



**FOSTER**  
WEB MARKETING

# THE CAPTAIN'S LOG

## EXPLORING THE FINAL FRONTIER OF MARKETING



PHONE (844) 531-4797 WWW.FOSTERWEBMARKETING.COM

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**WHAT KIND OF  
MARKETER  
ARE YOU?**  
YOUR MARKETING  
STYLE IS DIRECTLY  
TIED TO THE RESULTS  
YOU CAN EXPECT.



*Are you keeping yourself too busy to actually get anything done? Are you working ON the business or IN the business?*

Our quick 3-minute quiz will give you a TON of insight into your marketing style and you can find out what your weaknesses are and learn how to use your strengths to increase clients, cases, and profits!

Visit [FWMquiz.com](http://FWMquiz.com) to learn what your marketing style is!

## My REALITY CHECK



by Tom Foster, Founder | CEO

*Every now and then, you need a reality check to remind you who you are and what your purpose is. Recently, my reality check came when someone referred to Foster Web Marketing as a “vendor.” They didn’t say it with any disdain, it was just a very casual mention (and don’t get me wrong, vendors can be great), but I felt completely misunderstood!*

This person was not a client, so I thought, “surely they would understand we are a **marketing partner** if they only worked with us!”

And then it hit me... We’ve offered websites, software, and marketing services since the very beginning, but we’ve always been a *marketing partner* first and foremost. We strategize based on each client’s

goals, market, and budget, and we offer marketing services to help them execute that strategy. We even developed the coaching program to guide “do it yourself” clients through the tactics we provide to services clients!

*...But all of this partnership is happening once someone has become a client. Despite what we are actively*

doing with our clients, we have not made partnership our brand identity and shared it with the rest of the world. We’ve got a branding problem!

*It’s easy to see who you are from the inside, but getting an outside perspective can really shine a light on things you might be missing.*

I hear this is common with a lot of marketing agencies. They spend so much time and energy serving their clients that their own marketing gets neglected. I didn’t realize that all of our

evolving and growing was happening behind the scenes because it’s felt so clear to us. That, and we’ve been driving innovation in the legal and medical marketing worlds for so long! I just figured that translated to our own messaging, too.

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# Boost Your **GROWTH RANKINGS** With a **Solid Review Strategy**



*Reviews might seem like just a little “icing on the cake,” but the truth is that they are one of the hardest working pieces of your marketing puzzle. They show potential clients that you can solve problems for real people. They convert fence-sitters that are struggling with indecision. They reassure potential clients that you’re a trustworthy choice for their needs, and—unlike things like paid ads—they never stop working in your favor.*

It's a lot for a humble review to do, but that's not even where it stops giving. If you're getting great reviews, you're also boosting your search rankings and local visibility in measurable ways.

That's right! Google and other search engines look at your reviews when ranking your business and selecting which businesses to highlight in the “local pack.” If you have a lot of honest, high-quality reviews, it has a positive effect on your rankings and visibility. If you don't, then you're not really as optimized for search as you should be.


## **How to Start Building a Review Strategy That Works**

To please both Google and your potential clients, you need to create a solid review-gathering strategy and implement it in a sustainable way. Automated feedback sequences are a great, low-stress way to accomplish this. Your automated sequences constantly drive reviews in the background, and you don't have to put a lot of extra work

into “babysitting” the process. Some software options—like the CRM in DSS—will also give you tools to easily keep tabs on the new reviews you're getting across the most popular review sites.

You should NEVER offer an incentive or gift in exchange for a review, and you should NEVER harass people about leaving reviews, either. Review sites will penalize you for incentivizing or forcing reviews, even if you try to hide it. In fact, it's actually illegal to buy Google reviews, and any “undisclosed paid endorsements” could leave you paying fines to FTC, as well.

And, finally, there are lots of ways to lean into your review strategy and really optimize what you're doing. But, whether you post a friendly request on social media or ask a happy client in person, simply asking for reviews is the absolute easiest and best place to get started.

Need a hand building a better review strategy for your law firm? Visit [FWManalysis.com](http://FWManalysis.com), or give us a call at **888.886.0939**. 



# How to Get **EXPONENTIAL LAW FIRM GROWTH** That Scales Year After Year

*Dirk Derrick, owner of the Derrick Law Firm, joined the FWM family about 12 years ago and currently works with Senior Digital Marketing Strategist John Spare. Together, they've developed a winning strategy that really resonates with Dirk, his team, and—most importantly—the firm's perfect clients.*

What makes Dirk's strategy work? Well, it's all about that local presence, baby!

A lot of Dirk's success is due to the effort he and John have put into growing the firm's local SEO strategy and Google Local Pack presence. This has included improving all the firm's Google Business pages and optimizing them as fully as possible, as well as using tools like Yext and the Local Listing Builder in DSS to review the firm's other local listings across the internet. They've also added profiles to many previously unused legal citation sites.

Currently, they make daily posts for all the firm's Google Business pages, which builds on all that groundwork they've put into the law firm's local listings.



*In the 12+ years Derrick Law has been with Foster Web Marketing, his firm has grown from a small, solo practice to a thriving practice with 18 attorneys and 8 locations.*

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## My Reality Check

But the only constant in life is change, and so this year, I am going to reclaim our identity as a marketing *partner*. We are going to focus on our messaging so the outside world can see what we've known for a long time. Rebranding is so much more than just changing a headline or updating your logo, it's an intentional shift in the way the world sees you. I want to be sure the world can see all the value my team is providing! It's not so much about getting new business, I'm more focused on telling the world who we are, because if we don't, they will decide for themselves.

What are you going to claim or reclaim about your identity? What is something people get wrong about your practice or misunderstand about your industry? Has anyone ever concluded you are something you're not?

It's easy to see who you are from the inside, but getting an outside perspective can really shine a light on things you might be missing. If you're interested in joining me on this journey let's talk! We can help you understand what your message says about you so you can decide if that's the identity you want to claim with open arms, or if it's time to rebrand. I'd love to know your thoughts and I'd love to help you share your brand identity with the world. Shoot me an email at [TomFoster@fosterwebmarketing.com](mailto:TomFoster@fosterwebmarketing.com). 🌐

*Dedicated to YOUR success,*



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## How to Get Exponential Law Firm Growth That Scales Year After Year

With that piece of the puzzle in order, the next step has been to get on top of the firm's reviews. Reviews are a huge factor in increasing local presence, and Dirk's review strategy prioritizes asking the firm's happy clients for reviews at appropriate stages in their "client journey." By focusing on great customer service and doing everything possible to get the real value of claims as fast as possible, they've built a loyal client base that enthusiastically shares those positive experiences with the world.

Thanks to those efforts, Dirk now has well over a thousand 5-star reviews for his law firm, which he highlights on his website and on billboards across South Carolina.

While there have been many unexpected roadblocks along the way, Dirk's growth-oriented strategy has kept on trucking over the years to bring him the kinds of business-booming results that are easy to see. In the 12+ years Derrick Law has been with Foster Web Marketing, his firm has grown from a small, solo practice to a thriving practice with 18 attorneys and 8 locations. In fact, Dirk had his best year ever just last year, and we plan to keep increasing his awesome growth in the future.

Ready to grow your own law firm and dominate the local search results? Visit [FWManalysis.com](http://FWManalysis.com) to start formulating a strategy that really works for you. 🌐



*Dirk Derrick*

*Dirk now has well over a thousand 5-star reviews for his law firm, which he highlights on his website and on billboards across South Carolina.*