

2024 LAW FIRM BUSINESS & MARKETING PLAN

with JAY BERKOWITZ



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NEW UPDATE 20

The Ten Golden Rules of Online Marketing Workbook

TURN YOUR WEBSITE INTO A PROFIT CENTER

Includes:

- Easy hands-on exercises to increase website traffic
- 100+ Tools to increase website conversions and sales
- 10 Action Steps
- 10 Case Studies
- Free CD

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Digital Future 2020

Jay Berkowitz
www.TenGoldenRules.com

MATTHEW KLIMEK'S

GUIDE TO DIGITAL MARKETING

What I learned during my summer internship at TenGoldenRules.com

MATTHEW KLIMEK and JAY BERKOWITZ

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10 FREE STRATEGIES FOR

INTERNET MARKETING

- Easy Strategies for getting ranked in Google and the Search Engine
- Competitive Analysis Tools
- How to convert website visitors into leads
- Social Media Strategies
- Build and Market your Personal Brand

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ADVANCED INTERNET MARKETING FOR LAW FIRMS

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JAY BERKOWITZ
AUTHOR OF 5 BOOKS INCLUDING THE TEN GOLDEN RULES OF ONLINE MARKETING

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AGENDA

Set your Goals for 2024. How many leads to hit your target?

Scorecard & Competitive Analysis

MAXIMIZE lead flow

Core Strategies & trends for 2024

Develop Quarterly Priorities & Marketing Calendar



Lead Generation Target Planner



Lead Generation Target Planner

Step 1: Total Clients & Cases Target

Annual Revenue Goal / Target

Monthly Revenue Target (Annual Goal divided by 12)

What is your average Case Value?

How many signed clients would be required to hit your monthly goal?
(Monthly Revenue Target divided by Case Value)

Step 2: # of leads required to hit target

Monthly Referral Leads

Conversion Rate

Monthly new clients from referrals

Additional new clients required to hit goal (Target minus referral clients)

Number of leads required to hit target (Target x 4)

Average cost per generated lead

Monthly budget required to hit target

- Revenue goal 2024?
- Monthly revenue / 12
- Average Case Value
- # of new clients
- Minus referrals
- How many leads?
- % leads that convert to cases?
- Average cost per lead

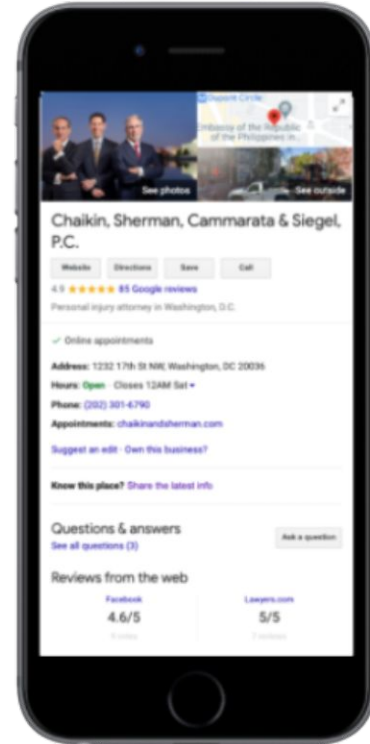
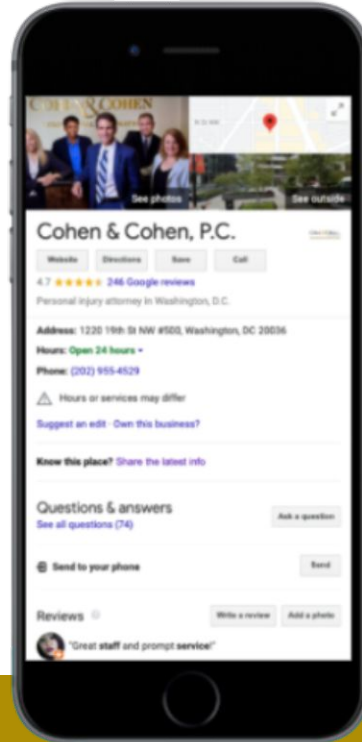
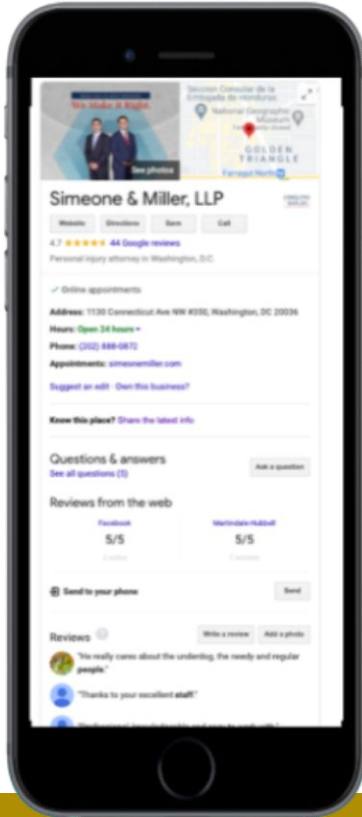
Competitive Analysis - SEO



Competitive Analysis - PPC



Competitive Analysis - Maps



Competitive Analysis - Social

Law Firm: _____		Social Media Baseline as of: _____		
	Followers	Reviews		
Facebook				
	Tweets	Following	Followers	Likes
Twitter				
	Subscribers			
YouTube				
	Reviews	Rating		
Google "Maps"				

EOS Scorecard

WHO	MEASURABLES	GOAL	Jan 1	Jan 8	Jan 15	Jan 22	Jan 29	Feb 5	Feb 12	Feb 19	Feb 26	Mar 5	Mar 12	Mar 19	Mar 26
Caitlin	Website Visits	1,000	904	798	814	1112	1075	1109	1020	1105	1082	1095	1128	1302	1267
Cortez	Prospect Calls	70	61	58	54	64	61	75	57	69	71	75	83	73	78
Eloise	Chats	26	22	21	22	21	27	31	25	27	25	24	33	31	34
Eloise	Form Leads	20	18	19	15	19	23	22	19	21	21	18	25	23	27
Robert	Professional Referrals	15	12	11	14	17	17	15	14	9	18	14	12	12	19
Caitlin	Past Customer Referrals	15	9	10	11	12	9	8	16	14	13	12	16	15	12
Gerry	Signed Clients	21	23	19	23	18	24	23	19	19	21	22	26	29	25
Caitlin	Google Reviews	3	2	1	0	4	1	1	3	3	4	6	2	3	4
Caitlin	Google Star Rating	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.9	4.9	4.9

Search Results

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GOOGLE MAPS "GMB"

10 ORGANIC "SEO"

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Competitive Analysis - LSA Google "Screened"

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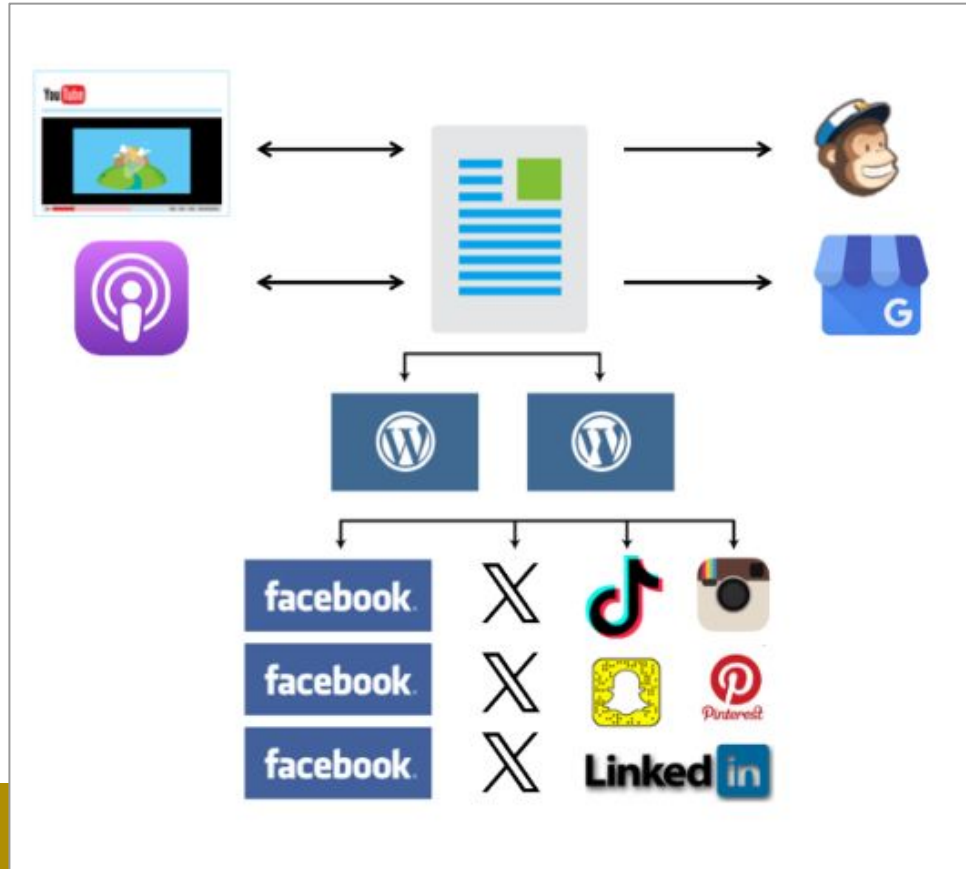
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Yosha, Cook & Tisich

The Internet Marketing Model



Cascading Content



Team Brainstorming

Strengths

Weaknesses

Trends

Team Brainstorming

Ongoing Projects

New Projects

Marketing Calendar

Q1

January

February

March

Q2

April

May

June

Q3

July

August

September

Q4

October

November

December

Book a consultation:

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