first time.

So we want to do that same thing with social media. You can do this by installing a website custom audience onto your website. What that will give us the ability to do is remarket towards every single person that goes to your website and is logged into Facebook within a 30 day time period.

All these people that are visiting your website every single year are the most qualified consumer for us to remarket to. Like we said, "word of mouth marketing", with word of mouth marketing people go back to your website to continuously research you, to find your hours of operation, your phone number, whatever it might be. We want to be able to stay top of mind with these consumers to put them over the line to get them to purchase

from us and purchase from us more frequently. After all, what business does not want more regular business or residual business?

So what this Website Custom Audience will do is identify if this person is logged into Facebook from that same device within the last 30 days and that gives us the availability to remarket to them for the next 180. From there when that remarketing is going on, we want to do is identify them as a Facebook fan or get them to give us their email address to opt-in to our email marketing. At the end of the day when the 180-day time period is over, we can now capture their data and remarket to them for life, whether it's through our social media ads, or our email marketing.

The biggest thing here is that if the person never converts into a Facebook fan, or gives us their email address, they're lost. Remember because whoever was doing your social media marketing before didn't understand the social media marketing platform and didn't understand how to use Facebook, all these people that visited your website last year are lost forever.

That's extremely impactful to think about, because you'll never be able to get those people back. What do you think is the value of being able to remarket to those people again?

ELEVEN 2017 NEW YEARS RESOLUTIONS

Presented by: Gary K. Burger

What to resolve for running your law business? We are not trained in law school or as lawyers to run a business or to market a business. We were taught the law, and practice pointers, but that is about it. This is ironic as 100% of us after we leave law school run our law business. This is true whether you are in an in house lawyer for a business or corporation, a big law firm, a small law firm, or a solo practitioner. I have joked with friends for years about how running a business is trial and error and you learn from your mistakes. Many other professions teach how to run a business or people go to school just to be in business. Regardless, here are some practical tips and New Year's Resolutions. The New Year is always a good time to double down on our resolutions to run our best run our business.

Why? So, that we can have a better business, be more profitable, and take less time in running our business so we can go home to our families and the other aspects of our lives. I resolve in 2017 to do the following 11 things:

1. **RELAX.**

Lawyers have one of the most stressful businesses around. Lawyer and doctors have the highest rates of depression and suicide among any profession. We have clients who are in distress and need our help, sometimes the clients want to be combative with us and it is challenging to make them happy, we fight with other lawyers and our adversarial judicial system, we have to run a business. We actually have three jobs: be a lawyer; run our business; and market our business. We are also provide unrealistic expectations coming out of law school-we are supposed to all go make a ton of money and just be intellectuals, write briefs and think of clever legal stuff. None of that is true.

So, relax. In life and in our work, we need to find a way to de-stress, de-depress, and relax. This takes work. Create a way to de-stress yourself, like exercise, meditation, and relaxation techniques. If your stress gets really bad, go to your doctor and talk to them about it. Have an outlet with your significant other, friends, etc., to get some of that stress off your chest. Don't bottle it in and think you are the only person with stress and these issues. Call MOLAP with problems – (800) 688-7859.

Make sure you create a regimen and a program and a system to de-stress yourself regularly. We will forget and get caught up in our lives and forget to handle and deal with our mental health, and that can be a challenge. We typically take care of ourselves last. You have to check in with yourself every once in a while to see how you are in your relationships, your stress, and your substance intake. Life is too short to be a stress ball. It affects your relationships with your family and yourself.

2. **HAVE BETTER SERENITY.**

Be conscious and present. You can't do anything about the past and can't control the future. Remember that we can control some things, we cannot control other things. That is it. The trick is to know the difference between the two. I have spent many years stressing about facts and law in a case that I couldn't control. The trick is realizing this and having serenity about it and accept it. If you have bad facts in a case, bad law, or a client that is difficult, you cannot change those things. The less we tilt against the windmills of things we cannot control that happier we will be.

3. **MAKE YOUR HARDEST PHONE CALL FIRST AND HANDLE THE OLDEST CASE FIRST.**

After that, everything else is easier. We put off the tough cases, the bad fact patterns and the problem clients. Deal with those first and your day gets easier. We sometimes spend more time thinking about these problems than we do actually handling it. Take that file home and work on it after everyone else goes to bed. I find that my work from 11 pm – 1 am helps me sleep like a baby.

4. **CASE MANAGEMENT SYSTEM.**

Have a great case management system. You can buy good case management systems like Cleo, Time Matters, and many others. I have used these and experimented with this before, and find that, for my practice, I end up not using most of the functions for them. So, what I do is I have a case status spreadsheet that is shared as a GoogleDoc with all my attorney's and paralegals. We put in 'to dos' and case developments in there as the case continues. For phone messages, I have written phone messages on a phone message pad and also have the phone messages put into a spreadsheet that is also shared among all the employees. Regarding emails, I share my email password with my employees so that everyone can access my emails in case attorneys email me information or documents about a case. We have regular case reviews where we pull the files and look at them. We have a calendaring system in google calendar and it works well. We use a system called Infusionsoft to email lawyers and clients.

I have developed systems to handle cases and have training memos for my staff. We have new client interview forms, form contracts, form new client letters, lien letters, record requests etc. We have form demand letters and ways of establishing medical and wage loss damages. We have ways to file lawsuits, handle discovery and brief clients on the litigation process. We have videos to prepare our clients for depositions that I have done. We have ways of negotiating cases and settling them. We have written protocols for negotiating liens down and closing files. I train my lawyers and paralegals in these systems. But they take constant vigilance and training. If I do not keep it up, it kind of breaks down.

5. OTHER SYSTEMS.

You want to put in place regular systems for handling cases and communicating with your clients. The two most frequent ethic complaints of lawyers is diligence and communications. You can address these by setting up systems to handle these. Every time that I have had errors or problems in cases or with the clients (after I first don't admit it is my fault in anyway whatsoever) I look and see how it really is something I did wrong. Either I was not working the file or talking to the client, or I did not have a good system in place to do so. So, create your systems for regularly communicating with your clients, reviewing cases, and progressing your cases. I have sat on the regional Disciplinary Committee for 10 years and I get calls with clients who have other attorneys who complain about their lack of diligence and communication. If you already have systems to do these things take another look at them. All systems need constant nurturing and attention. Make sure it is working and make sure that the holes and gaps that are in your systems are corrected.

6. TIME MANAGEMENT.

Spend more of your time on the important things that take longer time than on the unimportant things that can be done quickly. Our time gets sucked up into returning phone calls, dealing with little things in little cases, and handling little issues rather than big cases and important issues. It is a constant battle to get away from the little phone call on the bad case (or the free phone call you are not going to make any money on) and work on the huge case in your office that is challenging. This is a corollary to work on hardest case or make your hardest phone call first.

Steve Covey wrote 'First Things First' and talks about spending time in quadrant 4 versus quadrant 1. He has a chart showing 4 quadrants. Spend your time on the things that are most important, but take longer to do, rather than the short easy stuff. This will move your bigger cases along and your most important things. For instance, you are here in a marketing seminar worrying how to market your firm a year from now rather than doing little unimportant returning phone calls and other things. You are doing that type of work right now. Yay.

7. CULL YOUR FILES/CASES.

Periodically go through your files and get rid of your worst cases. My good friend Bob Guller pointed out to me that a smart business might periodically get rid of 10% of its worst clients, worst properties, worst accounts, its lowest performing and lowest revenue generating areas of its business. If you are operating your firm as a business you want to get rid of the areas in your firm that swallow the most time and generate the least amount of revenue. Where is the worst return on investment in your firm? Don't be afraid to get rid of that.

In the personal injury business, get rid of the terrible liability no damage cases like low property damage car accidents or someone that hasn't treated for 4 months. Get rid of that client.

Do it nicely. Tell them that you can't add value to their case and it's not something you can help with. Tell them that you won't charge them and tell them to call the adjuster and settle the case themselves. If you have that family law client that all they do is call, call, call and get mad if you ever put it on the bill, get rid of that case. I get that we want to fight the good fight for good people and believe me we do (and I do it). However, you need to be profitable. So, don't be afraid to get rid of the cases. If it was a dog with fleas when it came in the door it will be a dog with fleas when it leaves.

8. GUARD YOUR TIME.

You need to be completely selfish of your time, as that is what you sell. At my first firm, I used to put files on the visitor chairs in my office so other lawyer wouldn't walk in and sit down to talk to me. Every minute that I am not working in my firm is a minute that I take away from my family and loved ones. Be terribly efficient at work. Get your game face on when you go through the door and crank out work as quickly and fast as you can.

You also need to temper the great work product that you generate with getting it out the door. I have trained a lot of lawyers and a lot of staff in my career and after they come they get a lot more efficient than when they came. I emphasize on getting things out and through the door. We don't sit and ruminate on things - we get work product done and out the door whether that's Petitions, letters, discovery, demand letters, or whatever we can. Invariably, you are going to pick up a file before a deposition and find things are wrong with it anyway. I always do that.

Make sure that you get your game face on and guard your time. Don't sit and waste your time on emails, list serves, chit chatting, talking too long to clients, etc. Learn the simple techniques of getting off the phone with clients and ending conversations; of being efficient in your job, without being rude. It is an art, and clients understand. I frequently teach young lawyers how to interrupt clients and zone in on what is important. This is generally smart but especially with new clients and new matters coming in. In fact, clients love it if you interrupt them the right way because it shows that you know what you are doing and you know what questions to ask.

Similarly, resist the need to return every email every day. Two friends of mine (not to name and names) Tyson and Jim have an automatic reply that they only return emails twice a day because they want to guard their time. If you are charging by the hour, don't give free advice over the phone. I often tell clients in hourly matters when they call into my staff that if they want to talk to me to come in and pay \$200 and I will meet with them for an hour. Other people have virtual calendars where people can schedule time for consults.

Put systems in place and change your behavior to guard your time. At the end of the day or the week or the month sit down and look at where you waste time - and end those practices. Always be looking improve your time management. Be vigilant about it. Take messages and call

back on your drive. I drive home from downtown and I always have three or four messages on my pocket that I can get on speaker phone and call on the way home so I preserve that time.

9. HIRE PEOPLE AND PAY OTHERS TO DO THAT ABOUT WHICH YOU ARE NOT EFFICIENT.

Are you a great bookkeeper and accountant? Are you a good paralegal and phone answerer? Are you good at SEO and blog writing? If not, hire people. I know that we want to put as much money in our pockets as we can in our business, but you have to temper that with efficiency. Make sure that you have plenty of paralegals and secretaries and receptionist to handle that type of work. Get an accountant to handle your books. Get a bookkeeper to handle your daily financial stuff. Hire an SEO or web person to do your SEO and website work. Hire an associate lawyer to run around and go to court or to answer interrogatories or to handle calls or to go sign up cases or to do basic depositions. Try to move yourself to a place in your firm where you are doing the most financially productive stuff for yourself like big brain work, tough depositions, client interaction on complex matters, mediation and settling cases, networking and marketing your firm. Put systems in place to accomplish this.

10. ESTABLISH YOUR MARKETING PLAN AND TAKE THE TIME TO DO IT.

Make your marketing plan. Figure out what works best for you and what you think will be most effective. Implement it. Then review it to see if you are getting the results you want. Look at the times of results you think are appropriate. Read and research about marketing and results; talk to other lawyer about marketing and results.

Take the time to conduct your marketing efforts. Set aside 1 afternoon per week- or evenings-or a couple of hours here and there. Make sure that you do it and that marketing and client development is established and planned in your weekly schedule. Take the time to network and market your business. You need to balance this with practicing law and running your business as well.

11. IT'S NOT THE CASES YOU TAKE, BUT THE ONE'S YOU REJECT, THAT A SUCCESSFUL PRACTICE MAKE.

Be really discriminating in the cases you take.

Life's short. Run and market your business to enjoy what you do and have fun.

11.5 MAKE LISTS.

11.6 GOOGLE.

If I can learn marketing, you can too.

Jim Hacking

I am a St. Louis area lawyer and founding member of the Hacking Law practice. We specialized in immigration law and have a national practice. When I came out of law school I didn't know anything about marketing and practiced in a maritime firm before starting my own law firm. I did various types of civil litigation but eventually narrowed my practice to immigration law. Along the way, I began to study marketing.

Over the years I have read probably 100 marketing books and attended numerous marketing seminars. I have been able to hone my marketing knowledge and apply it to my law practice. I have applied myself to marketing my firm locally and nationally for many years now and have achieved some level of success. My firm is growing and my market is narrowly tailored. I pride myself on finding the most effective market for the least time and money investment. I have seen many marketing ideas come and go and have really dialed into seeing which ones are the best. In this presentation, I am going to share my knowledge with you and my practical, no nonsense attitude towards successful marketing.

Marketing in the legal world is unique. We are a profession as well as a business. We provide a service to clients and are regulated by rules of professional conduct and how to market and advertise. In this presentation, I provide to you the ends and outs of how to best market your practice locally and nationally and in all platforms, personal relationships, social media, internet website and SEO marketing, client management programs, newsletters and your data base and lists. I will provide practical advice and recommendations for how to market your law practice ethically and efficaciously. I also have many resources and marketing advice I share with my friends. I have a regular podcast with my friend Tyson Mutrux where we share legal marketing know-how.

I look forward to presenting to, and sharing with, you. I turned myself into a student and expert in successful, efficient marketing. My expertise will help you and your law business prosper.