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Don't Overlook the Power of Direct Mail

Your potential clients are on the Internet searching for your services. That is why you will constantly hear us talking about the importance of creating a strong online presence. However, sometimes it is all too easy to get wrapped up in marketing tactics that only involve the Internet. You

Direct mail, which includes newsletters, postcards, handwritten thank you notes, and letters, adds value to your brand.

focus all your time and effort on updating your website, creating a social media presence, and shooting Web video. **All of these things are important, but you could still be missing one major marketing tactic—direct mail.**

Did I catch your attention?

You are probably thinking, “Wait a minute, you are an Internet marketing guy, and you’re telling me to use direct mail?” The answer is a big YES!

You need to look at the entire picture of the marketing puzzle. Each component has its purpose, but at the end of the day, you have to be prepared to follow up with the leads that are coming through your website.

Let's take a look at the steps involved in the conversion process:

- Step One:** You create an amazing website that provides relevant information for your prospects.
- Step Two:** You continuously update your site with video clips, blog posts, articles, FAQs, case results, news updates, and testimonials.
- Step Three:** You create some type of free offer, such as a book or report, to encourage people to contact you.
- Step Four:** Web visitors fill out your online contact form or call your office to take you up on your free offer or to ask questions.

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Congratulations to Tom and Charlotte Foster who gave birth to their fifth child, Luke Elliott Foster, on December 27. He weighed in at 8lbs 9oz and the proud parents are happy to announce that he is healthy and happy.

Check out Tom's Facebook Page for more photos at facebook.com/tomfosterweb.

WHAT HAVE WE DONE FOR YOU LATELY?

DSS is changing so stayed tuned. Here are some updates that are already in place:

- New menu structure in DSS - It's easier than ever to add and edit blog posts, articles and videos.
- Direct API with YouTube – Syndicate your videos to YouTube quickly and easily.
- Updated DSS tutorial
- And Coming Soon.... A New Look To DSS!



Killer Website Marketing System for Attorneys

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FWM has over 13 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive vanity keywords, FWM clients achieve high search rankings with conversion oriented keywords using FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

Basic – “For the Do-It-Yourselfers”

For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.

- Full access to our proprietary website management program DSS
- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly News Letter with valuable tips, client spotlights, and inspiring success stories.

Pro – “You want to do MOST of the work yourself but you need a little help” You get all the above plus:

- We get you started with a mixture of optimized content added to your site, which includes articles, news items, and blogs.
- Enhanced Video Marketing and Syndication. Video goes viral after being added to YouTube!

Deluxe – “Flex Your Marketing Muscle” You get all the above plus

- we add muscle to your marketing with more content, link building, assist with conversions, headline and landing page copywriting.*
- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
 - FWM copywriters will write targeted headlines and landing pages to convert visitors into clients.
 - Site analytics monitoring done by FWM.
 - Link building for competitive keywords.
 - Private monthly call with your FWM Web Marketing Coach.

Premium – “Only Big Dogs Need Apply” You work directly with Tom and we only have a few slots. Need we say more?

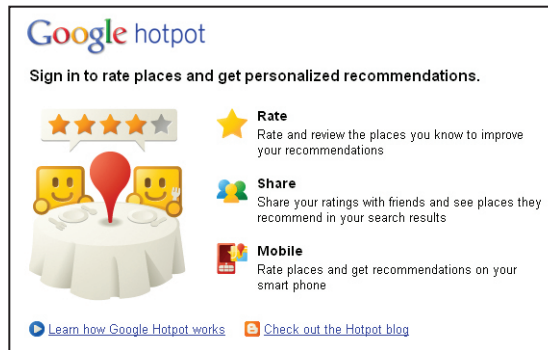
Contact us at 888-886-0939 to discuss any of these programs in more detail.



Clients now can rate you on Google. What does that mean for your firm?

Did your clients have great experiences working with your firm? Or were they unhappy with the services you provided? They now can let the world know what they thought about your firm by rating you on Google.

Google recently announced its latest innovation, which is known as Google Hotpot. It is a service similar to Yelp, where people can give reviews on local businesses. The benefits of Google Hotpot and other local review sites are that you have the capability to discover new local businesses and hear firsthand from previous customers about their experiences. As a lawyer or other business owner, these benefits are huge.



Google Hotpot could have a big impact on your business. It's supposedly easy to use, and recommendations made through Google Hotpot are available to the public.

Google Hotpot could have a big impact on your business, and here's why:

- **Google will make recommendations based on people's ratings.** According to Google, “Every time you rate a place on Google, we get a better understanding of your likes and dislikes. Once we discern your tastes, you'll start to see recommendations in your search results.” As far as Internet marketing is concerned, it is all about being found at the top of search results

with Google and other search engines.

- **It's an opportunity for word of mouth marketing.** Hotpot has a direct influence on your marketing efforts. When

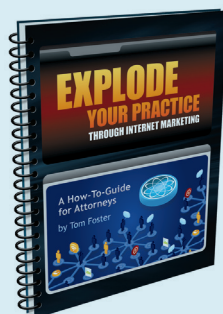
people review local businesses, any friends they are connected with on Google will also be able to see the feedback and recommendations. People are more apt to trust a business when their friends have spoken highly of it.

The review feature offered by Hotpot is considered to be more user-friendly

than Google Places, which is all about business. It's supposedly easy to use, and recommendations made through Google Hotpot are available to the public.

Social media continues to shape the way that consumers look for services. If you are an attorney or other business professional, then you need to adapt to the new trends. 🌐

Check out Google.com/Hotpot to start finding and rating local business today.



EXPLODE YOUR PRACTICE THROUGH INTERNET MARKETING

Everything Your Old Webmaster Doesn't Want You To Know About Getting More Cases On The Web

For more marketing advice, order a copy of Tom Foster's eye-opening book! To place your order, go to www.ExplodeYourLawPractice.com

Wait...We Do Websites for Doctors Too!?

Tanglewood Foot Specialists takes pride in having provided the absolute best in podiatry care to friends and neighbors in Houston, Texas for the past 60 years.

Dr. Andrew Schneider initially met Tom through Top Practices Mastermind group. At the time, he was looking for new, effective ways to grow his practice and take his success to the next level.

Dr. Schneider had a website, but had not invested much time or money into it. It was visually great, but it was difficult to control and shift as current market trends demanded. He soon realized as he learned more about SEO and Web trends, not only was his website not evolving with the market—no one could see it!

In the podiatry world, investing in a website is not always at the top of the priority list. Although the concept of having cutting-edge Web marketing had always fascinated Dr. Schneider, he initially wasn't

sure that it would really convert into dollars and cents in the world of traditional podiatry. Tanglewood's story just goes to show that tech savvy, out-of-the-box thinking really pays off

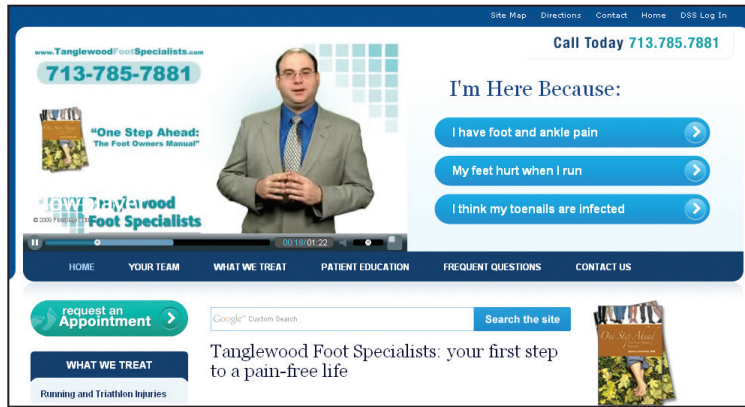
his performance during the shoot at Fairfax Video Studio, it ended up being a breeze—and tons of fun. He came in with a list of topics to hit and Jim Folliard was able

was fantastic. Dr. Schneider is proud to have these videos as the cornerstone to his Foster Web Marketing site.

According to Dr. Schneider, the content management system provided by DSS is now his new favorite toy. Barely a day goes by since the website launched that a new page doesn't get added. Tanglewood's valued patients rave about the site.

Best of all: three website contacts converted into brand new patients within just 5 days of launching!

Investing in a website and online marketing expertise with Foster Web Marketing has already paid off for Dr. Schneider's practice in Texas. He is looking forward to his business getting bigger and better than ever before. 🌐



[Check out www.TanglewoodFootSpecialists.com to see the Texas Tanglewood Foot Specialists site for yourself!](http://www.TanglewoodFootSpecialists.com)

with the right execution and team behind you.

Although Dr. Schneider was initially a bit nervous about

to ask them in a relaxed and comfortable environment. Dr. Schneider was therefore able to provide great answers on video. The final edited product

FAQ

Q: What exactly is an RSS feed?

A: Despite its strange name, an RSS feed is a relatively simple concept. RSS, which stands for Really Simple Syndication, is basically a service that publishes content.

People can subscribe to RSS feeds to see when a website has been updated with new content. Many Web searchers love RSS feeds, because they don't have to go on the hunt for information. Information from their preferred websites gets delivered directly to them. Therefore, they can save time on their searches and stay notified on current updates regarding their topics of interest.

For businesses, having an RSS feed yields many benefits, including the fact that they can syndicate their content and get their websites noticed. But that's not all. An RSS feed provides the opportunity to build a group of followers. What business wouldn't want potential clients signing up to hear what it has to say?

How RSS Feeds Work

RSS feeds consist of text files that are submitted to feed directories. These directories give subscribers the ability to see content that has been added, such as blog posts, news updates, and articles. RSS aggregators, also known as RSS readers, can be used to access RSS feeds all at one time. 🌐

To add an RSS feed to your site in DSS, go to Site Admin > Site Setup > External RSS Feeds. Here you can copy and paste a feed URL and position it on your site. If you need help setting up RSS feeds on your site, call us at 888-886-0939.



Tom Foster



Chris Abbott: Jedi Master Coder

Chris Abbott joined the Foster Web Marketing Family in October and has been a breath of fresh air to our team. Tom has dubbed him the "Jedi Master Coder" and together they are hard at work making our sites faster and better.

Chris brings with him a background in graphic design, video editing, flash interface and game development, 3D modeling and animation and a deep understanding of SEO as it applies to code. More importantly, he brings energy and a true passion for his work to the office each and every day.

Before joining the FWM team, Chris was a freelancer. He designed, coded and

wrote the content for his clients. The change has given him the chance to brainstorm with our team, collaborate, seek constructive criticism and take his work to the next level. "FWM is so positive and exciting and organized.

I can't say how much I love being able to just focus on and do my craft, the actual developing

of websites," says Chris. His presence has done more than just speed up and improve the development process.

His energy and attitude rubs off on all of us and we are thrilled to have him here.

Born in Bryan, Texas, Chris went to high school in Springfield, VA. He headed back to Texas for college and was married

to his wife Kate, now a speech pathologist for the Alexandria City school system. After spending a few years in Black Hills region of South Dakota where his wife is from, they moved back to Virginia. They have two children; Elanor who is 3, and Jason just celebrated his 1st birthday. When he isn't honing his coding skills, Chris is spending time with his family, hiking and biking and handcrafting hardwood furniture. 🌍

Chris brings energy and a true passion for his work to the office each and every day.

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Don't Overlook the Power of Direct Mail

When you consistently send direct mail to those in your database, relationships begin to form and you stay at the forefront of your prospects' minds.

Step Five: Your follow-up marketing campaign kicks in, which includes direct mail. **This step is one of the most important and also one of the most overlooked.

Step Six: Prospects ready to hire your firm start contacting your office.

Why Direct Mail Remains Crucial

Direct mail, which includes newsletters, postcards, handwritten thank you notes, and letters, adds value to your brand. People will become familiar with you and your firm. With direct mail, you also have the opportunity to personalize your marketing message.

When you consistently send direct mail to those in your database, relationships begin to form and you stay at the forefront of your prospects' minds. Because your direct mail will be highly targeted and relevant to your leads, you position yourself as the leader in your industry.

It can take months to convert a Web visitor into a client. Don't waste your money by attracting contacts, but then not following up. Use direct mail to stay in contact with your prospects, and when the time comes, you will be the only one they even consider hiring. 🌍

Dedicated to your success!

Tom