



LAW FIRM MARKETING YEAR

A collaboration with Integrity First Technology Solutions & Post Script Productions

LAWFIRMMARKETINGYEAR.COM

CALENDAR PLANNER

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

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WELCOME TO YOUR

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Holiday

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LAW FIRM

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Marketing Plan Meeting 26

Marketing Plan Meeting 27

Marketing Plan Meeting 28

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Holiday 30

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- revise old content plan

- finish 100th post in notepad



OVERVIEW

We understand that you don't want to waste potential billable hours trying to market your firm.

That's why we're offering to create a year long digital marketing plan for you in less than two weeks, with minimal effort from you or your team. We establish you as the authority in your area of practice by helping you create a list of topics to discuss on camera. From there, we use your words to create countless pieces of content for social media, blogs, e-books and more.

The following pages explain how our process works.

OUR PROCESS



KICKOFF MEETING

We'll schedule a face-to-face strategy meeting at your firm to plan how we'll use videos, blogs & social media to market your firm. Our team arrives with an in-depth competitor analysis, customized relevant keywords & tips for being on-camera.



VIDEO PRODUCTION

Next, our team will come to your firm and film all video content, coaching you along the way. After production is complete, we'll handle the rest...allowing you to get back to doing what you do best.



BLOG & SOCIAL MEDIA

From your video, we create blog entries, e-books, social media snippets and more. This content helps you become the authority in your field and completely complies with the ethics guidelines.



GOOGLE REVIEWS

Google reviews are a big deal if you own a business. No matter your industry of interest, reviews are the bread and butter for attracting new clientele. We help get you more reviews & can monitor them in real time.



SCHEDULE & RELEASE

Your content will be released on a consistent schedule over the next year without you ever having to lift a finger. Your marketing now works for you, putting you in front of more prospects and increasing your client base.

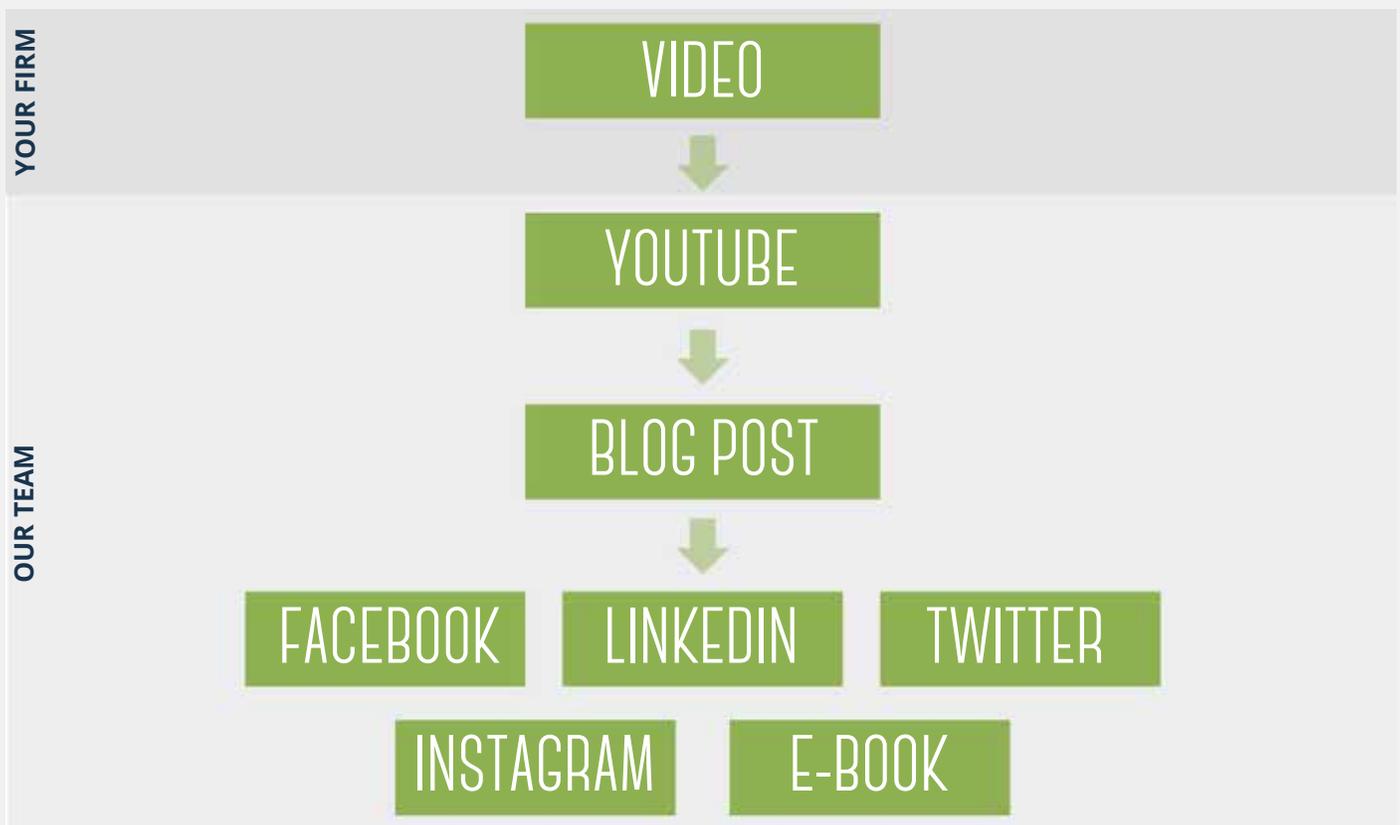
NEXT STEPS...

Learn how we take what you say in your videos and transform it into blog posts, social media snippets, and more. . .



HOW IT WORKS

The following chart explains how we take what you say in your video and turn it into various types of digital marketing posts. Once you record the video, we handle the rest.



The **VIDEOS** you create are uploaded to your **YOUTUBE** channel. Each video is transcribed verbatim and the text becomes the content of your **BLOG POST**. Parts of each blog post will also be shared as **FACEBOOK** posts, **INSTAGRAM** posts, **TWITTER** posts, **LINKEDIN** articles and a downloadable **E-BOOK** that you can offer on your website as a means of collecting email addresses.

NEXT STEPS...

[Read more details about each step of the process in creating your digital marketing plan...](#)



THE KICKOFF MEETING

BEFORE THE MEETING

We will provide a worksheet for you to complete before our Kickoff Meeting.

This worksheet will ask for the following:

- Your top 5 competitors
- Phrases that you would like to show up for in Google (These are your KEYWORDS)
- 10-20 questions that clients ask you frequently

Based on the information you provide on your worksheet, our team will present you with:

- A generic list of topics based on your firm's niche, services, etc.
- A list of your top competitors and the keywords that they rank for
- Available production days so that we can schedule production with you and your team
- A guide for on-camera talent

DURING THE MEETING

We'll review our findings from the social media audit we will perform on your accounts.

The audit and tool review will consist of:

- Facebook account review
- Create Facebook pixel if it does not exist
- Install the pixel on your firm's website
- Reviewing your current Twitter, Instagram, LinkedIn, and Google Business accounts
- Make sure that business listing is created and up to date (*also do this for the Bing listing*)
- Set up Google Analytics for the website
- YouTube channel review
- Review of software used for email collection/ list emailing (i.e. MailChimp, Constant Contact)
- Connect all of these accounts via Hootsuite and Tweetdeck - get access verified for us

By the end of the meeting, the following will be finalized:

- A list of topics and subtopics, with a list of talking points for each
- Where your videos will be filmed
- Who will speak on-camera for each video and what topic they are responsible for
- A filming schedule based on availability

AFTER THE MEETING

After the meeting, you'll be responsible for the following:

- Emailing us your brand materials (logo files, fonts, usage guide, contact information)
- Preparing your talking points/scripts for each video topic and emailing them to us
- Selecting your wardrobe for production day

NEXT STEPS...

It's time to record your videos and upload them to YouTube...



VIDEO PRODUCTION / EDITING

RECORDING YOUR VIDEOS

Production day will consist of filming at your office with our professional video crew

- Equipment package includes professional HD camera, professional lighting, microphone package & teleprompter
- The subject of the video will speak slightly off-camera in an interview style and has the option of reading from a teleprompter
- The subject will speak without interruption for no more than 2 minutes per video topic

VIDEO EDITING

Videos will be edited, color-corrected and exported according to each platform's requirements

- Each 2-minute video will end with a branded slide containing your logo and contact info
- Video footage will be transferred, stored and backedup in our editing system
- Closed captioning files will be created.

UPLOADING TO YOUTUBE

Each video will be uploaded to your custom YouTube channel

- Each video will be titled with the subtopic text and keywords
- The YouTube Keywords field will be completed
- The description will be filled with a small amount of text with keywords
- The video will be closed-captioned
- Each video will be transcribed, then checked for punctuation and grammar

As a bonus, we will produce 3 extra videos to release around specific times of the year during the production day.

For example, you could discuss DUIs around the Fourth of July or talk about slip and fall cases during the winter.

NEXT STEPS...

Learn how we can take the words you say on camera and transform them into text...



BLOGS, E-BOOKS, SOCIAL MEDIA

BLOG POSTS

The transcription of your video will be posted on your blog as text

- All blog entries will contain a relevant stock photo
- All blog entries will have a “call to action”
- All blog entries will be tagged with relevant keywords and tags for SEO purposes

E-BOOK

A downloadable e-book will be created from 3 of your blog entries

- Once users give their email address, they will receive the e-book as a downloadable PDF
- Blog entries will be grouped by topic, giving the e-book a “theme”

SOCIAL MEDIA

LinkedIn

- Two subtopic summaries will be combined and turned into one LinkedIn blog post with a new stock image

Facebook

- Two pieces of content (text or graphic) will be scheduled to post to your firm’s Facebook Page daily

Twitter

- Two pieces of content (text or graphic) will be scheduled to post to your firm’s Twitter account daily
- Relevant hashtags will be incorporated

Instagram

- Two images with captions will be scheduled to post to your firm’s Instagram account daily
- Relevant hashtags will be incorporated

NEXT STEPS...

Learn how Google Reviews can also help improve your reputation online...



GOOGLE REVIEWS & RATINGS

Google reviews are a big deal if you own a business. No matter your industry of interest, reviews are the bread and butter for attracting new clientele.

Here are five ways that we can help you succeed with your reputation online:

MONITOR REVIEWS IN REAL TIME

Most attorneys are far too busy to keep track of the online reviews they're getting. Our team can monitor review sites and set up e-mail alerts to be sent to you when a review is left for your firm.

GET MORE REVIEWS ON AUTOPILOT

Unfortunately, most satisfied clients don't go out of their way to write a review. As a result, your prospects may only hear from the few clients that have written a negative review. The best defense against this is a good offense.

STOP NEGATIVE REVIEWS BEFORE THEY HAPPEN

Our review process filters people who may have had an undesirable experience so you can handle it before their review is posted online. This allows you to gain valuable feedback & resolve issues.

SPEND LESS THAN 30 MINUTES PER MONTH ON REVIEWS

Go to your ReviewLead upload page and import your list of clients that you want to ask for reviews...or just send the list to us to upload for you. The review system will space them out and send automated emails on a predetermined schedule.

TURN POSITIVE REVIEWS INTO MORE BUSINESS

Now that you've gained amazing reviews, it's time to share them! We can have all 4 and 5 star reviews automatically pulled into your website or blog. This is how you improve your level of trust!

NEXT STEPS...

Decide which plan is the right fit for your firm...



CHOOSE YOUR PLAN

We have a plan for every firm. Select the one that is best suited to you.

STARTER



Ideal for new and solo practitioners on a budget who are looking to kickstart their marketing efforts in less than 2 weeks.

248 pieces of online content, including 24 videos + 1 e-book.

Starting at \$6,000

RECOMMENDED



Ideal for firms who want to ramp up their marketing to attract and engage, showcasing themselves as the authorities in their field.

496 pieces of online content, including 48 videos + 1 e-book.

Starting at \$9,000

PREMIERE



Ideal for established firms who want to solidify their position in their AOP & highlight their diversity & breadth of knowledge.

992 pieces of online content, including 96 videos + 2 e-books

Starting at \$16,000

	STARTER	RECOMMENDED	PREMIERE
DAYS OF FILMING	1/2	1	2
VIDEOS	24	48	96
E-BOOKS	1	1	2
SOCIAL MEDIA POSTS	224	448	896
INVESTMENT	\$6,000+	\$9,000+	\$16,000+

NEXT STEPS...

Once you've selected your plan, consider some additional products and services...



ADDITIONAL SERVICES

The following products and services can be added to your plan to further improve your marketing and position yourself as the authority in your area of practice.

TESTIMONIAL VIDEOS

Record a video testimonial of a satisfied client

An additional production day would be scheduled for the video crew to interview a past/current client.

We will provide you with a list of generic questions that can be altered based on your specific services. The final video would be no longer than 2 minutes.

Price varies

BRAND PHOTOGRAPHY

Beautiful, branded photos taken at your office

Our still photographer will photograph your office space and team members, capturing your office culture. Photos can be used on your website, print materials, blog posts, social media & more.

\$650 for up to 2 hours

HEADSHOTS

Professional photographs of your team

Our still photographer will photograph each team member in a natural, in-office setting. We recommend updating your headshot every few years.

\$100 per person

INSTAGRAM VIDEOS

Short videos produced for your Instagram account

For the attorney that is active on Instagram!

These can be created from footage previously filmed during a production day or from new footage. Videos will range from 15-30 seconds. *Price varies*

WEBSITE SEO

Make sure search engines and clients know and like what is on your site

We research how your clients search for you, then help you optimize your content. We will help you create page titles, descriptions, headings and more using this research. Finally, we'll make sure that the site has no technical issues that would stop it from being highly ranked. *Price Varies*

PAID ONLINE ADS

Take advantage of the power of Facebook and Google Ads

Including online ads in your marketing gets your business targeted brand exposure and visibility, faster. Paid advertising is a great complement to organic search. While organic will attract great long-term traffic, paid ads can bring in leads immediately. We can help you with ad creation, targeting, scheduling and more. *Price varies*



FREQUENTLY ASKED QUESTIONS

What if I don't like my videos?

You will be able to shoot the video until you are happy with what you say.

What if I don't like the blogs that are written?

Your blog entries will essentially be the videos translated; as long as you like what you said, you are fine

What if I don't like the graphics that are provided?

You will be able to view the graphics as they are conceived either via a sandbox site or just through regularly scheduled communication (we DO NOT work in a vacuum).

What if I don't get any clients from this process?

No marketing effort can 100% guarantee a client will result from a specific marketing activity. We have had success with our process(es), however, and we have happy clients that can speak to this.

What if the attorney next door decides to do the same thing?

We are only agreeing to do one firm with one AOP per county

Are these videos going to comply with the ethics rules?

We are well-versed with the ethics rules, and therefore all videos will be in strict adherence with the ethics rules.

Will I get what I paid for?

We have very explicit work contracts. We always complete all action items per our work contracts that both the client and LFMY signs. We have many happy/satisfied clients that can vouch for this.

[**Schedule my Kickoff Meeting**](#)