



The Lawyer s Guide to Marketing on the Internet (Paperback)

By Deborah McMurray

American Bar Association, United States, 2017. Paperback. Condition: New. 4th ed.. Language: English . Brand New Book. Transform your website, e-mail, social media, and overall online marketing strategy! Get closer to your target prospects and clients in ways that are proven and meaningful to buyers of legal services. Choose a mix of tools that will measurably move the needle using the advice in The Lawyer s Guide to Marketing on the Internet, Fourth Edition. Look inside to learn about: -Internet marketing strategies and how to build your own plan -Content marketing that targets and speaks to your desired audiences -Today s websites--from must do. to definitely don t. - The Ten Foundational Best Practices for law firm websites -The latest survey of the AmLaw Global 50 websites -Today s technologies and platforms -Website timelines, budgets, hosting, and contracts - Announcing, growing, and promoting your website -Mobile sites--so critical today! -Social media ins and outs -E-mail marketing -Multimedia content including videos, podcasts, and webinars -Search engine optimization (SEO) -Website vendors and other consultants -Analytics and measuring your ROI -The ethics of client development using technology and the Internet.



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