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If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.



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Clusters

The cluster might be geographic (they eat different potato chips in Tucson than they do in Milwaukee) but they're much more likely to be psychographic instead. What a group of people believe, who they connect with, what they hope for...

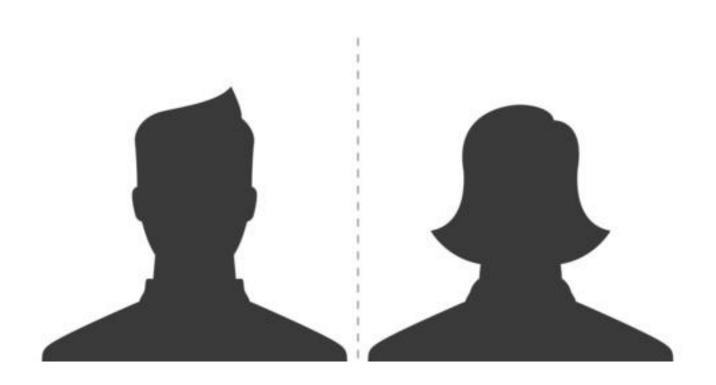
The minimal viable audience concept requires that you find your cluster and overwhelm them with delight. Choose the right cluster, show up with the right permission and sufficient magic and generosity and the idea will spread.

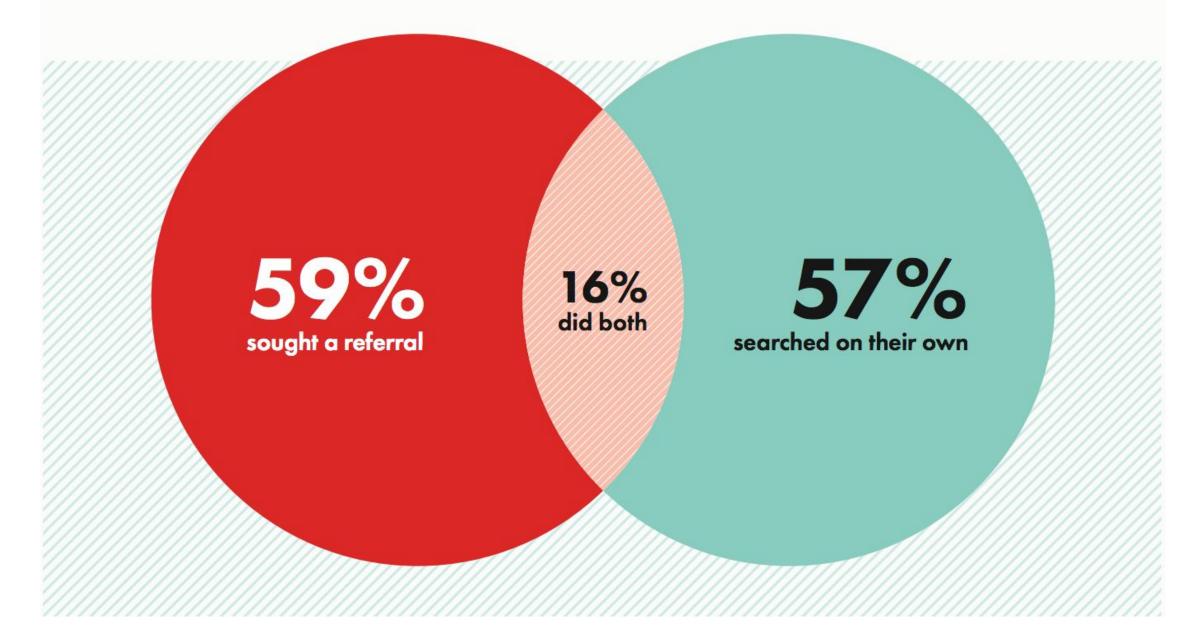
We're all connected, but the future is local.



- Seth Godin

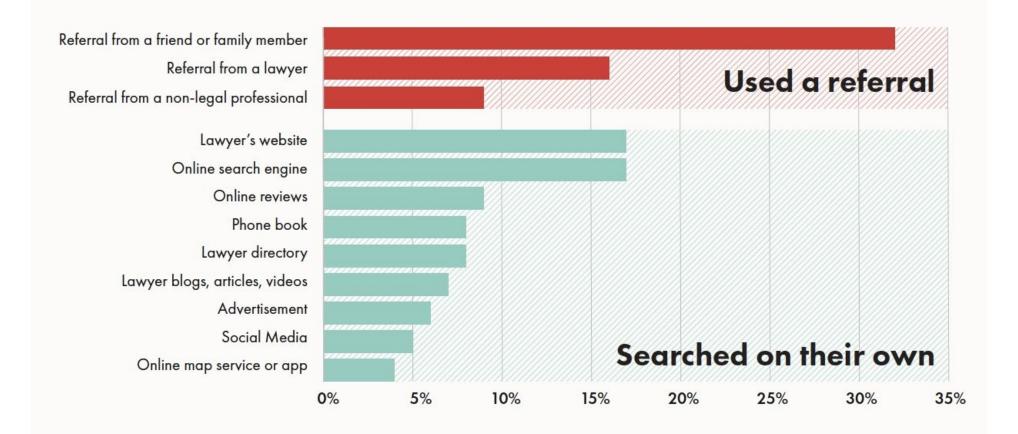
PLUS ÇA CHANGE, PLUS C'EST LA MÊME CHOSE





https://www.clio.com/resources/legal-trends/

O How clients searched



18% of clients said they would never seek a referral from a friend or family member

Clients want information more than anything

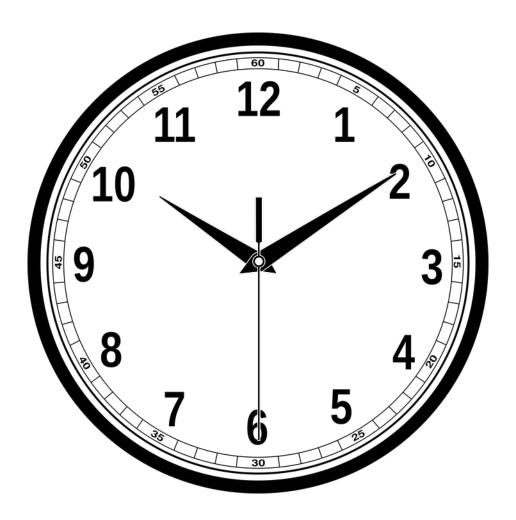
In fact, **45**% of consumers who have experienced a legal issue agree that their challenge is finding a lawyer they are confident is right for them. Regardless of how they search for a lawyer, the majority of consumers indicated that each of the following were important to them:

- 77% want to know a lawyer's experience and credentials (also ranked the most important).
- 72% want to know what types of cases they handle.
- 70% want a clear understanding of the legal process and what to expect.
- 66% want an estimate of the total cost for their case.

Less than half of law firms of all sizes have a marketing budget, and only 32% of firms from 2-9 lawyers and 14% of solo respondents say their firms have marketing budgets, as compared with 63% from firms of 10-49 lawyers.

- ABA Tech Report 2020





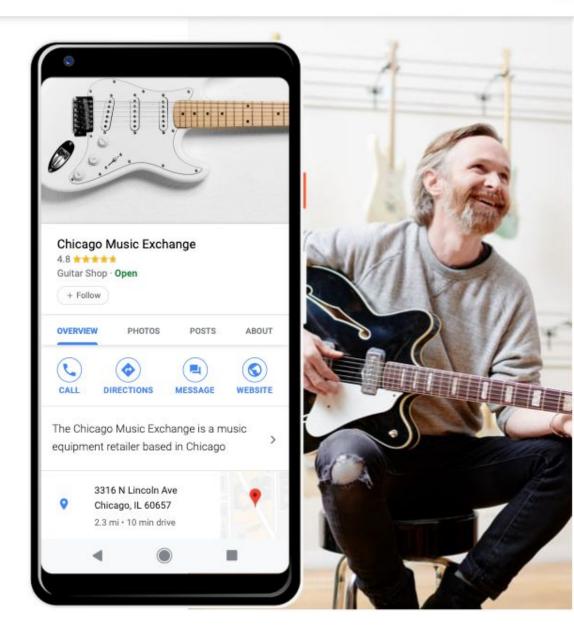
Marketing Expense	Estimated Price and Time in \$
Marketing Software	
Event 1 [Hosting]	
Event 2 [Attending]	
Content Sponsorship [time period of campaign]	
Pay-per-click (Google)	
Total	[Total Marketing Team Expense for Current Year]

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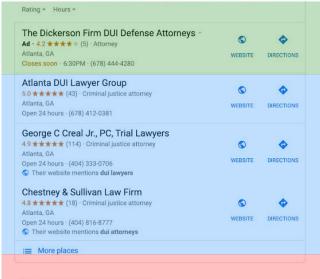
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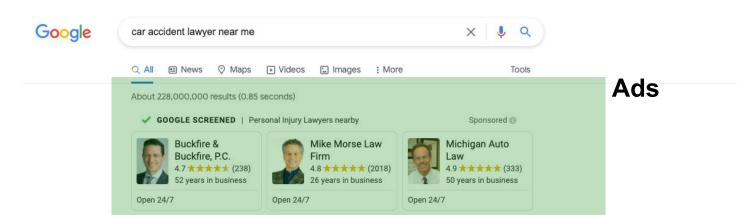
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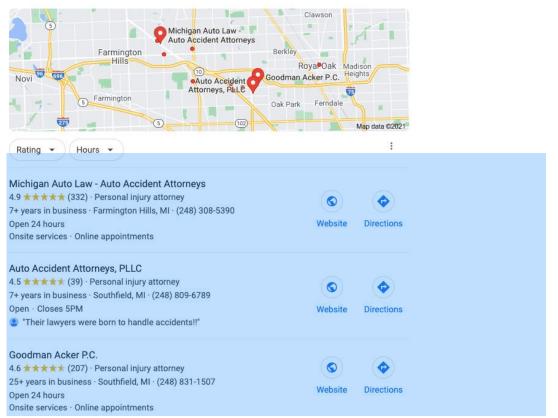
Local Pack (Google My Business)



Traditional Organic



→ More Personal Injury Lawyers



Local Pack (Google My Business)







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variously as a mirror, a sounding board, a confessor, a mentor, and even, at times, the jester or fool."

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Gyi Tsakalakis

American internet marketer



Gyi Tsakalakis is President of AttorneySync, a digital marketing agency for law firms. Gyi helps lawyers put their best foot forward online to earn meaningful attention, attract potential clients and grow their practices.

https://www.natlawreview.com > author > gyi-Gyi Tsakalakis | The National Law Review



gyitsakalakis.com

Born: January 19, 1979 (age 42 years), Detroit, MI

Education: Wayne State University Law School (2003-2005), University of Michigan (1997-2001)

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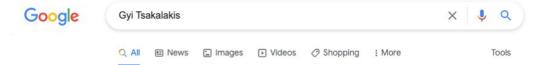
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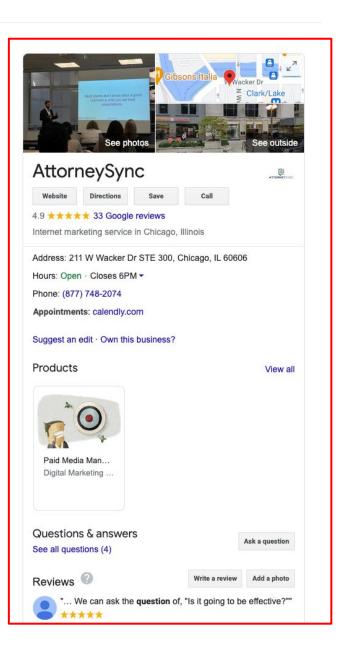
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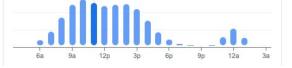
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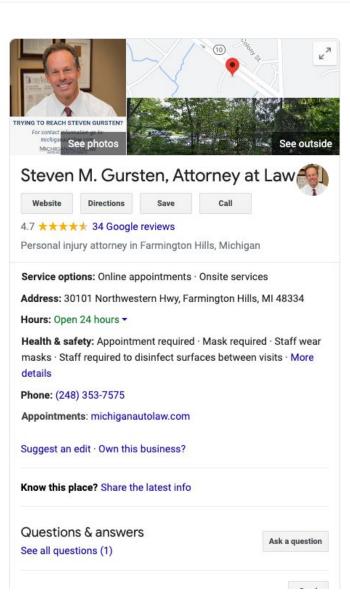
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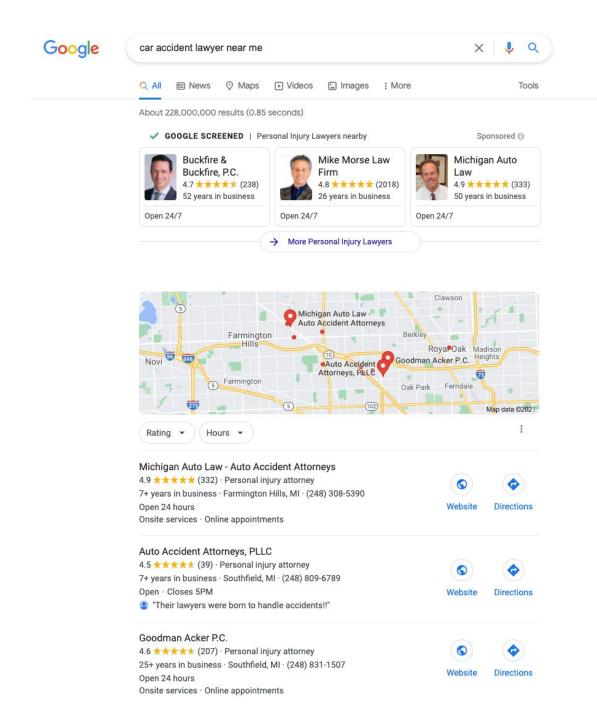
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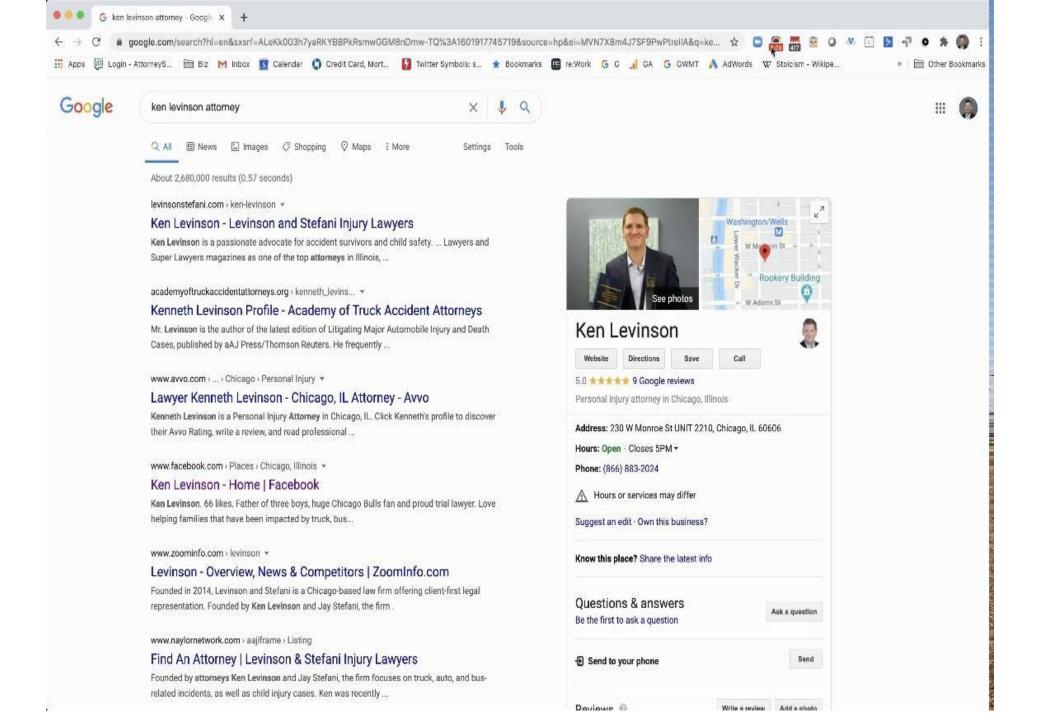
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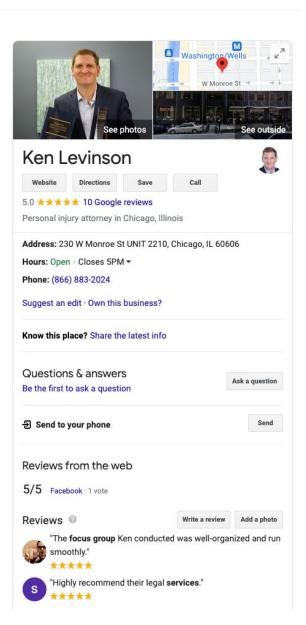
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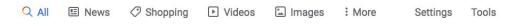






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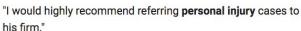
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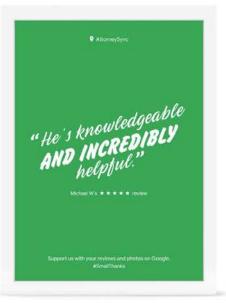
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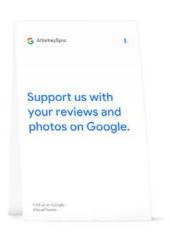
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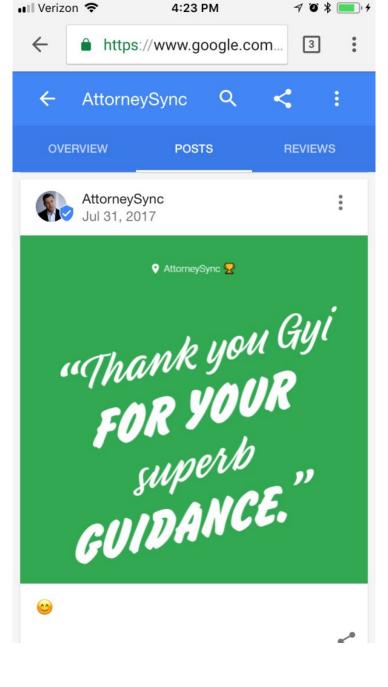
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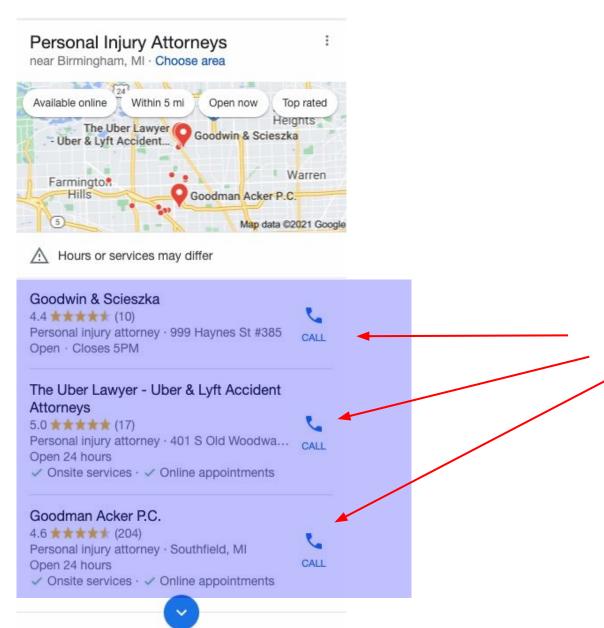


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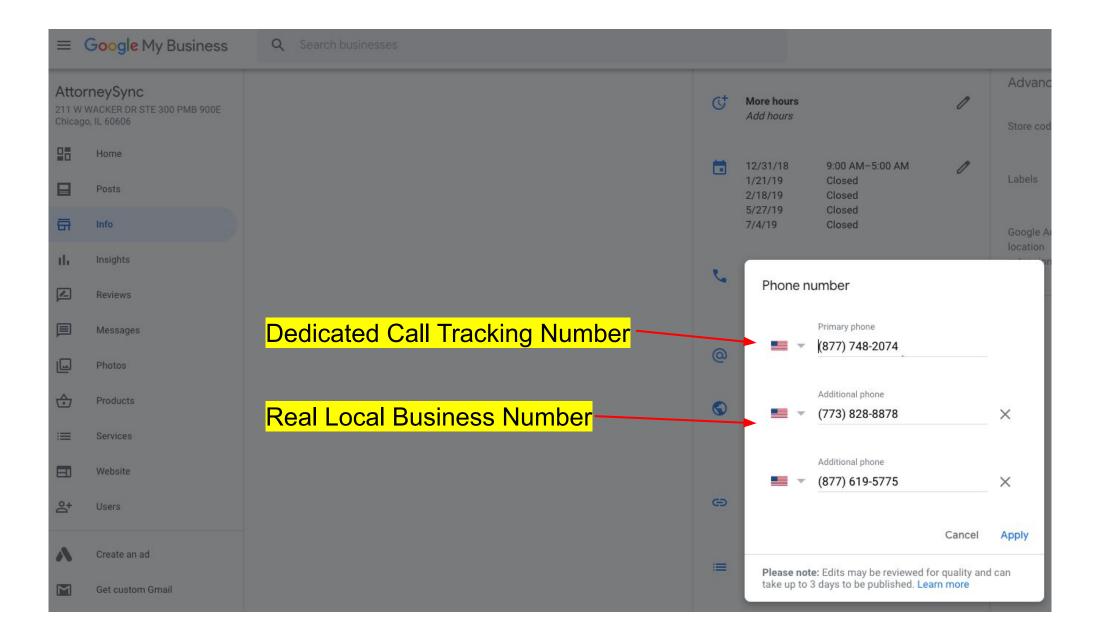
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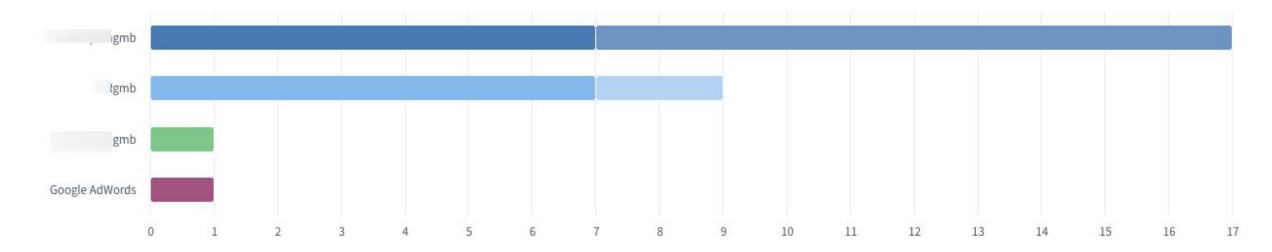
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Measure phone calls directly from local search.





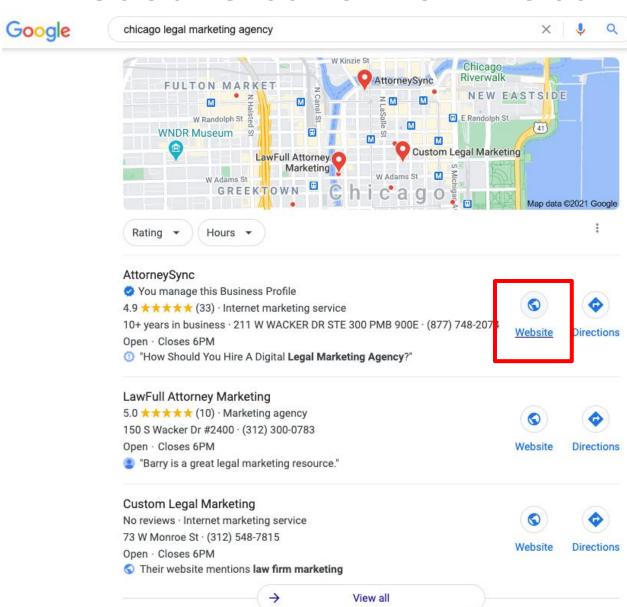
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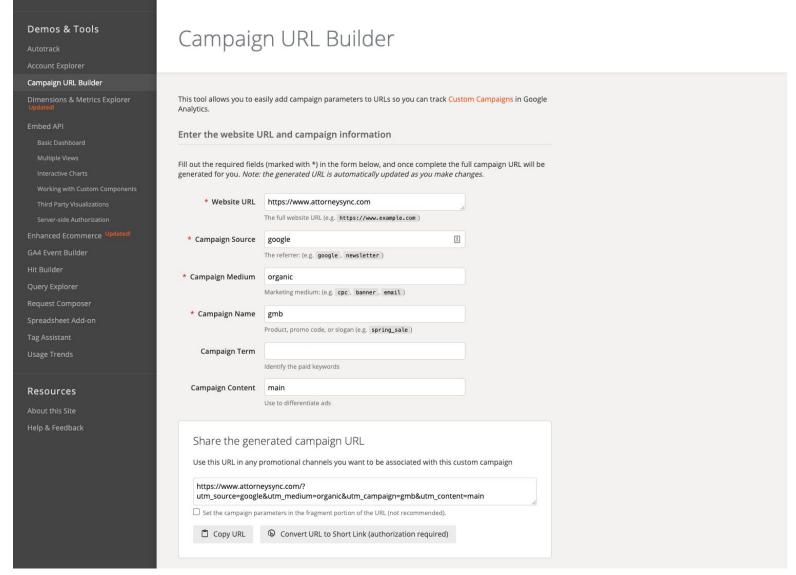


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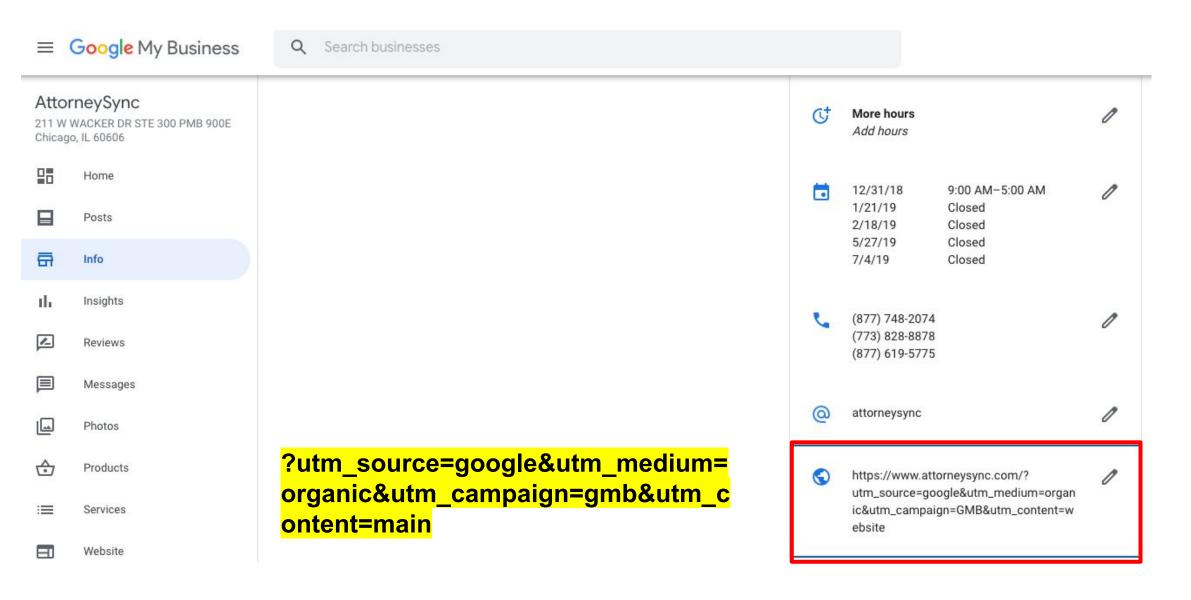
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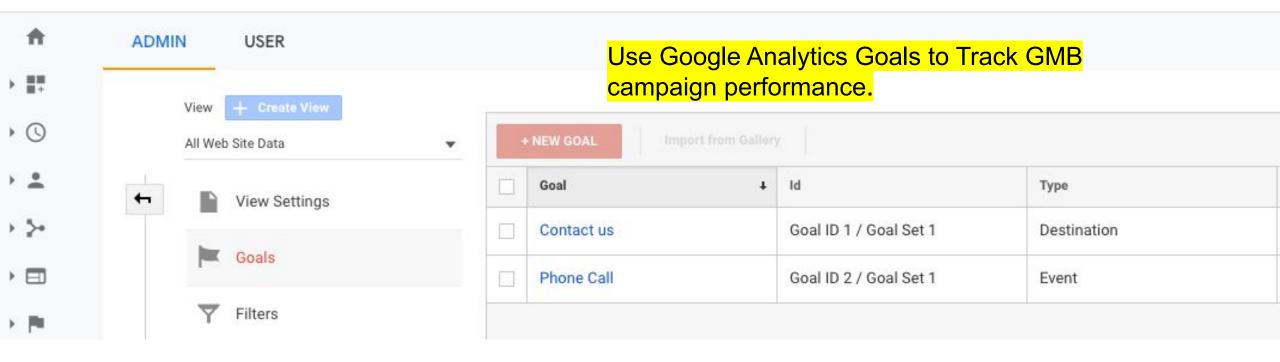
Measure calls from local search clicks.



Measure calls from local search clicks.

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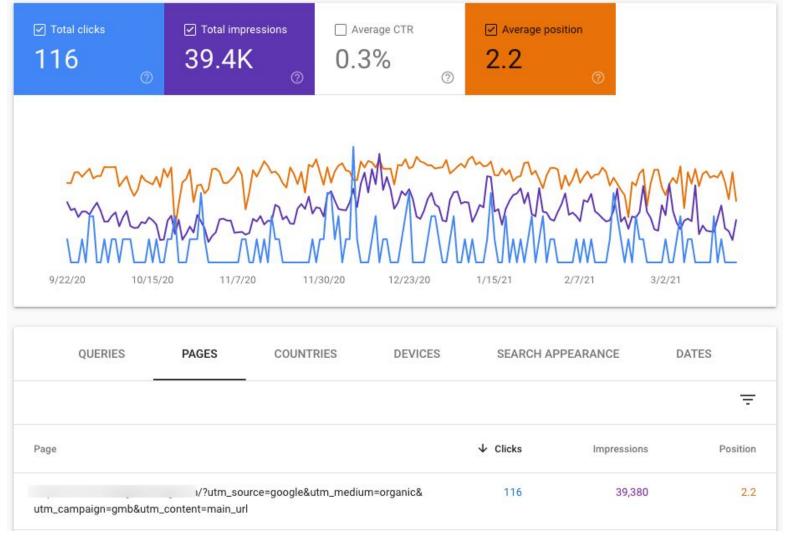
	Acquisition			Behavior			Conversions All Goals ▼			
Campaign ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions		
	1,244 % of Total: 6.42% (19,371)	1,180 % of Total: 6.09% (19,374)	1,465 % of Total: 6.68% (21,928)	44.85% Avg for View: 77.77% (-42.34%)	2.22 Avg for View: 1.55 (43.12%)	00:01:59 Avg for View: 00:01:02 (90.99%)	1.30% Avg for View: 0.42% (209.12%)	19 % of Total: 20.65% (92)		
☐ 1. gmb	1,243 (99.92%)	1,179 (99.92%)	1,464 (99.93%)	44.81%	2.22	00:01:59	1.30%	19 (100.00%)		

Measure Web Forms, Live Chat, Calendaring, Events

Use Google Analytics Goals to Track Live Chat Leads from Local Organic Searches.

	Acquisition			Behavior			Conversions Goal 4: Chat - New - Email Received ▼		
Campaign ?	Users ? ↓	New Users	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?	Chat - New - Email Received (Goal 4 Conversion Rate)	Chat - New - Email Received (Goal 4 Completions)	
	777 % of Total: 0.02% (3,815,328)	692 % of Total: 0.02% (3,805,600)	969 % of Total: 0.02% (4,334,360)	30.24% Avg for View: 11.92% (153.76%)	2.00 Avg for View: 1.16 (71.47%)	00:06:17 Avg for View: 00:04:51 (29.60%)	1.44% Avg for View: 0.05% (2,827.65%)	14 % of Total: 0.65% (2,139	
. gmb	536 (68.89%)	474 (68.50%)	661 (68.21%)	19.06%	2.30	00:07:50	2.12%	14 (100.00%	

Measure Organic Local Search Trends



Use Google Search Console (GSC) to monitor GMB URL impressions, clicks, and average position.

Measure Organic Local Search Trends

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				↓ Impressions	Positio
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nyc bankruptcy lawyer				1,196	
bankruptcy lawyer				1,154	
bankruptcy attorney new yorl	k			1,010	
bankruptcy				843	3
bankruptcy attorney				817	
new york city bankruptcy atto	orneys			641	
bankruptcy lawyer nyc				595	
bankruptcy attorney new yorl	k city			549	
new york city bankruptcy atto	ornev			507	

Use Google Search Console (GSC) to monitor GMB URL queries.

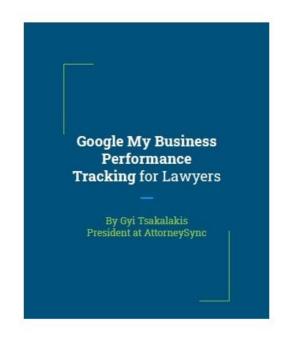
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		DATES	
							₹
Top queries				↓ Clicks	Impressions	CTR	Position
attorneysync				121	1,202	10.1%	1.1
attorney sync				85	1,039	8.2%	1
gyi tsakalakis				45	194	23.2%	1.2

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APP	PEARANCE	DATES	
Top pages				↓ Clicks	Impressions	CTR	Position
https://www.attorneysync.com/?utm_s	source=google&utm_medium=orga	anic&utm_campaign=GMB&utm_cor	ntent=website	14	9,205	0.2%	6.
					Rows per page: 10	▼ 1-1 of 1	< >

QUERIES PAGES	S COUNTRIES	DEVICES	SEARCH APPEARA	ANCE	DATES
					ল
op queries		↓ Clicks	Impressions	CTR	Position
ittorneysync		9	568	1.6%	22.5
aw firm seo companies		1	91	1.1%	2.7
egal digital marketing agency		1	1	100%	1
aw firm seo agency		0	766	0%	2.9
awyer seo		0	307	0%	3.9
egal marketing		0	297	0%	5.1
awyer seo services		0	265	0%	1.3
ligital marketing agency for law firms		0	214	0%	1.1
aw firm seo consultant		0	182	0%	15
awyer website marketing		0	172	0%	4.2
			Rows per page: 10 ▼	1-10 of 2	51 〈 〉

Google My Business (GMB) Performance Tracking Guide

- 27



Google My Business Performance Tracking for Lawyers

Click here to download your free guide. If you're interested in learning more about Google My Business or how to improve your firm's digital marketing, schedule a complimentary strategy call.

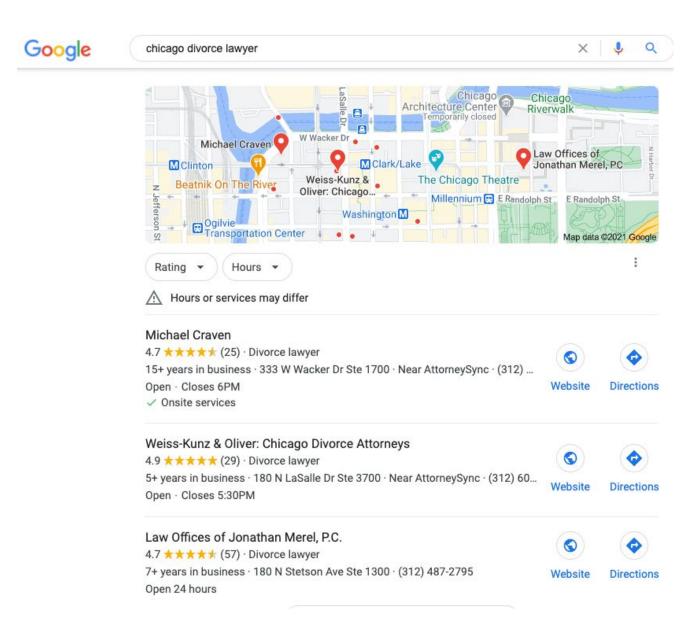
GMB Performance Tracking Guide

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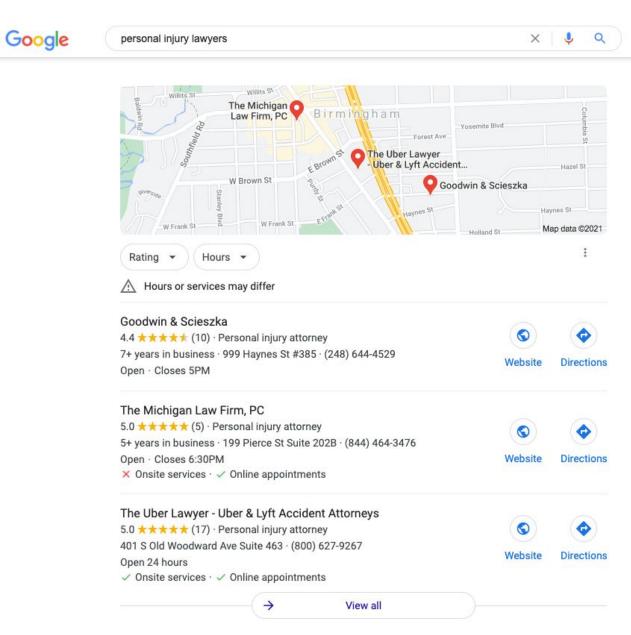
Google Search for "chicago divorce lawyer"



- 1. Reviews
- 2. Category
- 3. Hours
- 4. Enhancements

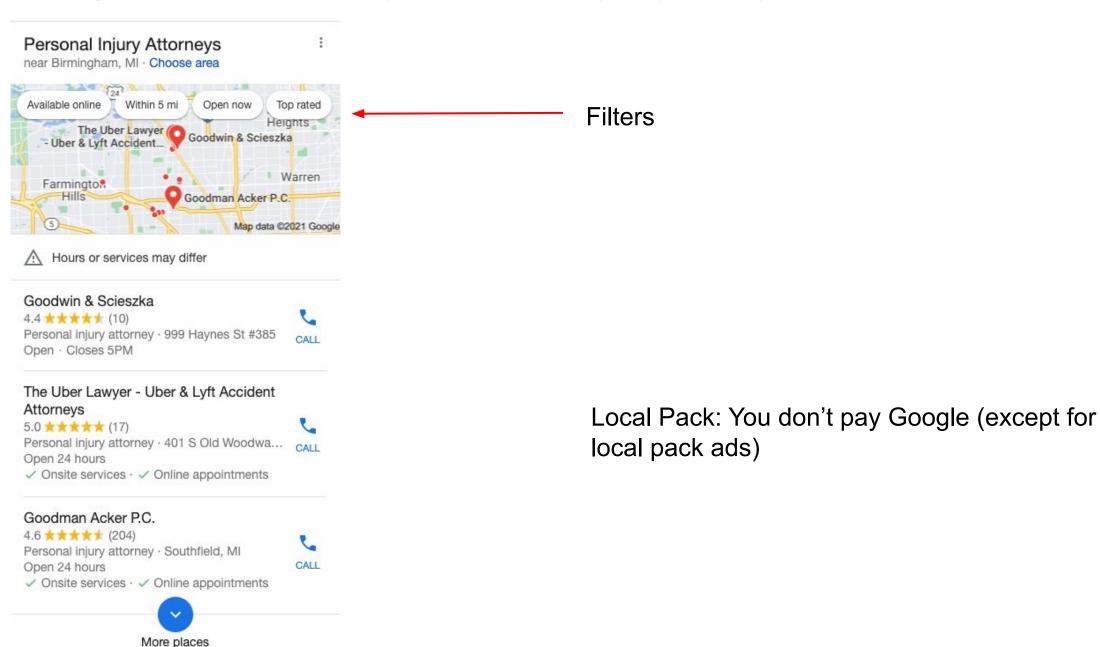


Google Search for "personal injury lawyers"

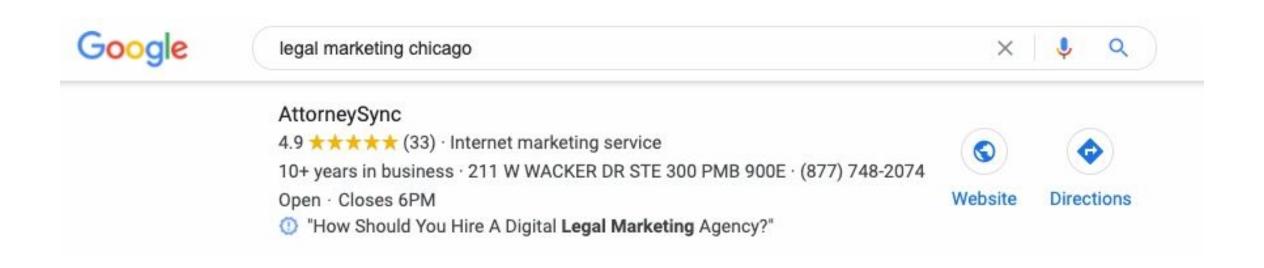


Local Pack: You don't pay Google (except for local pack ads)

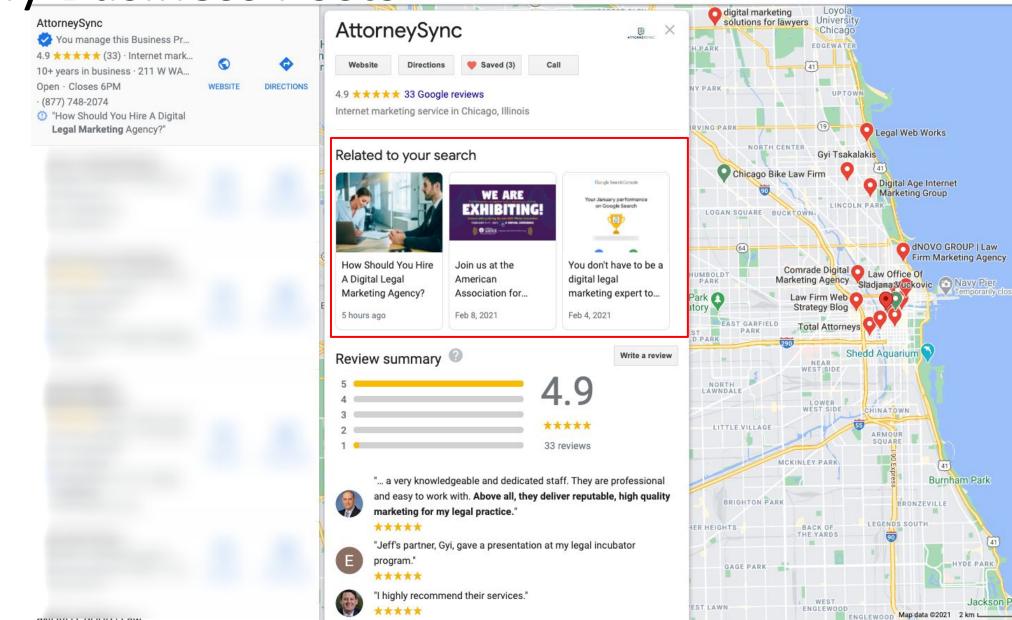
Google Search for "personal injury lawyers" on iPhone



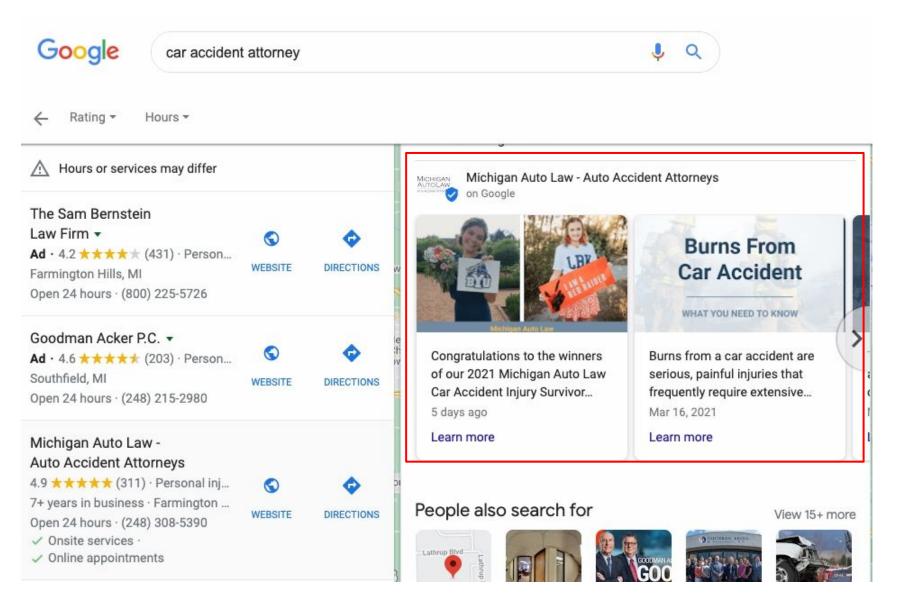
Google My Business Posts



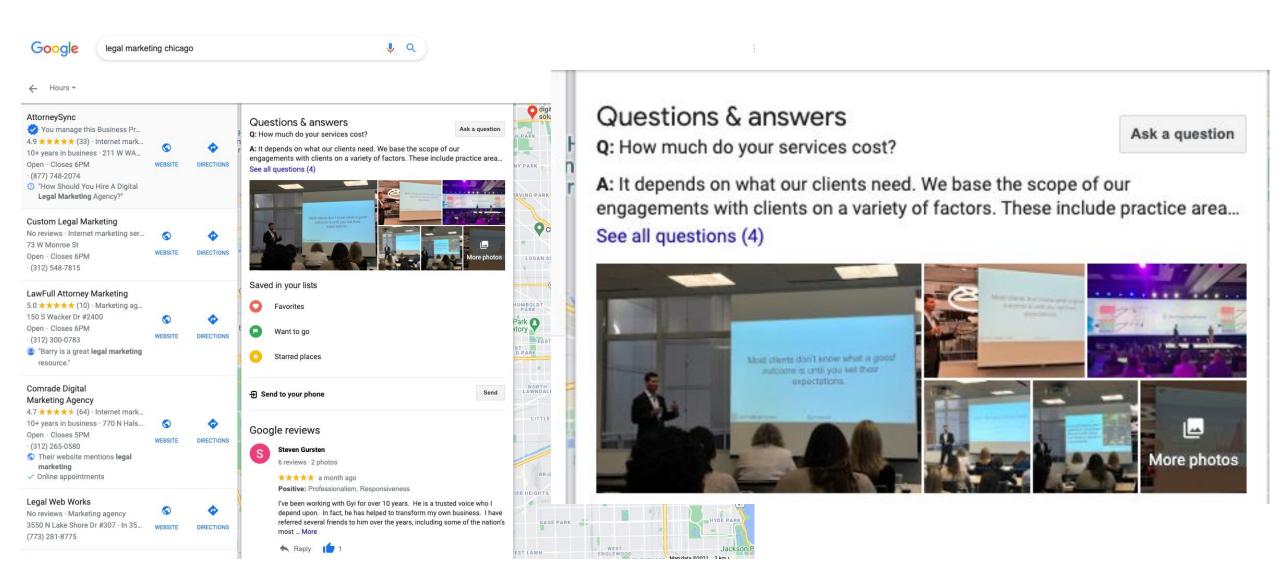
Google My Business Posts



Google My Business Posts



Google My Business Q&A, Photos, and Videos





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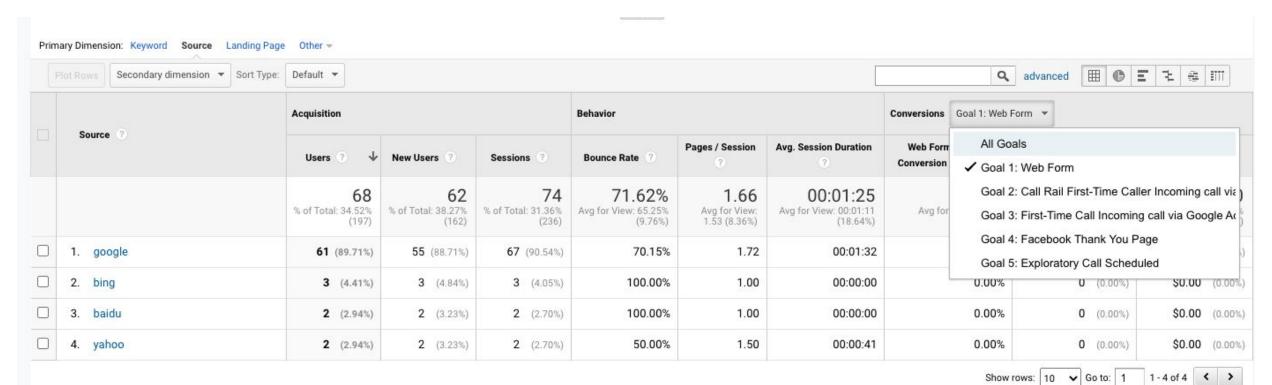
How can we help you?

Q Describe your issue









This report was generated on 6/23/21 at 11:45:08 AM - Refresh Report

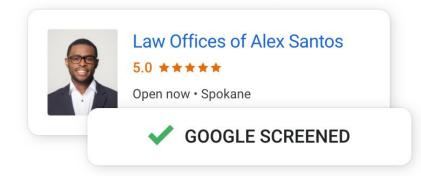
How it works

Cost

Contact

FAQ



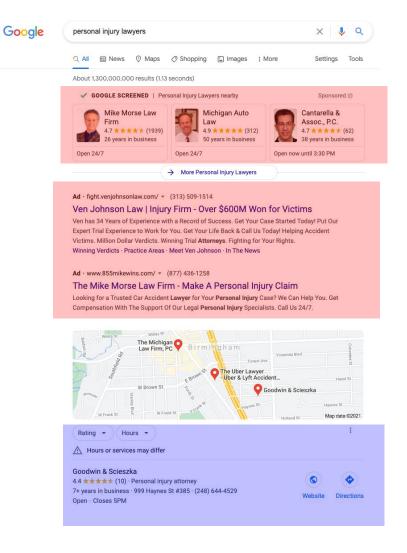


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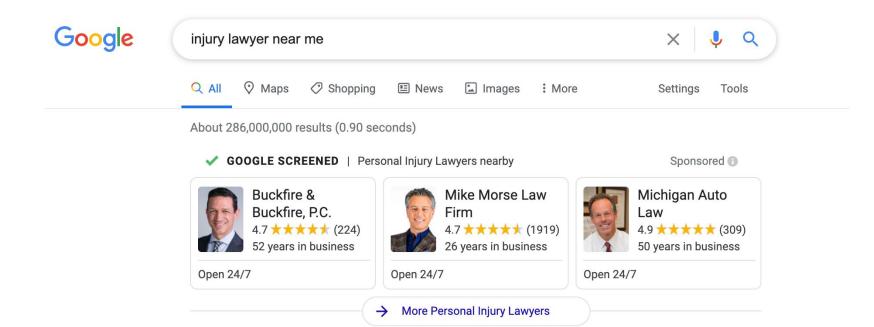
Google Search for "personal injury lawyers"



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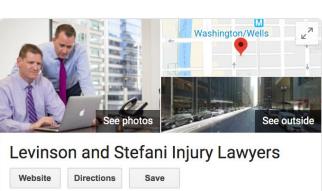
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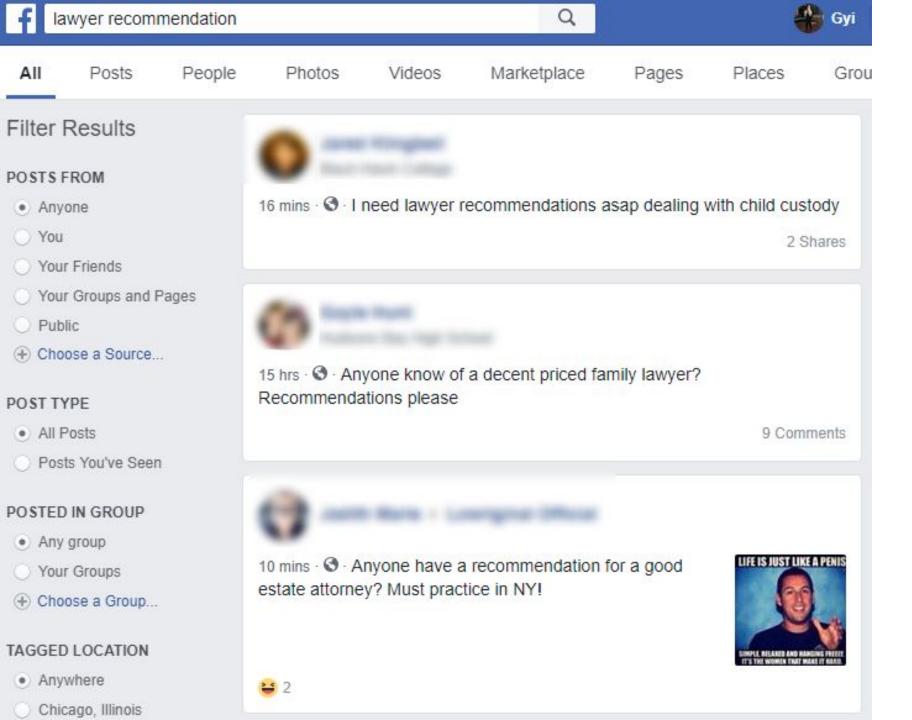
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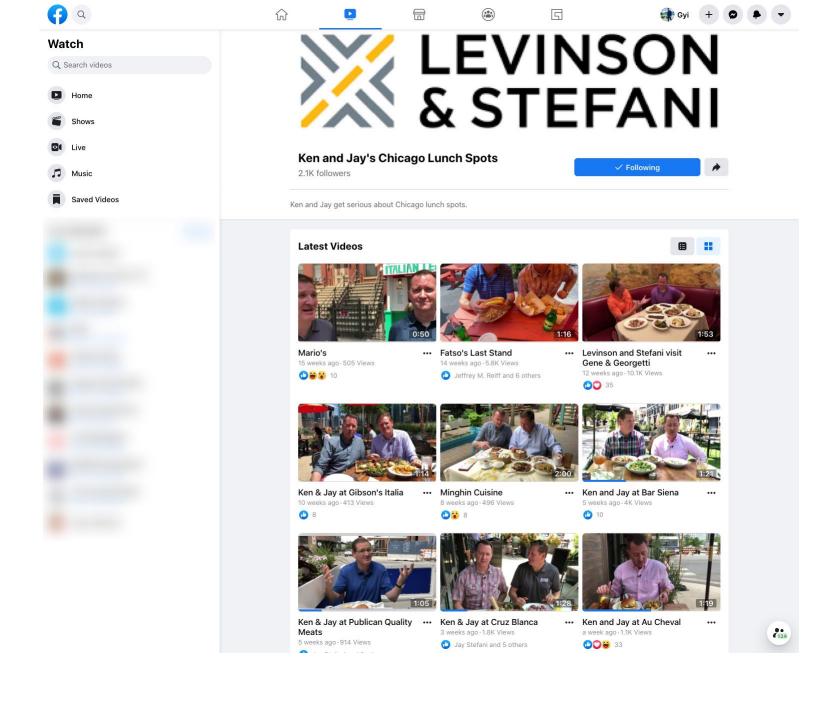
and 1 other

5 Comments

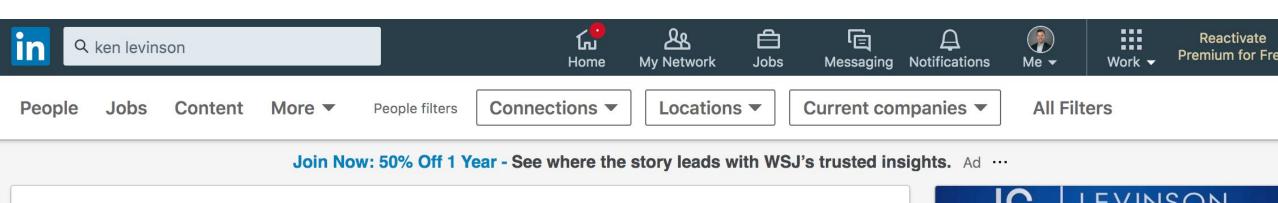


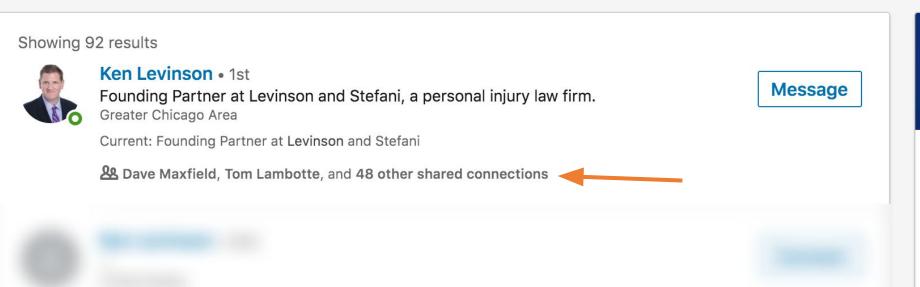
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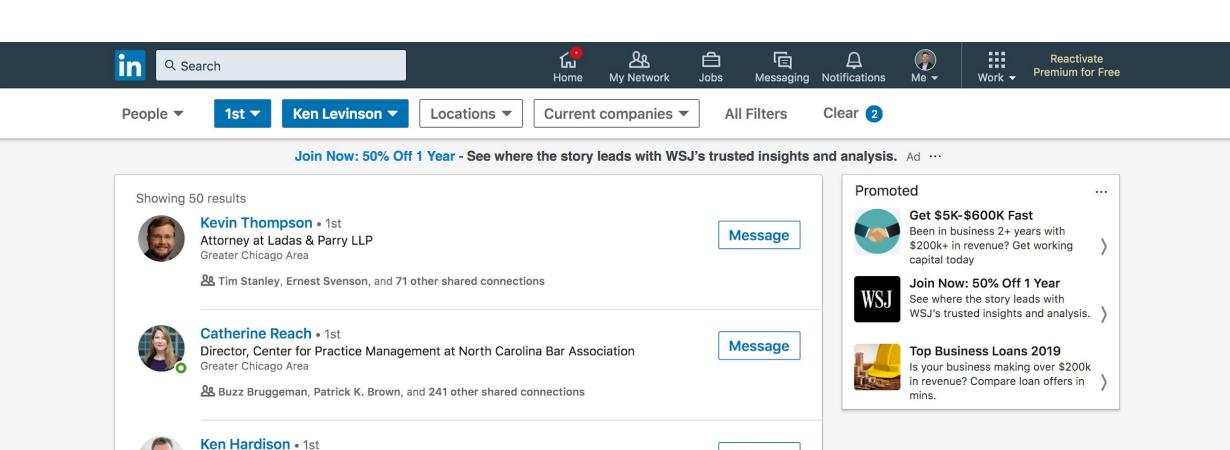




Ken Levinson • 1st

Founding Partner at Levinson and Stefani, a personal injury law firm. Greater Chicago Area

Ken Levinson is a passionate advocate for accident survivors and child safety. For more than 20 years, he h... See more





Legal Marketing and Management Expert

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Recommendations

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Richard Crane, Esq.
Attorney at Law Offices of Richard A. Crane, Ltd.

August 13, 2012, Richard worked with Ken but at different companies

I've had the good fortune to know Ken Levinson for quite some time. Ken is an outstanding attorney who advocates unceasingly on behalf of his clients. If I or one of my clients had a possible medical malpractice, personal injury or product liability claim, Ken would be my first call.



Bobby Frederick
Frederick Law Office

July 3, 2012, Ken worked with Bobby in the same group

Ken is among the nation's most innovative trial lawyers, and he gets results for his clients. He is on the cutting edge of trial practice and I would recommend him to anyone.

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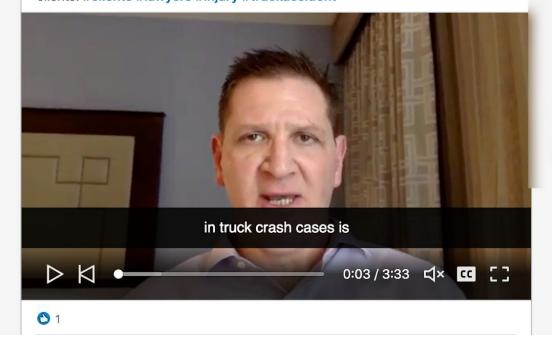
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Ken Levinson recently had the opportunity to sit down with some of the best truck accident injury lawyers in the country to work on methods to better help clients. #clients #lawyers #injury #truckaccident













Updated March 2018

Industry	Open Rate	Click Rate	Soft Bounce	Hard Bounce	Abuse Rate	Unsubscribe Rate
All non-labeled accounts	21.09%	2.61%	0.61%	0.39%	0.012%	0.23%
Legal	21.14%	2.71%	0.75%	0.54%	0.010%	0.22%

Guides and Tutorials > Merge Tags

Use Conditional Merge Tag Blocks

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Display Content When Data is Missing

Show a generic value in place of missing data. For example, you may want to have a greeting like "Hello *|FNAME|*," but not all of your recipients have an FNAME value in your list.

```
Hello *|IF:FNAME|*

*|FNAME|*,

*|ELSE:|*

Friend,

*|END:IF|*
```

Request Missing Information

```
*|IFNOT:FNAME|*

Hey there! It looks like we're missing some information for you! Would you mi

*|END:IF|*
```

Birthdays

Send an annually recurring email based on a birthday field in your list.

Email 1

Trigger: Birthday

Delay: 1 day before a subscriber's

birthday

Email 2

Trigger: Birthday

Delay: On a subscriber's birthday

Email 3

Trigger: Birthday

Delay: 1 day after a subscriber's birthday

Specific date

Send a one-time email based on a specific date in a subscriber's list field.

Email 1

Trigger: Date

Delay: 14 days before the list field date.

Email 2

Trigger: Date

Delay: On the list field date

Email 3

Trigger: Date

Delay: 1 day after the list field date

Recurring date

Each year, send an email based on a subscriber's date field.

Email 1

Trigger: Annually Recurring Event Delay: 1 day before the list field date

Email 2

Trigger: Annually Recurring Event Delay: On the list field date

Email 3

Trigger: Annually Recurring Event Delay: 1 day after the list field date

Automate emails on birthdays, specific dates, and recurring dates.





Regular Automated Plain-text A/B Test

Create an Automation Email

Custom

Featured Subscriber Activity E-Commerce Date Based API

List added date

Send an email based on when a subscriber joined your list.

Say 'happy birthday'

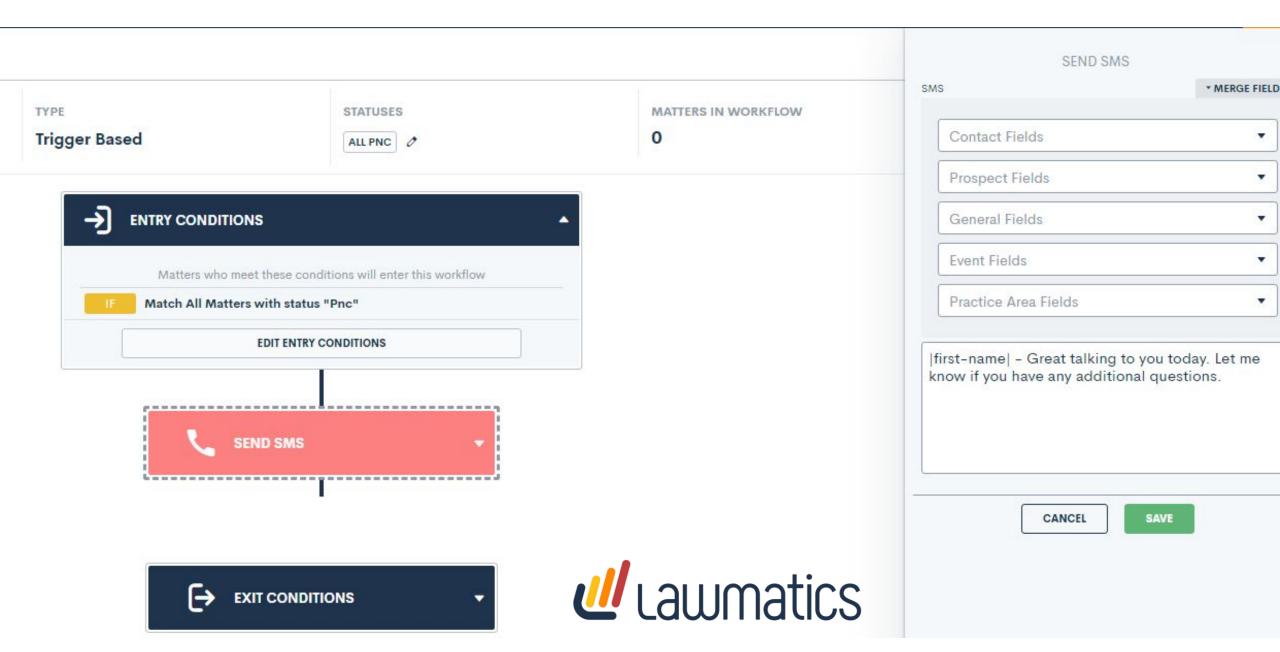
Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your list.

Specific date

Send a one-time message based on an individual date field, like an appointment.

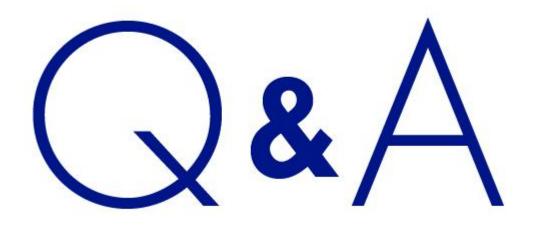
Recurring dates

Remind people to renew a membership or celebrate a special day each year, like an anniversary.



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