

MARKETING IN A DIGITAL WORLD

The why, what & how of digital marketing for law firms



WHY ATTEND?

We are running a one day event that will increase skills and understanding, of, and between, your firm's marketing team and Partner/Fee Earner budget holders.

Having spent many hours with law firms over the years we have seen how both your marketing efforts, and the action (or lack of) from both Partners and Fee Earners can hamper the success that is lurking behind that mysterious beast - marketing in a digital world.

By bringing together your marketing and fee earning teams, you can create a winning formula that will maximise the results from all your marketing efforts.

If you're a marketing person you will have a day delving deeper into how you can create and use strategies and tools that we have seen many firms get great results from. **The content of the workshop is aimed at intermediate/advanced level marketers.** Learning from some of the best brains in the business...because law firms is what we do! Bring along your Partners/Fee Earners and while you are learning the advanced techniques we'll help them help you by increasing their understanding of what you do.

VENUES AND DATES

Tuesday	4 November	Manchester
Wednesday	5 November	Leeds
Thursday	13 November	Birmingham
Tuesday	18 November	Bristol
Wednesday	19 November	London

£97.00

+ VAT for one person

£167.00

+ VAT for two people from the same firm

YOUR TRAINERS



David Gilroy

Director of Stuff & Things, Conscious Solutions

David has personally worked with over 250 law firms on their digital marketing strategies including website design, email marketing, lead conversion, social media, SEO, PPC and CRM. He is an acknowledged, engaging, challenging and popular presenter at legal marketing events and in-house seminars all over the country.



Dan Fallon

Managing Director, Search Star

Since 2005, Dan has been running sophisticated PPC advertising, analytics and conversion optimisation programs for ambitious law firms. Prior to Search Star, Dan has 10 years experience planning and buying campaigns across all media for blue chip clients who demand insight and results.



Rayne Tompson

Director, Law League

Law League is the UK's only specialist survey and benchmarking firm for the legal sector, providing law firms with client and staff feedback surveys and displaying real time analysis. Rayne is an expert on client service and how feedback from clients can drive a firm's strategy and increase profits.

Additional contributions will be made throughout the day by Rich Dibbins & Dan Hodges, both of Conscious Solutions.

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www.conscious.co.uk
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“Enjoyable day - very informative!”
Hannah Nicholls, Solicitor
Higgs and Sons

conscious

Times	Partners/Fee Earners	Marketing/Practice Managers
09:30 – 10:00	Plenary Session - setting up the day - your personal objectives - state of the Nation	
10:00 – 10:45	The Marketing Mix in a Digital World - above the line/below the line - 4Ps - online marketing overviews	Building Relationships in a Digital World - 40 mistakes we've seen and how to avoid them - real world examples of email mistakes, social media faux pas and all manner of slip ups
10:45 – 11:15	Break	
11:15 – 12:00	Increasing Profits through Client Feedback - satisfied vs loyal clients - how encouraging complaints can increase client loyalty	Lead Generation & Marketing Efficiency - remarketing via Google Adwords - social media - CANDDI / Lead Forensics
12:00 – 12:45	The Basics of Online Marketing - explaining how search engines work - what is Search Engine Optimisation and how is that different from Paid Search Marketing? - basics of Pay Per Click advertising	- using trackable phone numbers and marketing dashboards - how to effectively measure ROI from your marketing spend, online & offline
12:45 – 1:30	Lunch	
1:30 – 2:00	Can your website ever be good enough? - do you still have a brochure site? - what tools does your website have (online payments, online chat, extranets, document assembly) - examples of old ones, newer ones, very new ones	Understanding how your website can be improved - Clicktale or Crazyegg to track how visitors actually use your website - 10 different ways of slicing your website data to improve its performance - pop-up forms or “one page” forms - will “online chat” ever be de rigueur for law firms?
2:00 – 2:45	What is all this Social Media malarkey about? - what is it? - what are the major social media platforms law firms should use - is blogging worth it? - what's a Tweet, a Facebook post and a LinkedIn network update? - what can I do as a fee earner to support my marketing team?	- can you design a website for “brand” and for “conversion”? What are the tradeoffs, between the two? - the mobile story, responsive design - Google wants a fully secure internet. What does that mean for your website? - content marketing – is it still all the rage? - integrating client feedback into your digital marketing strategy
2:45 – 3:15	Break	
3:15 – 4:00	Internal Processes - how are you tracking things inside the firm - lead flow and process - cross selling - data quality	Ask The Expert - your chance to get specific questions answered
4:00 - 4:45	Plenary Session - bringing the two streams back together - what has each stream learned? - how can you work together more closely and get the best out of each other? - actions plans	
4:45	Networking & Depart	

MONEY BACK GUARANTEE

If by lunchtime you are not 100% satisfied with the seminar, then as long as you speak with one of the organisers, you may leave at lunchtime and will receive a refund of 100% of your booking fee. In three years, no-one has taken us up on this offer!

BONUSES

All attendees will also receive the following bonuses :

- A voucher for **20% off** any in-house Conscious Solutions training course
- A voucher for **10% off** the Conscious monthly marketing support service (up to £144 value)
- A voucher for a **4 week free trial** of Law League's Complete Client Feedback survey system (worth £75.00)
- **Free copy** of Law League's "How to Gain Maximum Response to your Client Feedback Survey"
- A free review of the current PPC & online advertising activity, PLUS a free critique of their websites & landing pages for lead generation
- 2 x 30min follow up calls after 30 days and 60 days



Cancellation: All cancellations or substitutions must be made via email to: support@conscious.co.uk. If you contact us two months before the seminar you will receive a full refund less a 20% admin fee less than one month a 50% admin fee is charged. For cancellations received less than one month before the seminar or for no-shows, no refund will be made. Substitute delegates may be made at any time without charge.

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