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Google's "Micro-Moments" Are Changing How Successful Law Firms Are Marketing One Micro-Moment at a Time

by Tom Foster, Founder and CEO at Foster Web Marketing

Google's every move is decided by analysis of data.

That "data" is really what WE do, you and me, every second of every day. What we search for, what we click on, what we read, how long we engage with it, what we do with it, and even what we're doing when we are and aren't online. **Google really does know what we are doing nearly every second of the day** because its data is based on actual actions and habits of people online and offline. Kind of creepy, right?

But this is our new reality, folks. Get on the wagon or get rolled over by it.

Micro-Moments: Where the Decisions Are Being Made

Google has coined the term "micro-moments" to describe the buying process of the zillions of internet users in the world. It's just a Googlized simplification of all of our behavior! Think about it this way: all of us go on a buying journey which starts the moment we pick up *whatever device we can get our hands on the fastest*.

The point is, regardless of the device used, these are the powerful decision-making moments where we are:

- 1 Learning more about our own needs (and the products or services to fulfill them).
- 2 Researching nearby businesses.
- 3 Looking to take action.
- 4 Making a buying decision.



All of us go on a buying journey which starts the moment we pick up *whatever device we can get our hands on the fastest*.

The buying journey does not typically start or end with any one of these decision-making moments. It's usually a series of moments strung together. Use your imagination here, as these are the key micro-moments in your prospective legal client's journey:

- **Your prospective client wants to know!** This is simply when he is looking for answers to his questions. This is the phase where he may be unsure, scared, embarrassed, hurt, angry, etc. A wide range of emotions usually drives lots of research over various devices. Each time information is corroborated or dismissed, the driver for more research is triggered. What's important to understand: the prospect is not necessarily ready to buy at this stage. He is curious and seeks answers. This is where content comes into play and why it is so critical to think about content in broader terms than just your homepage, practice areas, and bios. Those are very

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The Right Place at The Right Time: WHAT IS YOUR SITE MISSING?

by Laura Johnson

Thanks to social media and our smartphones, we have grown accustomed to living in an on-demand world.

As consumers, we're impatient and seek fast results. For many people, brand loyalty has been replaced by convenience. We'll even pay absurd amounts to get things we need or want more quickly—overnight shipping, on-demand movies, etc. Heck, Amazon's Prime and Prime Now services were created exactly for this reason. Procrastinators and impulse buyers aside, Amazon has played a big role in shaping the mindset of today's consumer. We're living in the generation of NOW.

If your site isn't catering to the generation of now, your prospective clients are going to pass right by on their buying journey.

Google defines four micro-moments: I-want-to-know, I-want-to-go, I-want-to-do, and I-want-to-buy. According to Google's research, these micro-moments are not singular events, but typically a series of moments.

Attracting potential clients in these “know, go, do, buy” phases requires a combination of accessibility, usefulness, and perfect timing. You can't control when a potential client will find himself in need of specific information or is ready to hire an attorney (both of which are examples of micro-moments) but **you must anticipate that it will happen, and be ready for it.** These small yet significant moments in a potential client's journey are where you should be prepared to shine. This is make-or-break time. Don't blink or you'll miss it.

What Your Website Needs to Stay Competitive

Google's recent study tells us that “of online consumers, 69% agree that the quality, timing, or relevance of a company's message influences their perception of a brand.” If it's not your message that is high-quality, timely, or relevant, it will be your competitors' messages.



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To be in the right place at the right time, your site must be:

1 Useful. Do you have relevant info on your site to answer "in-the-micro-moment" questions? Will users find what they are looking for on your site? Are you guiding users to helpful information, or just pushing your own agenda? Are there large, clear buttons that guide users through your site, or do they have to scroll and search?

2 Accessible. Once on your site, is it easy to find what your prospect is looking for? Site search; contact form/ phone numbers; office location and easy Google Maps access for directions; hours of operation; results; reviews;

etc.—it's never been more important to have a user-friendly website. Losing a potential client once you've got her on your site is like dropping the ball right before you step into the end zone. If someone calls your local number at 11 pm on Friday desperate for help and ready to hire an attorney—will this be a micro-moment you and your current afterhours process are ready for?

3 Timely. Does your site load quickly on desktop and mobile devices? Is the content up-to-date and relevant, or is it outdated

"Of online consumers, 69% agree that the quality, timing, or relevance of a company's message influences their perception of a brand."

—Google/Ipsos, "Consumers in the Micro-Moment," March 2015

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Molly B. Kenny

(A note from Tom about Molly: She has always been one of my favorite clients to work with. One thing is I just think she's a terrific lawyer and her reputation is what gets her the best clients. The website is just a piece of everything she does so well. She asks great questions, pays attention to her ROI, but ultimately trusts me and the FWM team to do the right thing for her. This after going away to another popular legal service provider that wooed her away with false promises of overnight success and cheaper prices. That didn't work, and so she came back, redesigned her site and has been rocking ever since. We love our Molly Kenny, probably the most successful family law attorney we have as a client. Want to be like her? Give me a call.)

How many times has a question popped into your mind and you've pulled out your phone to Google the answer? As marketers, micro-moments are the opportunities we have been working to prepare you for. We haven't talked about the importance of defining your perfect client all these years for nothing! The more you know about your perfect client's situation—*Where are they? What are they doing? Who are they talking to? What questions and concerns are they forming and what will they see or hear that will trigger them to seek information and take action?*—the more effective your marketing efforts will be.

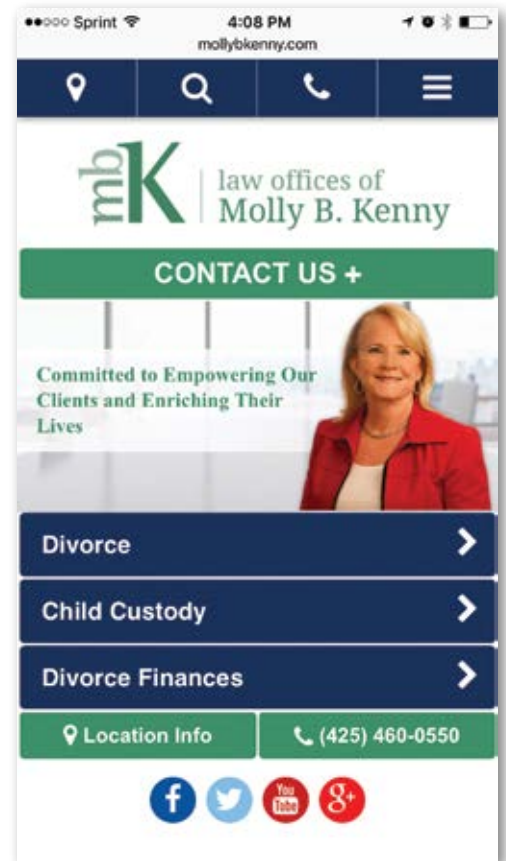
Family law attorney Molly B. Kenny has done an excellent job with this. Her website doesn't just answer the most common legal questions, but it also provides true value to people seeking advice or information they can't get elsewhere. When someone is going through something as stressful as a

divorce, his mind is often buzzing with questions. When he pulls out his phone to do a quick search, Molly's site has the answer. Her articles on "Tips for Telling Your Boss About Your Divorce" and "Dating Before Your Divorce Is Finalized" generate hundreds of mobile visitors a month.

31% of all law firm related website traffic comes from mobile search.

By understanding her clients' situations and environment, she is able to provide a personalized experience through the tone and messaging on her site. Even if these users are just looking for a quick answer or basic information, she is the one providing it. This allows her to earn their trust and plant the seed for when they are ready to hire.

Molly's second secret to dominating mobile is a killer mobile website. The custom navigation on her desktop site translates beautifully to mobile, and makes it a breeze for users to find the information they need. Her mobile site now drives 54% of her overall site traffic.



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Micro-moments are personal to the individual and they are crucial for attracting your perfect clients in the right moment of their buying journey. Providing a personalized experience through your website, Facebook posts, PPC, and remarketing ads will connect with your perfect clients and allow them to recognize your value in that moment.



Want to see how your site stacks up? Visit FWMobileAnalysis.com to register for a one-on-one mobile and desktop site analysis.

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important pages on your website, but your other pages, such as case stories, testimonials, answers to difficult and common questions, opinionated blog posts—all those other pages play a critical role during this part of the micro-moment decision making. This is exactly why content is the foundation of your marketing.

- **Your prospective client wants to go!**

At last, he knows WHO or WHAT he's looking for. This could be any search query from "attorney near me" to your firm name, your own name, your associate's name, the address, or even just what you do. This is really where local has its biggest role. You can really score some quick wins by just fixing this, as all your referral traffic will usually come in this way.

- **Your prospective client wants to do!**

The drive to commit to a decision starts gaining momentum. Your prospect knows it is time to take action, and he is testing the waters. Can he handle his own case or does he need representation? This is your opportunity to take a prospect to the next phase of the journey: ready to purchase.

- **Your prospective client wants to buy!**

This is the point in the buying journey

at which a client knows he is ready to hire an attorney. He has completed his research, reviewed his options, and he's ready to buy in. This is where it all comes together: how you have answered his questions, interacted with him over the phone, presented your reviews, your location, and ultimately, how you make him feel during the buying process.

There is nothing new about the process. What's new is that today we have WAY more ways to do it and do it FASTER. We will use any device we can get our hands on, and Google is busy making that super easy for us—tying all that data together, making the world a better, safer, and happier place.

Yes, the use of mobile devices has eclipsed the use of desktops, but the buying journey will frequently move from device to device. What starts with a quick search on a smartphone will often end with more detailed research on a desktop device. We are on ALL devices now, ALL the time, and we need to provide the kind of experience our users want across the board.

So how can you be sure you're serving your prospects along this buying journey? Google's advice for winning micro-moments is "Be There, Be Useful, Be Quick." See if your website is there,

useful, and quick with a Mobile Site Analysis at FWMMobileAnalysis.com. We'll review your mobile site (where most micro-moments begin) and desktop site to evaluate your features, design, and overall impact.

NOTE FROM TOM:

The most successful lawyers we work with don't fight the system. They pay attention to the changes and trends of their "perfect client's behavior" in order to continue to target them with successful marketing campaigns (offline and online) and close them with a sophisticated case intake process. Ultimately, these are the most profitable and efficiently run firms I know of.

Heavy stuff? Kinda, but it is the foundational stuff that you need to think about.



Register for a Mobile Site Analysis today at FWMMobileAnalysis.com.

The Right Place at The Right Time: What Is Your Site Missing?

and no longer useful? Are you staying on top of Internet best practices to provide an excellent user experience, or was your site built three years ago? Does your site respond to whatever device it's displayed on? Your user will not put up with pinching and zooming to read your text or click your links. There are thousands of other sites he can use that are easier to navigate, so don't make him struggle

to get the information he wants. If this sounds like your site, it's time to get with the times!

Your website must deliver **the right amount of information, at the right time, through the channel your users prefer.**

For most people starting on the buying journey, this begins with mobile! If your site is not delivering these things, then you are missing out on new clients. And here's

something to be clear about: **you are not the right person to judge your own website's user experience.** We have a team of experts who can provide a detailed analysis of your mobile and desktop sites to identify your strengths and weaknesses, and provide guidance for improvement. Visit FWMMobileAnalysis.com to find out how you can be in the right place at the right time. 🌐