



DIGITAL MARKETING PROPOSAL: THE ULTIMATE

JUNE 24, 2020

Law  Firm
MARKETING PROS
MORE LEADS • MORE CLIENTS • MORE PROFITS

Thanks for taking the time to learn more about how today's digital technology can help you grow your practice and increase your profits via online marketing.

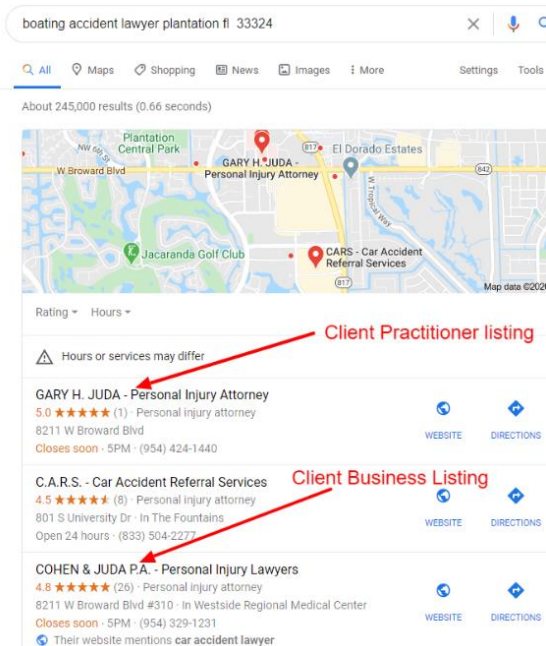
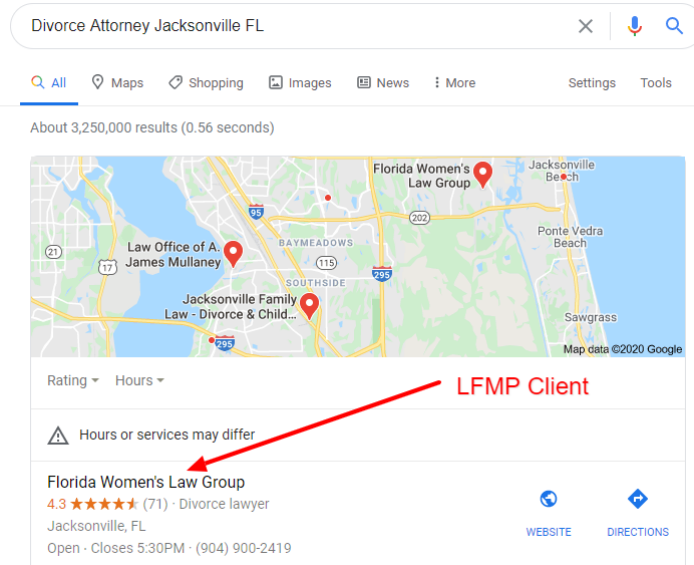
Pursuant to our digital marketing strategy session and after further consideration I am confident we can help you achieve your goals. Our core team has over 75 years of digital marketing experience and we have done all the heavy lifting for you, so you can be assured you are making the right decision when choosing Law Firm Marketing Pros. As discussed in our meeting, I believe a systemic approach utilizing the latest methodologies would be best for you. We have proven time and time again we achieve the greatest success of lead generation and conversions when all of the services are implemented simultaneously because there is a synergistic “force multiplier” effect.

Our proprietary Digital Supremacy System leverages the latest in Digital Marketing to create an impressive digital brand and footprint resulting in the most cost effective and efficient program available today. The objective is to help you increase your leads and convert them into new clients and thus grow your revenue and increase profitability by fully maximizing super qualified lead flow online. Below is a visual of the holistic system we have developed called “The Digital Supremacy System”™. It outlines our roadmap to help you fully understand how your lead flow progresses as you grow your law firm.



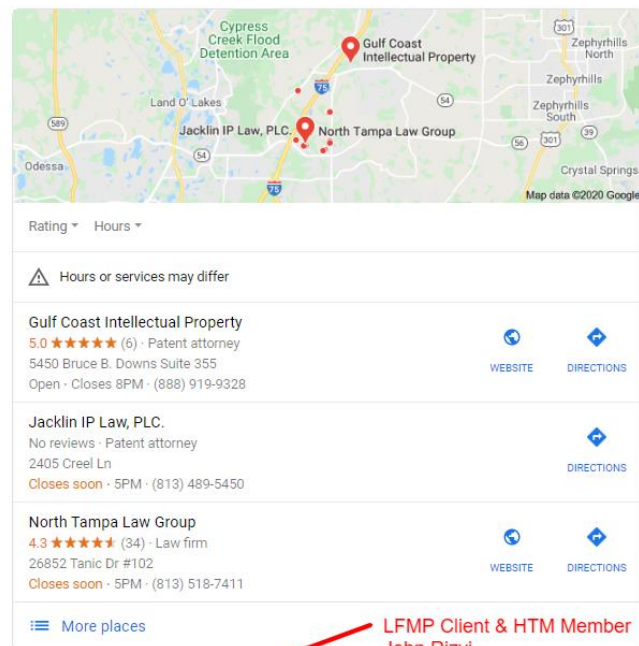
Local SEO/Google My Business “Map Listing” & Directory Optimization – The keys to getting ranked on page 1 of the Google My Business, “GMB” or Google Map section for your most important keywords in your area is to; a) have a properly built and optimized GMB listing, and to be listed with consistent information throughout the online ecosystem and to be accurately listed on the important and relevant online directory sites and data aggregators. Our team will claim, optimize and build out your map and directory listings on popular map / directory sites such as Google My Business (a.k.a. Google Map Listing), Bing Local Listing, Yahoo Local Listing, Yelp, CitySearch, AVVO, Lawyers.com and many other local directories. Additionally, we will claim, build and optimize your listings on the primary Data aggregators like Infogroup, Localeze, Foursquare and Factual. We will also do the necessary work to monitor and correct any Name, Address & Phone Number inconsistencies in the ecosystem. 2 Locations, Atlanta & Birmingham.

Google My Business “Map Listing” Practitioner Listing – Includes everything in above paragraph for Google Individual practitioner listing for **1Partner (Zaria Solano)**



Search Engine Optimization - Our SEO Local Search Supremacy Program (LSS) is a proprietary platform developed to increase organic search engine indexing and drive organic visitors to lead generation and/or sales and ecommerce pages. Prior to the invention of LSS it was near impossible to rank high on page one of Google for cities where you did not have an address. And if you were to embark on such a program, It would be extremely expensive to the point where it would be difficult to realize any ROI. Until now, we accomplish this with an increase in organic SEO indexing by generating a variety of pages that are unique in content, title and URL for the purpose converting online sales and/or driving customers to physical stores. Our service includes the implementation and setup and custom configuration of our WordPress plugin which will allow for the creation of individual funnel pages each targeted at specific stores & regions.

Fulfillment is by Keyword bundle and number of cities. Each Keyword Bundle will have its own main landing page(s) which will serve as the basic for the SEO automation process. In addition, or tool can create individual state, city and store level pages for each brand. An accompanying site map will be created by our plugin for submission to Google, etc. for indexing and crawling to aid in the organic growth. 2 Case Types (2- Keyword Bundle) for 25 Cities. A Keyword bundle refers to a group of keywords that have the same primary Keyword but include various permutations of the keyword that proved a recordable search volume for a given geographic location or city. For example, all permutations of said keyword for and each city selected. I.E., Bankruptcy Attorney, Bankruptcy Lawyer, Bankruptcy Law Firm, all plural versions thereof and including city name and including "The Best" and "Near me" and "Local".



Ip Law Firm In Wesley Chapel

<https://www.ideaattorneys.com/patent-attorney-near-me/ip-law-firm-in-...>
IP Law Firm in Wesley Chapel. ... be granted. Drafting effective patents requires patent attorneys to have a unique combination of science, law and language.

Link Building & Content Development - Once design, development, content and on-page SEO work is complete, the only way to get your site to rise above the competition is by building authority and relevance with quality inbound links. We will systematically develop inbound links from quality sources on your behalf via Competitive Link Acquisition, Article/blog Distribution, Video Distribution, Social Media Bookmarking and a variety of other sources. We will work diligently toward top page placement on Google, Yahoo and Bing in the Organic (non Pay-Per-Click) section of the Search Engines for your relevant Keywords in and around the CITY Area. We

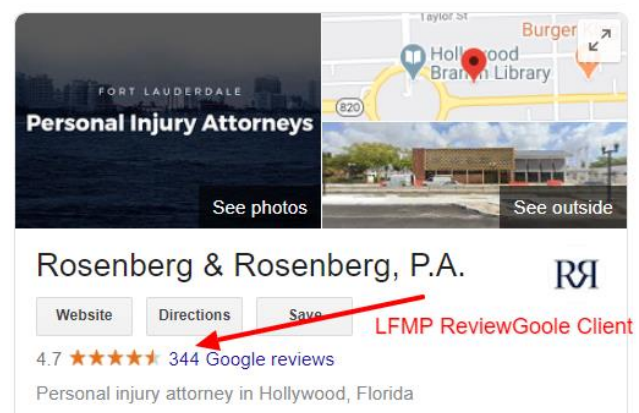
will write and syndicate a quarterly press release. For Blogs, the Client will write the blogs and we will post and syndicate them.

Pay-Per-Click Campaign Management - There are few things more powerful than the combination of effective design, strong copy, SEO & Google Ads. Let's face it, you want high-quality leads on a consistent basis and you need results sooner than later. By rolling out an effective pay-per-click campaign we can start to generate highly qualified leads right out of the gates as soon as your new website is complete. Your monthly Click budget is recommended to be \$2,000/month to start.

Multi-channel Retargeting - Driving qualified traffic to your website is only the first step in converting the visitor to a client. The medium conversion rate across all industries is 2.35%. That means you have to bring them back. Retargeting does just that, it is online targeted advertising by which ads are targeted to consumers based on their previous internet actions, IE. a search query or click to a website. Retargeting identifies and tags online users by including a pixel within the target webpage or email, which sets a cookie in the user's browser. Once the cookie is set, the advertiser is able to show display ads to that user elsewhere on the internet as they browse and search via an ad exchange.

There are a lot of moving parts involved in running an effective PPC campaign. We will manage the entire process for you, including setting up the ad groups, selecting the proper keywords, writing effective text ads and mapping everything to the most compelling landing page. On an ongoing basis we will review and update your text ads, keywords, bids and landing pages to maximize conversion and return on investment.

ReviewGoole Reputation Marketing, Management, Monitoring & Syndication - Your online reputation is critical to the success or failure of your internet marketing efforts. If you are investing in digital marketing to get people to find you and you have no online reputation or a bad reputation (3 stars or less) your potential customers will pass you by and pick your competitor. To that end, we will be implementing a reputation monitoring and management system, called ReviewGoole™, to alert you as new reviews are posted (Good, Bad or Indifferent). This way we can be aware of and address the occasional negative review & syndicate the positive reviews to share the good word. Concurrent to that we will be actively generating real reviews from your past and present client with our fully automated system. Finally, the ReviewGoole™ "positive reviews" syndication tool will be setup to automatically post the good reviews on



your website and social media profiles and then automatically send an email request to your client to ask them to post the review in the online ecosystem, thus making your reviews viral.

Digital Lead Funnels (DLF) is an online sales funnel builder that helps Law Firms market, sell, and deliver their services. This tool simplifies online marketing, selling, and delivery of their services by providing users with funnel options that are pre-built for a specific business or service.

The **Initial Setup for Lead Funnels Services** provided to Client may include, but are not limited to:



Lead funnels and Facebook Advertising Program Includes:

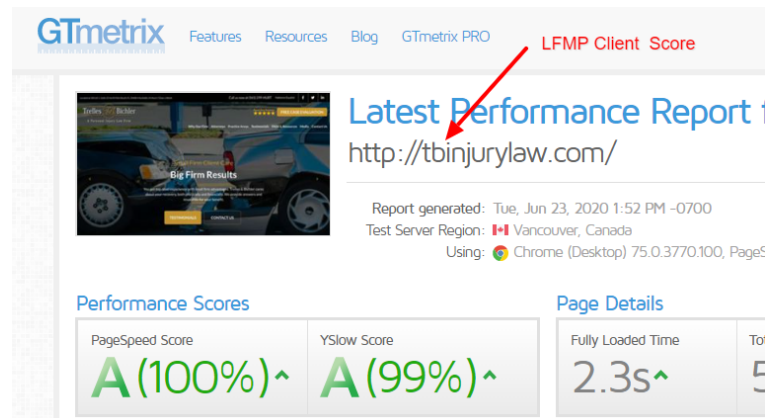
- Set up and monthly Management & Optimization (M&O) of your Facebook Advertising Campaign
- Creation, Design and Testing of 2 ad sets 3 Ads each total 6 Ads
- One attraction Character Video
- Landing Pages
- Thank You Pages
- Lead Capture Form
- Free Report Copywriting & page design (If Necessary)
- MailChimp set up and management (Additionally MailChimp fees may apply for databases in excess of 2000 names.)
- 3 follow up emails to subscribers
- Retargeting Campaign (The minimum size audience that you can serve Retargeting ads to on Facebook is 1,000 people.)
- Metadata creation, slugs & URLs
- Custom target audience creation
- Pixel Code Set up
- Design and implementation of Landing Page for Web site, linked to Facebook Ad
- Monthly Reporting and Analytics of Campaign

Your monthly DLF Click budget is recommended to be \$600/month to start.

Hyper-Optimized Website Hosting, Monitoring & Maintenance

Features of LFMP Hyper-Optimized WordPress Hosting

- Guaranteed 90+ GTMetrix and PageSpeed Scores.
- Free Demo through Staging Environment - Check Performance First.
- Offsite Backup for 90 Days.
- Real-Time Uptime Monitoring - When a Client Site Goes Down at Any Time, We Get Alerts.
- Weekly Updates for Core, Plugins, and Themes.
- Secure Site - Update Settings in WordPress to Increase Security, e.g. Hide the Login Page, etc.
- Modern, High-Frequency Cloud Instances.
- High-Performance AWS Cloudfront Edge Content Delivery Network (CDN).
- Code Level Optimization.
- 24/7 Support in Case of Emergency.
- 100% Uptime through Automatic Failover Servers
- Weekly Performance Review to Ensure Consistent Performance Scores.
- Minimalistic Stack Based on Our Effective Combination of Nginx, Percona MySQL, Server Level Caching, and Front-end WordPress Cache.
- SSL Certificate Included.
- Unlimited Edits including Content Changes, Page Edits, Basic Customization, and much more (excludes custom coding, theme development, website design and development, content creation, graphics design, etc.).
- 24/7 Email Access to Support.
- Priority Updates and Performance Optimization.
- Troubleshooting and Correction of Updates that of Affect Usage of the Website.
- Response Time of Under 60 Minutes during Business Hours, and within 4 hours during Non-Business Hours.



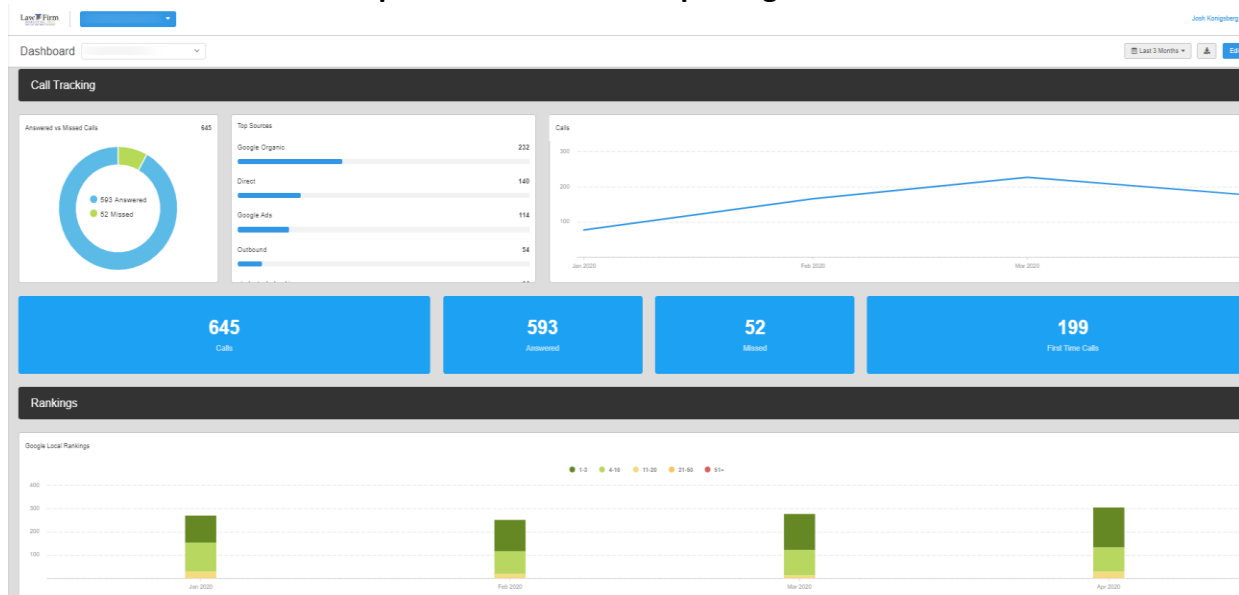
Track, Measure & Quantify - The goal of this program is to help you grow. In order to ensure we are delivering on that objective and to help you quantify the results of our efforts we will put the following tracking mechanism in place:

- Traffic & Search Trends - We will install Google Analytics on your website so that you can see exactly how many people are visiting on a monthly basis, what words

they typed in to get to the site, what pages they went to, etc. You will receive this report every month via email.

- SEO Page Placement Report - We will set up a report with the core keywords that we are looking to obtain placement for and systematically track that placement on Google, Yahoo and Bing.
- Call Tracking - We will setup call tracking and recording broken down by SEO vs. PPC. With this tracking in place we will be able to determine exactly how many inbound calls are coming into your office monthly via the Internet and drill down by SEO vs. PPC. You will even be able to listen to these calls to truly quantify the results & ROI.

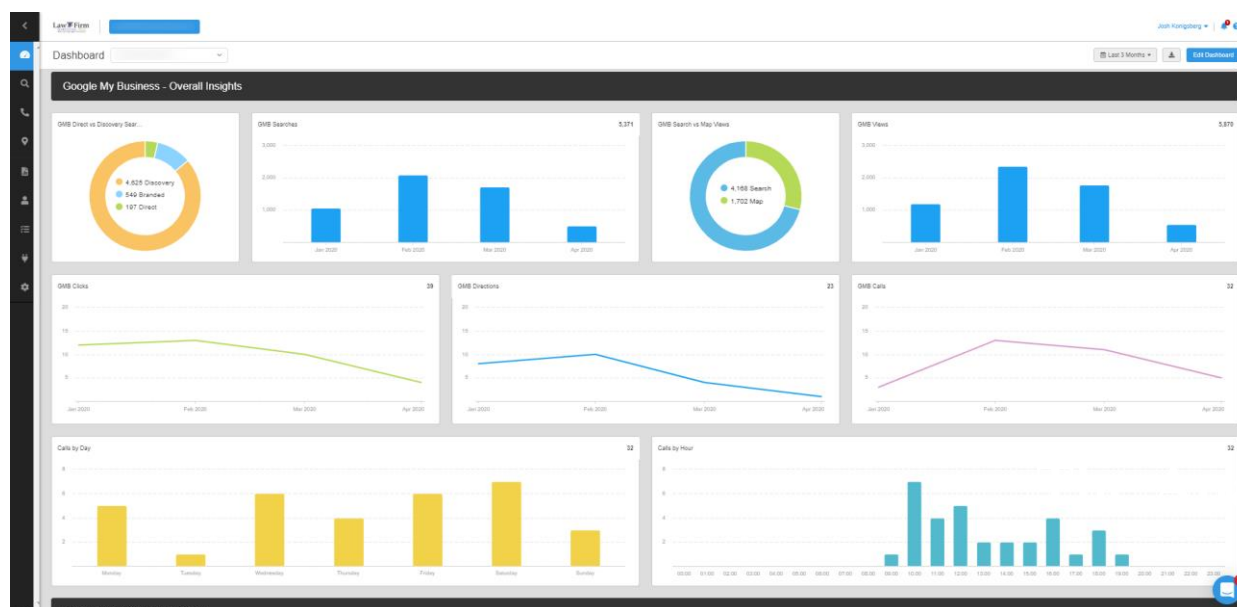
Sample of a Real Clients Reporting Dashboard



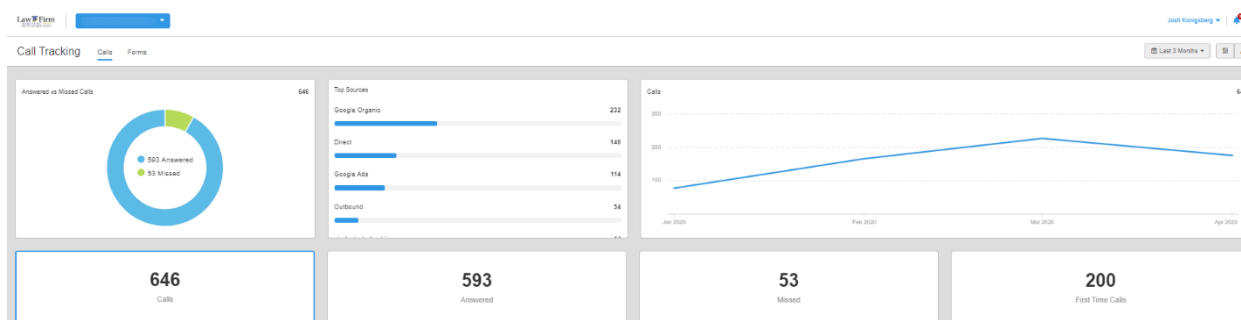
We will set you up with access to your very own K.P.I. (Key Performance Indicator) tracking dashboard that will help you keep a pulse on the most important metrics.

- Total Number of Leads Generated (Calls Tracked + Web Form Submissions)
- Total Investment
- Average Cost Per Lead Generated

Sample of a Real Clients GMB Analytics



Sample of a Real Clients Call Tracking Report



Signature pages are provided for in the Digital Marketing Services Agreement.

This proposal expires 30 day from the date indicated on the cover page of this proposal.

YOUR DIGITAL MARKETING TEAM

Hiring a company to manage your digital marketing services is a hard job. Making a wrong decision could be a costly mistake for your company. You can rest assured that you have chosen the right team. We have a proven track record of success and only work with Law Firms. This is important because with over 25 years of digital marketing experience we have done the heavy lifting and know the industry and have the knowledge to take your business to the next level.

We are a strong team of digital marketing professionals, engineers who are expert search engine optimizers, SEO copywriters, PPC Managers Social Media Marketers, reputation gurus and marketing experts who strive to deliver a complete Digital Marketing Solution using the Digital Supremacy System that continues to provide a tangible return on investment for our clients. We have produced proven results in diverse national and local markets for a wide variety of legal keyword terms and legal practice areas. We have an unequaled passion for digital marketing and love to help Law Firms grow.

We're proud to be a part of your future success.



Josh Konigsberg
Founder & Partner

Josh is involved with the company's vision and marketing plan, as well as overseeing the clients' marketing plans and making sure they are comprehensive and effective. Recently selected as a Mastermind Member and a Mentor by the prestigious 7 Figure Agency team to mentor other Digital Marketing agencies, Josh has also been approved to teach a Digital Marketing Course to Lawyers in Florida for 2 CLE credits.

JK@LawFirmMarketingPros.com



Andrew J.R. Leonard
Founder & Partner

Andy oversees the operations and handles the training of the team. He is also involved in improving the processes of the technical teams and applications. Andy recently won the Award for Best SEO, aka the Ninja Hack Award as voted on by his peers in the prestigious Seven Figure Agency Mastermind group

ALeonard@LawFirmMarketingPros.com



Vince Gelormine
Founder & Partner

Vince is our company's Rockstar and manages the PPC campaigns and assists with all things Digital Marketing. Vince was one of the earliest adopters of internet marketing and the first person on the planet to write 2 books on internet marketing before the year 2000.

Vince@LawFirmMarketingPros.com



Jonelle Rivera
Agency Services Manager

As Agency Services Manager, Jonelle has transformed the quality of our customer service to a whole new level. Jonelle started as an Account Manager with us and understands the ins and outs of what makes Law Firm Marketing Pros successful for you.

Jonelle@LawFirmMarketingPros.com



Shannon McNeil
Local SEO Manager

As Local SEO Manager, Shannon is responsible for planning, implementing and managing your overall Local SEO, "Maps" strategy. With Google constantly changing the ranking algorithm, Shannon faces enormous challenges to get and keep you on the map. He loves the challenge and continues "outsmart" Google by achieving consistent page 1 map results for our clients.

Shannon@LawFirmMarketingPros.com



Mel Weeks
Finance Manager

Mel brings extensive experience in business management as he's accumulated 30-plus years of establishing, managing, and operating businesses in a variety of industries. Mel has dealt with an array of factors inherent in operating a business to expanding a brand and influence through strategic business planning, decision-making, and cost-cutting.

MelWeeks@LawFirmMarketingPros.com



Darin DiGivoanni
Content Manager

Hyper creative Daria, oversees the written content presented your websites, blogs and press releases. This daunting task takes creativity, leadership skills and of course, writing ability, to produce and publish the top-notch content our clients want and deserve.

Daria@LawFirmMarketingPros.com



Keri Konigsberg
Social Media Manager

Keri is currently providing Social Media Support along with Reputation Marketing Support for Web Promotion Partners. Keri is passionate about connecting businesses with potential consumers and helping businesses market their reputations through various social media platforms.

Keri@LawFirmMarketingPros.com

Law Firm Ultimate	
HERE'S WHAT YOU GET	
Local SEO with Google My Business	
2 Google My Business locations - Google Local SEO "Maps"	
Comprehensive Link Building Program	
Perpetual Citation Development	
Local SEO with Google My Business for Partner (Zaira Solano)	
Local SEO for Mobile	
Robust Reputation Marketing with ReviewGoole - Review Automation System	
Infinite Review Getting Program	
Digital Content	
Monthly Blogging	
Quarterly Press Release	
Google Ads - Pay-Per-Click Management**	
Hyper focused Ads Re-Targeting campaign with Google Ads Network or Traffic Fuel	
Local Search Supremacy (LSS) Organic SEO for 25 Additional Cities for 2 Case Types aka Keyword Bundle)	
Additional Pages of Content to your Website (City and Service Specific) as many as required	
Digital Lead Funnels	
Facebook Ads	
A/B ad Testing	
Lead Capture "FREE Guide"	
1 Professionally Produced 45 second Attractive Character Video	
Follow-up Email Sequencing	
New Ads creation every 6 months	
Continuous Onsite Optimization	
Ongoing On-page Website SEO optimization	
Website Conversion Optimization	
Website Mobile Ready, Mobile Friendly & Mobile Optimized	
ADA Compliance	
Hyper Optimized Website Hosting - Enhanced Website Hosting, Monitoring & Maintenance	
Detailed Tracking & Analytics	
Keyword Tracking	
Analytics Tracking	
Call Tracking & Attribution	
Semi - Exclusivity (2 Law Firms per Market per Specialty)	
Total	\$5997 Per Month
Dominate your Competition with Additional Google Local SEO Opportunities	
*Additional GMB Locations may be available	\$595/mo per city
Practitioner GMB Listings available for Partners & Associates	\$495/mo each
**- Does not include Click budget	
Minimum spend varies by market & area of law practiced	
Ask about how you can have exclusivity	
Term is 12 months then auto renews month to month	
Cancellable at anytime after 12 months	
Google My Business Locations are By City or Municipality	

Thank you for considering
Law Firm Marketing Pros as your Digital Marketing Partner



"Incredible service! In depth knowledge of web strategies for business promotion. If you want amazing results, Law Firm Marketing Pros is the best in the business!"

Jenny Bradley, Esq. Owner Triangle Smart Divorce