

INCREASE YOUR BOTTOM LINE WITH INTERNET MARKETING



This Lunch & Learn series uncovers the core components of an ethical Internet marketing plan that will help you attract and retain clients, grow your practice and reach your marketing goals.

Attend all sessions or as many as you can. Either way, you should expect to take away action points to help you increase your revenues and bottom line.

Join CCBA member and Internet marketing expert Greg Sutphin as he unravels the mysteries of effective internet law firm marketing by harnessing the power of Social Media. This four-part program will take you step by step through the online marketing process in a way that will result in an understanding of the basic tools leading to an effective online marketing plan for your practice.

The sessions will be held at Bar Headquarters beginning at noon. Tuition is \$40 per program (including lunch) and will provide 1.0 MCLE Credit.

Seating is limited and registrations will be accepted on a first-come, first-served basis.

Building an Internet Marketing Plan that Works – Wednesday, December 7 & 14 An effective Internet marketing plan involves more than just a Web design and an “If we build it, they will come” approach. Regardless of your practice area, your online image is part of your overall identity and reputation. This session will detail the three core steps that are critical to creating a successful Web presence that leverages your strengths.

Social Media for Beginners Workshop – Wednesday, January 11 “Others tell me I should join LinkedIn, but is it worth my time and how would I get started?” Learn the basics of LinkedIn, Facebook, and Twitter as they relate to building your practice and increasing referrals through online social networking. Be prepared for a “hands-on” and interactive session to create or enhance your social media profiles.

How to Increase Traffic to Your Website – Wednesday, February 1 Increasing search engine visibility to your Website involves a multi-faceted approach designed to help Google “see” the relevancy of the compelling content about your firm and your services. Contrary to what fast-talking sales people may tell you, there is no “one thing” or “silver bullet” with search engine marketing (SEM). Compelling, frequently updated content, social media, directories, and more, all matter with helping to increase traffic to your Website. This session to learn what you can do to help your firm become more relevant to Google.

Engaging Social Media to Attract and Retain Clients – Wednesday, February 29 “I hear a lot about social media like Facebook, LinkedIn, Twitter, and blogging, but I just don’t see how it applies to me and my practice.” It’s not enough anymore to create a Website. Social media are critical tools for driving potential clients to your Website. Factoids: 1) Facebook tops Google for weekly traffic in the U.S. 2) 80% of companies use social media for recruiting. Your practice cannot afford to be absent from the social media conversation. This session will teach you how to get started with social media and how to proactively manage the process while keeping your time focused on what you do...practice law.

Registration Form — Print Clearly — Detach and return with payment no later than the program RSVP date shown above.

Name(s) _____

Address _____

City/State/Zip _____

Telephone _____ Email _____

Credit Card# _____ Expiration _____

Signature (Credit Card Payment Only) _____

Payment Method:

- Check Enclosed
- Visa
- Mastercard
- Amex

I am registering for:

- Complete Series
- December 7th or 14th (circle one)
- January 11th
- February 1st
- February 29th

Questions?

Call Us: 856.482.0620

Fax Registration: 856.482.0637

Checks payable/return to:

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