



Digital Branding Basics for Lawyers

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In this guidebook, *Digital Branding Basics for Lawyers*, Anna Colibri helps you understand how to give your practice an effective and appropriate brand.

THE THREE PILLARS OF MARKETING

- Brand
- Strategy
- Content

How Are You Doing?

Is your business:

- Growing?
- Stable?
- Slipping?
- Bleeding?

Solution Points

- Client Retention
- Gaining attention of new potential clients
- Converting them

Your Brand Is How People Perceive You And Your Work.

- Audience
 - what part of the legal market are you in?
- Products/Services
 - tailor your services to that particular audience
 - remember, your brand lives in your audience
- Identity + Messaging
 - how do people perceive you and your work?
 - identify what people's needs are right now
- You may need to pivot

Objectives and Key Results (OKRs)

- OKRs define your process
- OKRs consist of activating, inspiring Objectives and Key Results, which you can directly influence and which affect one or several KPIs (Key Performance Indicators)
- Company, Department, Individual goals
- Lead measures
 - what you are trying to accomplish and the avenues to get there

Key Performance Indicators (KPIs)

- KPIs document results
- KPIs are key figures for success of an organization and can oftentimes not be directly influenced
- Flow from OKRs
- Lag measures
 - what happened?
 - use analytics to track traffic, engagement on social media, open clicks, reduction of cost per click on paid searches
 - but conversions most important

for more on Google analytics:

<https://colibridigitalmarketing.com/online-digital-marketing-courses/Google-analytics>

THESE ARE THE FOUNDATIONS OF YOUR STRATEGY!

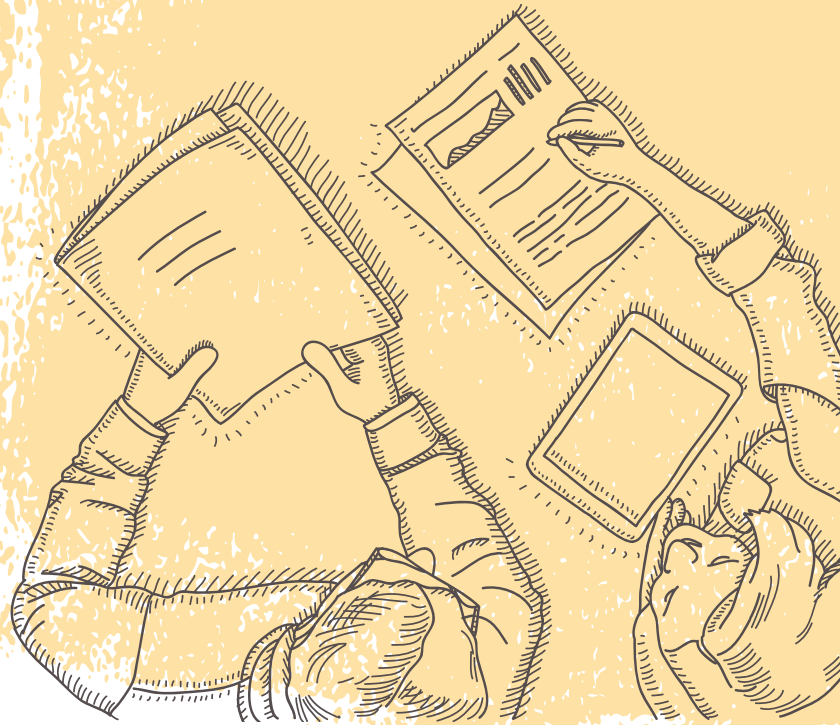
Websites

- **Branding**
 - your website is your home online—everything about your website—graphics, colors, fonts—reflects your brand
 - your website is where you'll be directing people for conversion
- **User experience**
 - you want clear navigation and a clear path to information
- **Accessibility**
 - must be available to Google's search algorithm
 - make it accessible to people with disabilities (about 20% of adult population has a disability)
- **Lead capture**
 - allows you to build your user base, keep yourself top of mind, and encourage brand loyalty
 - might take the form of download or a complimentary consultation
 - once you've captured email addresses, you can send out follow-up materials
 - gives you an opportunity to showcase your brand
- **Follow up**
 - your website is a resalable asset when your domain name ranks high

Marketing Collateral

Social Media • Emails • One-sheets
 Postcards • Brochures • Pitches • Notecards
 Digital Ads • Display Signs • e-Signatures
 Fonts • Logos • Templates • GIFs • e-Books
 Infographics • Case Studies • Forms
 Proposals • White Papers

- where your brand lives when not on your website
- allows people a variety of ways to interact with your brand
- all collateral should consistently and coherently reflect the look and feel of your brand to support KPRs



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Tactics

- **Search**

- use search engine optimization to build brand awareness and drive traffic to your website
 - people look for solutions on the web, but many don't know how to ask or search
 - provide general content to get them to your website, then more specific terms to provide solutions
- two kinds of searches: organic and pay per click
 - start with paid search to figure out best search terms and then develop organic search

- **Social media**

- to create brand awareness, extend reach of brand, drive traffic to your website, as a venue to perform competitive research, to keep you top of mind
- comes in organic and paid forms
- better for brand awareness than as a tactic to drive sales

- **Email**

- has the highest return on investment of all digital strategies
- gets directly to intended audience
- keep content useful and addressing recipients' direct concerns
- should have double opt-in

- **Advertising**

- should be part of your marketing mix, but can be expensive
- three types:
 - search—pay per click
 - social
 - programmatic—ads delivered based on location

- **Content creation**

- foundation for all tactics—without content, you don't have any of the other tactics
- content should vary by customer journey
 - general at top of funnel, more specific as potential customers move lower into the funnel
 - good writing and graphics are critical; you may have to hire to obtain the skills

P.S. How did Yoda get his first lead?

The **salesforce** was with him!



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