



# Marketing and Client Development During the Plague

Friday, April 17, 2020  
Noon – 12:30 p.m.

State Bar of Arizona  
GoToWebinar



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## **AGENDA**

### **Marketing and Client Development During the Plague** **Friday, April 17, 2020** **GoToWebinar**

**Noon – 12:30 p.m.**    **Marketing and Client Development During the Plague**  
Checking in With Current and Former Clients  
Important Messages to Convey  
Act on What Clients & Prospects Want to Know  
Online Strategies

**Larry Bodine**, Business Development Advisor

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# Marketing and Client Development During the Plague

April 17, 2020 | With Larry Bodine

# In AZ, legal services are “essential service”



- 68 major law firms closed – Law.com
- 2/3 of employees now work remotely

# Call current and past clients to check in

- How are you coping?
- How do you feel?
- Is there anything we can do for you?
- *No selling*



# Important messages to convey

Taft / <https://www.taftlaw.com/>

## Coronavirus (COVID-19) Resource Toolkit

Amid daily news about COVID-19, individuals and employers are seeking advice on preparing their businesses and leading employees through coronavirus-related implications.

Taft's multi-disciplinary COVID-19 Toolkit addresses client questions and provides ongoing updates and analysis as the virus and its aftermath unfold.

### Table of Contents:

- Taft Updates
- A Message From Our Chairman
- Executive and Governors' Orders
- Additional Resources
- COVID-19 Task Force Team

### Coronavirus (COVID-19) Resource Toolkit

Coronavirus (COVID-19) Resource Toolkit Amid daily news about COVID-19, individuals...and employers are seeking advice on preparing their businesses and leading employees through coronavirus ...

#### State-Specific Coronavirus Employer Q&A | Law Bulletins

State-Specific Coronavirus Employer Q&A News & Events... Coronavirus Employer Q&A undefined Based on questions... coronavirus without exhibiting recognized symptoms such as a fever, so temperature checks may...

#### Families First Coronavirus Response Act: Impact on Employer Group Health Plans | Law Bulletins



# Act on What Clients & Prospects Want To Know

← → ↻ coronavirus-lawyers.net

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**CONTACT US TODAY**  
Call 610-594-1600 or [Email](#)

Visit Our Firm Website

COVID-19 Q&A Website Main Website

**FAMILIES FIRST  
CORONAVIRUS  
RESPONSE ACT  
(FFCRA)**  
and The Pennsylvania  
Employee

Type here to search

11:59 AM 4/16/2020

[www.coronavirusemploymentlawyers.net/](http://www.coronavirusemploymentlawyers.net/)

# Act on What Clients & Prospects Want To Know

Home | About Us | Our Attorneys | Practice Area

## A Message to Our Clients About Coronavirus COVID-19:

At Wusinich & Sweeney, LLC, we view the safety and well-being of our clients, staff and business partners as our highest priority.

The situation regarding the COVID-19 virus is continually changing, and we are following all recommended guidelines to stay healthy.

We will continue to provide legal services remotely. Pursuant to the Governor's Order, our firm is closed for in-person meetings.

We are happy to arrange for phone or video consultations. We are also able to exchange documents via secure drives or email.

Should you have any concerns, please contact us online or call (610) 389-3803.

Thank you and take care.

Close

# Be a visible expert online



Edward C. Sweeney

For twenty years, Attorney Edward Sweeney has litigated employment cases involving disability coverage, unemployment benefits, work injuries, the Americans with Disabilities Act, the Family and Medical Leave Act, and Social Security Disability. Mr. Sweeney also represents employees who have been terminated in evaluating whether they have a legal cause of action and/or in severance agreement negotiations. He is available for consult to meet your legal needs.

If you work in Pennsylvania, here are answers to common legal questions regarding **Covid-19** based on the law that existed before the recently passed law by President Trump and Congress known as the Families First Coronavirus Response Act (FFCRA).

- Whom you serve
- Problems you solve
- How clients can expect to be treated
- Your journey in law

# Present an Online Broadcast

Webinars are the 2<sup>nd</sup> most effective form of legal marketing

Zoom has exploded – active users 151% higher in March



# Add new material to your website

**COVID-19 RESOURCE CENTER**

**FENNEMORE CRAIG**  
ATTORNEYS

resources for  
**EMPLOYERS**

**WEBINARS**

resources for  
**COMMUNITIES**

resources for  
**EMPLOYEES**

# Add new material to your website



Special Report

Coronavirus Disruption Checklist



Client Alert

Paycheck Protection Program – Where Are We Now? An Up-To-Date Guide to the Paycheck Protection Program



Blog

[Podcast]: Recent Developments Associated With The Coronavirus Pandemic



Client Alert

Summary of Certain Provisions of the CARES Act for Private Credit Lenders

- **57%** of marketers **gained clients** specifically through blogging
- Quantity counts: **65% of potential clients** will read 3 to 7 blog posts before contacting your firm.

# Law Firm Webinars, blog posts, client alerts



- [Recording | The CARES Act - What you Need to Know Now | Arizona Nonprofits](#) | Sarah Strunk and James Lawrence, Fennemore Craig
- [PPT | The CARES Act - What you Need to Know Now | Arizona Nonprofits](#) | Sarah Strunk and James Lawrence, Fennemore Craig
- [Emergency Family and Medical Leave Expansion Act and Emergency Paid Sick Leave Act](#) | Jessica Post and Janice Procter-Murphy, Fennemore Craig, P.C.
- [Questions and Answers for Employers While Addressing Coronavirus Concerns](#) | Jessica Post and Shannon Pierce, Fennemore Craig, P.C.

**Lewis Roca**  
ROTHGERBER CHRISTIE

## COVID-19 Rapid Response Team

### Labor & Employment

- March 30, 2020 - [Webinar](#) - [Congress Passes CARES Act - What You Need To Know](#) [Webinar](#) - Presented by Melanie Pate, Bobbie Collins and Bill Mahaffey
- March 27, 2020 - Client Alert - [Congress Passes Historic Coronavirus Relief Act](#) - Authored by Labor & Employment Group
- March 24, 2020 - Client Alert - [U.S. Department Of Labor Publishes Guidance Explaining Paid Sick Leave And Expanded Family and Medical Leave Under The Families First Coronavirus Response Act](#) - Authored by L&E Practice Group
- March 20, 2020 - SHRM of Greater Tucson [Webinar](#) - [Families First Coronavirus Response Act: What All Employers Need to Know](#) - Presented by Melanie Pate
- March 19, 2020 - Client Alert - [New Federal Legislation Provides Relief for Some Employees Affected by COVID-19](#) - Authored by Melanie Pate
- March 18, 2020 - Article - [Four Sick-Leave Practices to Avoid During the Coronavirus Pandemic](#) - Laura Pasqualone quoted in SHRM Online article
- March 17, 2020 - ELA [Webinar](#) - [Coronavirus and the Workplace: The North American Experience](#) - Presented by Laura Pasqualone

# Set up a Video Studio



**80%** would rather watch a video than read text on a website – *Livestream*



# Connect with people on Social Media

54% of consumers say they are likely to hire a lawyer who is active on social media.

f Fleming & Curti, Tucson elder law attorneys

Follow Share Save

**Posts**

**Fleming & Curti, Tucson elder law attorneys**  
March 22 at 4:09 PM · 🌐

What We're Doing About the Coronavirus Pandemic

It is important to the team at Fleming & Curti, PLC, that we continue to serve our clients, their families, and the Tucson community during the Coronavirus (COVID-19) outbreak. Our office remains open and we are able to schedule meetings by telephone or videoconference. If a home visit is needed please let us know. For the time being, office meetings are by appointment only. If you would like to confirm a meeting, or reschedule,... See More

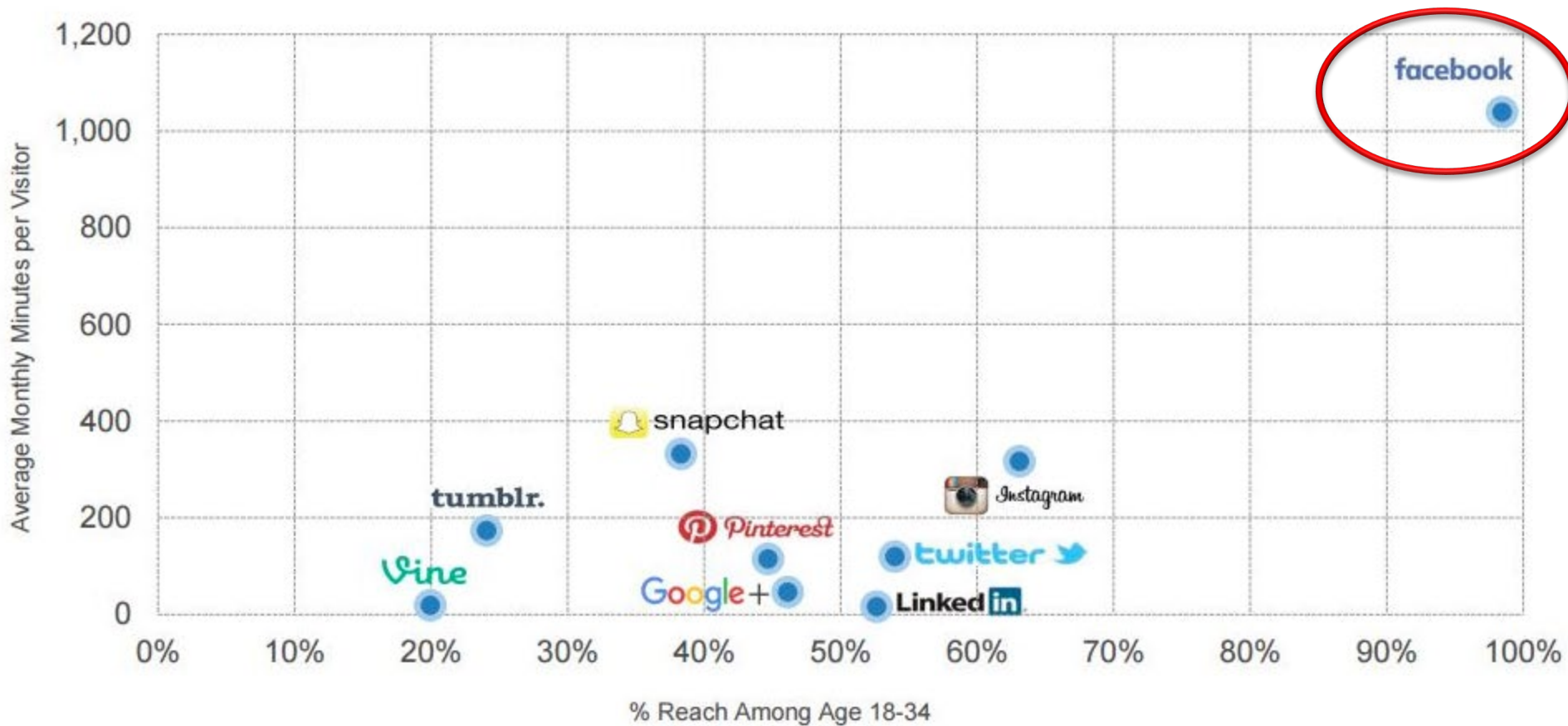
**COVID-19 PANDEMIC**

ELDER-LAW.COM  
**What We're Doing About the Viral Pandemic - Fleming and Curti, PLC**

# Facebook is by far the most effective social medium

## Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



74% log into Facebook every day

# Contact info

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# Client Development During the Plague

## For the Arizona State Bar

By Larry Bodine – [LarryBodine.com/blog](http://LarryBodine.com/blog)

The new normal under the plague has put pressure on law firms to simply operate, as well as thrive. However, law firms have a unique opportunity during the COVID-19 outbreak to capture new files and business.



The most effective business development tactics – in-person events like networking, seminars, and speeches – are no longer available. However, web traffic has exploded and news websites have seen a [64% increase](#) in total traffic since the plague hit home.

Now is the time to use a personal touch and double down on digital marketing.

**Call current and past clients** to check in on how they are coping. It's never been more important to connect with people. Many clients are frightened, sheltering at home and are looking for reassurance. Check in on how they *feel*. Clients will remember the phone call and know that they are not alone in the plague. These calls are about establishing rapport, not direct selling. Nevertheless, they do produce new business.

Tactics to consider are calling your best 15 to 20 clients to let them know that you are thinking about them. It's a wonderful gesture and will keep attorneys top of mind in the event they require your services.

**Present an Online Broadcast:** Webinars are the [second-most effective](#) form of legal marketing, after in-person meetings. The two most popular platforms are GoToWebinar, which costs about \$100 US per month, and Zoom, which is free.

Zoom has exploded -- active users in March were [151% higher](#) on average from a year earlier. Zoom has become the hot new way for people to connect while social distancing during the coronavirus pandemic.

The platform is easy to learn and use, allows attendees to see each other and is best used for small meetings where all participants are expected to speak. Sessions can be recorded and Zoom offers meeting analytics. However, with a free account, online sessions timeout at 40 minutes. Paid options are only \$19.99 per month.

GoToWebinar is designed for public presentations, with one or two speakers and the audience muted. 73% of marketing leaders say webinars are the [most effective tactic](#) for generating high-quality leads. Attorneys can optionally turn on their webcams to be seen by attendees, PowerPoint slides can be shared, polls and surveys can easily be set up and recordings are automatic. Close to two thirds (63%) of B2B marketers are using webinars for lead nurturing and reactivation.

**Turn your attorneys into visible experts online.** A marketer's goal is to create brand awareness, educate audiences, and build credibility and trust. This is important because, over the last 5 years, client loyalty is down 20%. Meanwhile, [72% of potential clients](#) will use digital sources to evaluate service providers.

Well-recognized thought leaders always get more business. Lawyer bios on the firm website should have, at a minimum, professional photography, extensive detail and a list of key accomplishments. Their bios should have a link to their notable cases – told as stories, not one-line bullet points – and link to videos and podcasts of the expert speaking.

Tactics include:

- Adding personal information and pictures to humanize the attorney.
- Focus on a legal niche, which is a “micro monopoly.”
- Case histories should be success stories that summarize a result for a client, indicate the dollar amount involved, and include a call to action.

**Add new content to your website.** If you're blogging only once a month, you're not creating enough content. Google loves blogs and clients find the content in blog posts useful. Blogs build authority and are highly shareable. [57 percent](#) of marketers say they've gained clients specifically through blogging. A blog you write today will still be generating leads five years from now.

Quantity counts: 65% of potential clients will read 3 to 7 blog posts before contacting your firm. Marketing expert [Dan Jaffe, CEO of LawLytics.com](#),

recommends that attorneys write three blog posts per week, at least 750 words long. With each blog post, announce the post on the following platforms: Facebook, Twitter, and LinkedIn.

Another tactic is to create Ebooks, a type of long-form content often made available as PDF downloads. Ebooks are excellent ways to share your knowledge and expertise on a given topic. Benefits of Ebooks include lead-generation, establishing authority, growing email lists and beefing up your overall content offer.

**Get into a video studio:** Online video accounts for 80% percent of all web traffic, because most people would rather watch a video than reading text on a website.

With video, lawyers can get viewers to know, trust, and like them. Post the videos on YouTube, Facebook, and your law firm's website for the maximum effect. Remember that [75% of people](#) are more likely to make a purchase after watching a video.

Marketers should hire a videographer to create an in-house video studio in a dedicated room (without windows), and install lights, a background setting, and lapel microphones.

Just like Ebooks and blog posts, the main aim of a video should be to give value to your audience by answering questions, providing solutions, addressing pain points. Videos should run between 2-3 minutes, and should include a call to action at the end, sending viewers to a landing page or your website. Marketers can upload a video to sites like Vimeo, YouTube, and Facebook to increase exposure, and embed the video link in complementary blog posts.

**Get social** on social media. Connecting with people of social media is highly valuable.

In one survey, 54 percent of consumers said they'd be likely to hire a lawyer with an active social media presence. Among millennials, 72 percent would.

Focus on Facebook and LinkedIn and skip other social media platforms like Twitter, Instagram, Snapchat, Pinterest, and Reddit. Facebook is by far the most effective social media platform and is meant for sharing and engaging in conversations. [71% of American adults](#) use Facebook.

Facebook is the perfect place to repost blogs, videos and new material from the firm website.

LinkedIn has only 25% of the active users that Facebook has, but your target audience for B2B marketing is there. LinkedIn is [better for lead generation](#). LinkedIn is used for business communications and has features like including status updates, blogging capabilities, and private messages.

During the worldwide plague, don't panic and don't abandon marketing. By emphasizing digital marketing, and acting while others hesitate, marketers can capture new market share and assure the firm's success when we recover from the plague.



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