
The Simple Path to Grow Your Law Firm Online

— Dan Shainker —
Shainkercorp@gmail.com

Who Am I?



3 Steps to Law Firm Digital Sophistication:

- 1.) Own your digital presence - be on all the channels that matter
- 2.) Drive the right traffic to your digital properties
- 3.) Measure what works (ROI attribution analysis)

Own Your Digital Presence: Be On All The Channels That Matter

- 1.) Google My Business
- 2.) Firm website
- 3.) Firm Facebook / Instagram page
- 4.) Firm LinkedIn page
- 5.) Firm YouTube channel

Google My Business

Chicago Music Exchange

4.8 ★★★★★

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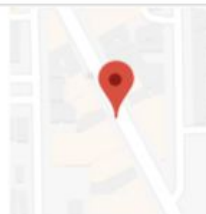


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Jared and his team put out exceptionally helpful information on legal practice management.

March 1, 2014

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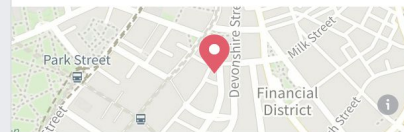
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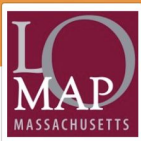


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Rodney Dowell · 2nd

Bar Counsel at Office of Bar Counsel, Board of Bar Overseers

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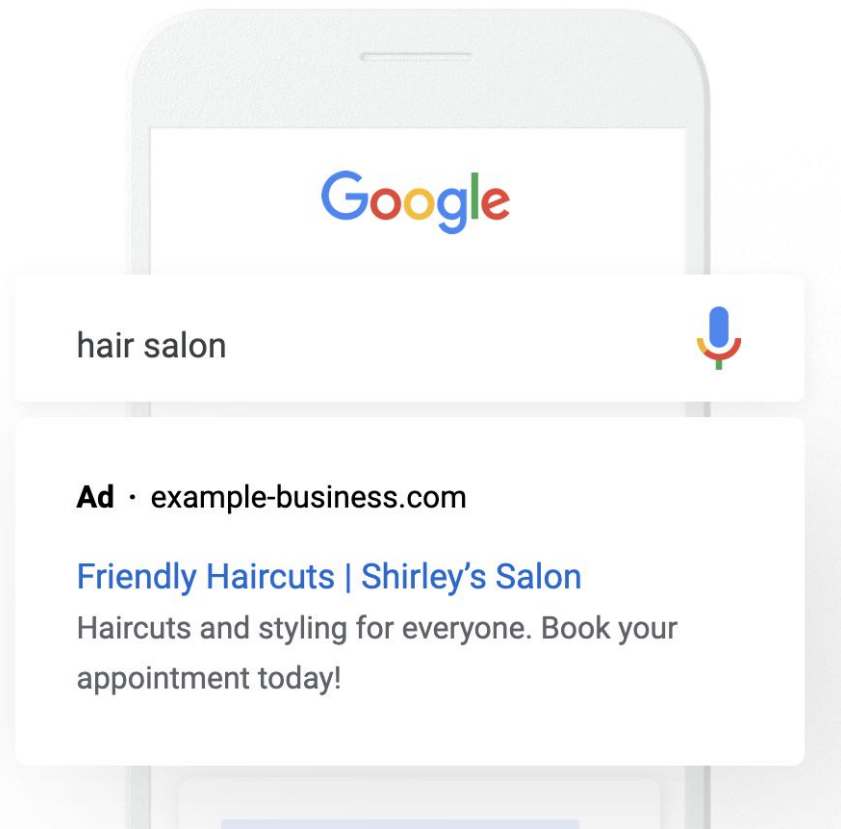
Now Your Digital Presence Is Set Up: Drive The Right Traffic To It

- 1.) Google search ads
- 2.) Google display network ads
- 3.) YouTube ads
- 4.) Facebook / Instagram ads
- 5.) LinkedIn ads

Google & YouTube Ads

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Furniture blog



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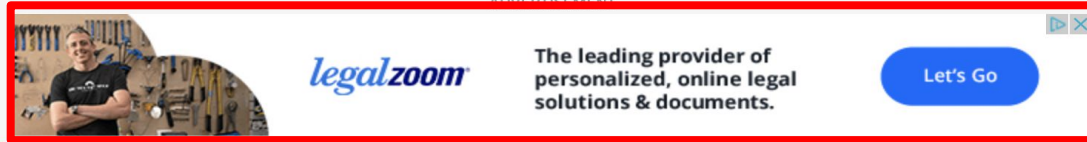
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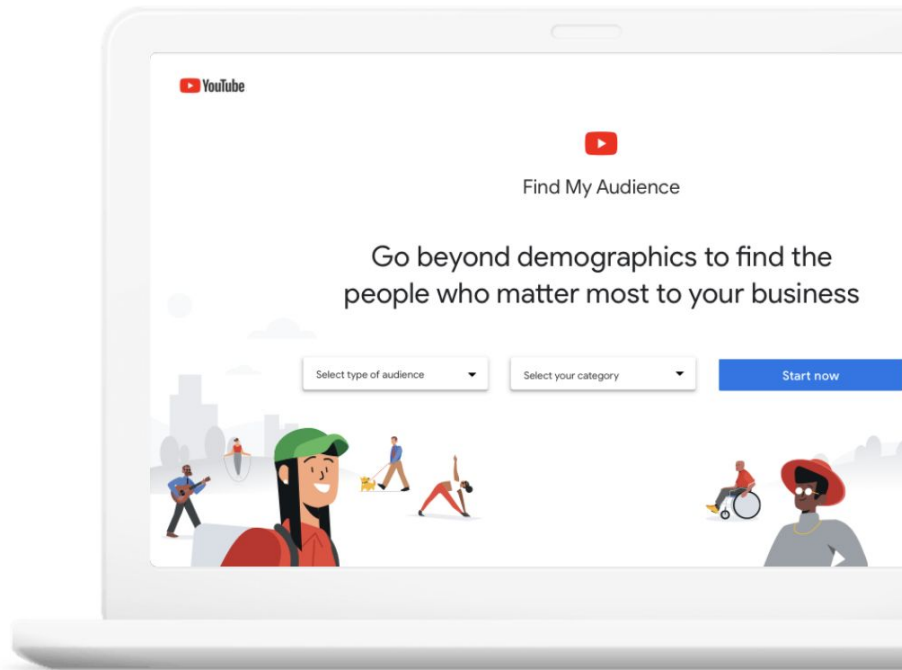


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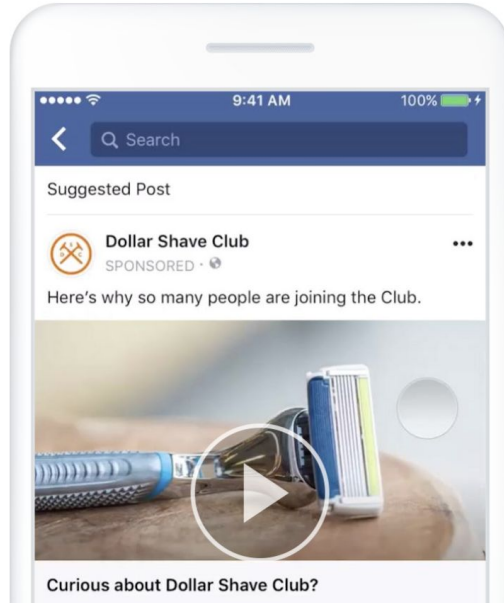
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Measure the Return on Investment of Your Ads: ROI Attribution Tools

- 1.) What is conversion tracking & click identifiers?
- 2.) What conversions matter for your firm?
 - a.) Phone calls
 - b.) Form fills
 - c.) Chat bot engagement

Conversion & Click Identifiers

Conversion: Definition

An action that's counted when someone interacts with your ad (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

Click IDs: Definition

To attribute visits and conversions to specific interactions with your ads, you can set up click identifiers to generate a case-sensitive ID when your ad is shown or clicked.



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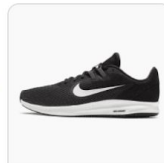
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All Men's Sale

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Conversions That Matter For Law Firms

Basic: Click Traffic

Good: Phone Calls & Form Fills

Better: Signed Cases

Best: Case Profitability Value

In Summary...

- 1.) Own your digital presence - be on all the channels that matter
- 2.) Drive the right traffic to your digital properties
- 3.) Measure what works (ROI attribution analysis)

Any Questions???



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