




How To Get The Most From Your Marketing Vendors

with Darian Kovacs

A photograph of a hallway with wood-paneled walls and doors. The hallway is brightly lit, and the floor is highly reflective. In the center of the hallway, there is a white rectangular text box containing the text "Why are you here for this session?". The text is in a bold, orange font. The hallway has several doors on the right side and a wooden ledge on the left side. The overall atmosphere is warm and professional.

**Why are you here
for this session?**

This session was created through a conversation between a law firm manager and a marketing vendor with hopes of getting on the same page of what are healthy and helpful expectations.

This session was presented Monday February 24, 2020 for the BCLMA - and it was designed to have dialogue and explanation to go with each slide - but we hope the content that is in here can be helpful.

If more explanation is needed - don't hesitate to reach out,

Darian Kovacs

*Founding Partner
Jelly Digital Marketing & PR*

The Vendors



SEO



Digital Ads



Public Relations



Websites



Social Media



Video



Marketing
Strategist



Design



Media Buys
Directly



Branding



Who We're Talking About Today



SEO



Digital Ads



Public
Relations



Websites

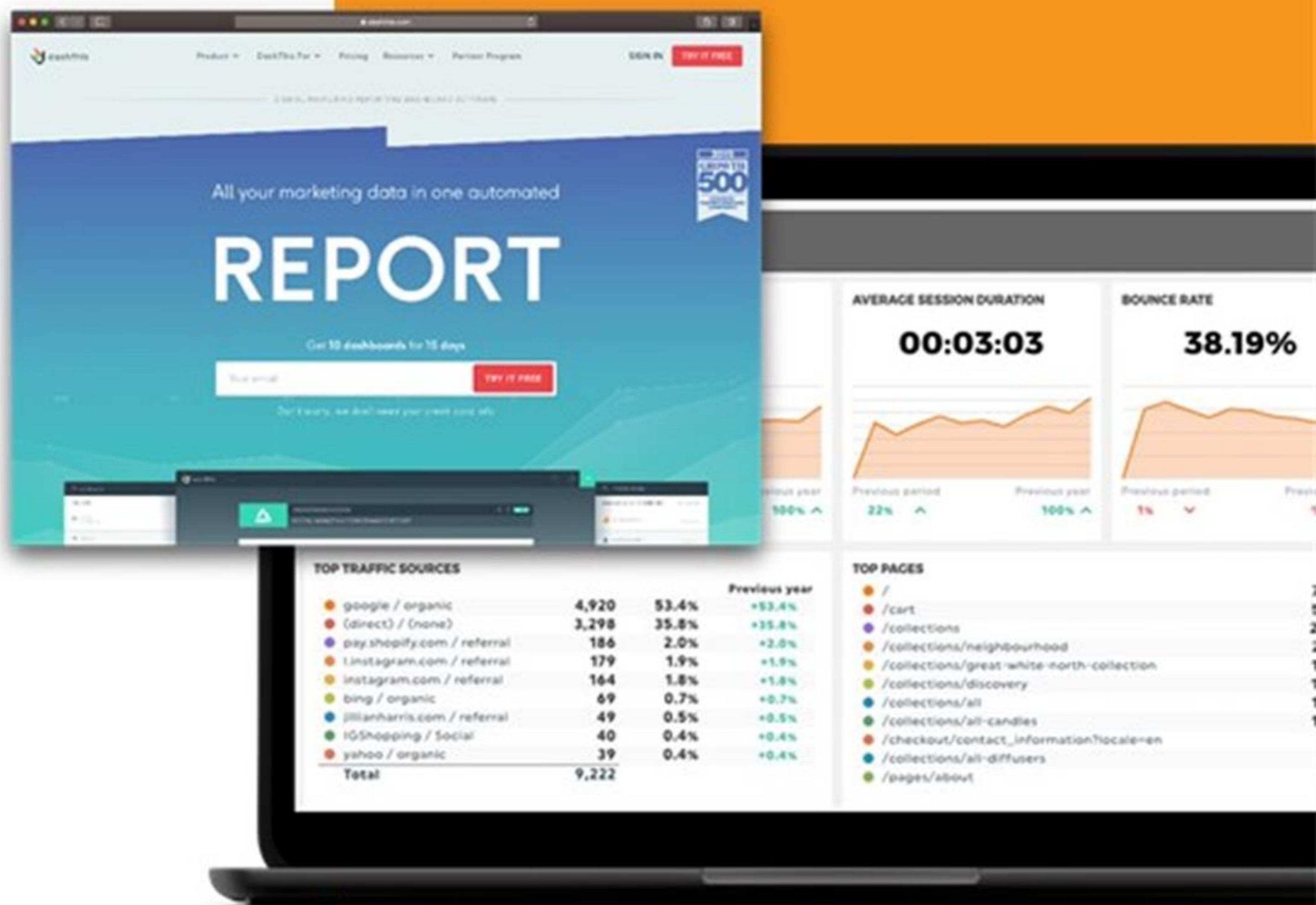


Social
Media

Reports

Reports Show Such Helpful Data:

- Where traffic is coming from (Organic, ads, websites etc.)
- What they do when they come to your website (ie. visit 5 pages and then leave or visit three pages and fill out a form)
- Which city traffic is coming from
- Are they on a mobile or desktop when on your website
- How many forms are filled out
- How much time people are spending on your website
- The popular pages on your website

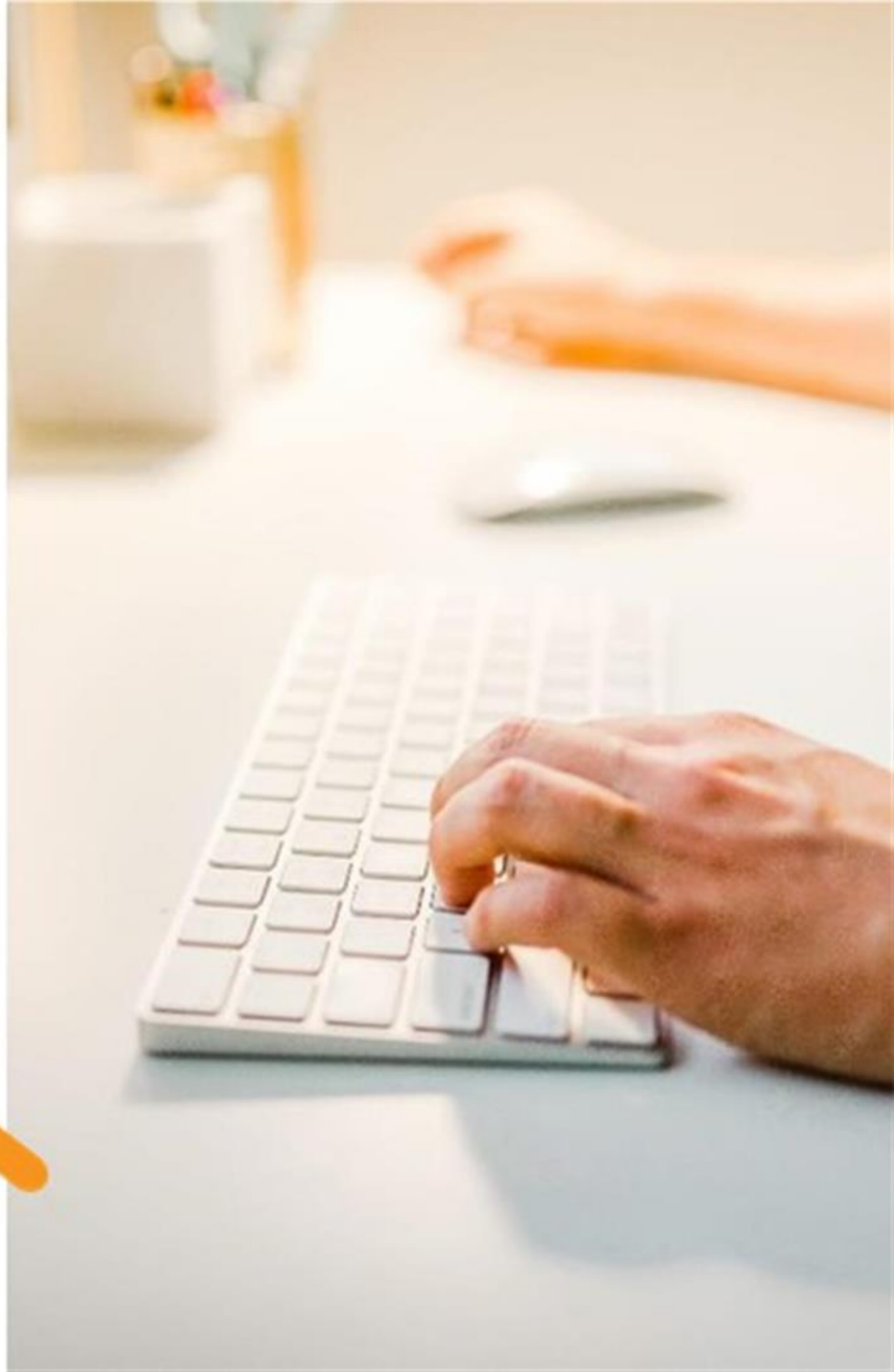


Reporting tools you can use:

- DashThis
- GeckoBoard
- Google Data Studio

Search Engine Optimizers, What do they do?

- Tweak code to ensure website is read and seen by Google as a friendly and helpful website
- Analyze and audit code and image coding with your key search terms (keywords)
- Help build backlinks to grow authority of your website
- Create blog posts that are listicles and designed to show you know the "Best" "Vs" and "Top 10" of a topic



On-site vs. Offsite SEO



Measurables You Can Set Up

- Top five key terms or phrases - show monthly whether you're getting higher in Google ranking or lower
- Explain what they've worked on in the last month and what their plan is for the next month
- What onsite work they're focusing on and what offsite SEO work is being done
- When comparing audits done each quarter - there are less warnings and flags about your website on the audit



SEO Audit Tools You Can Try

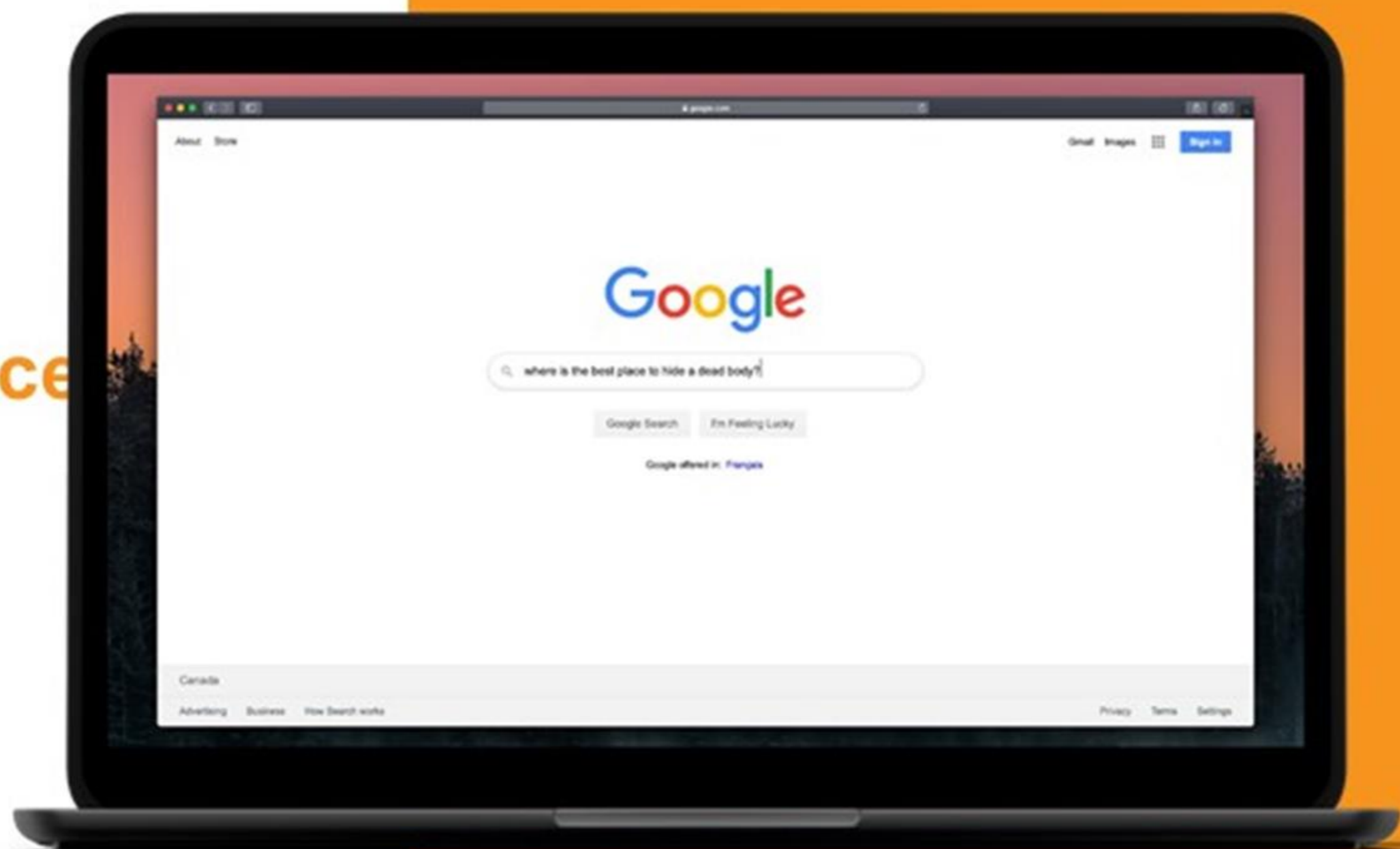
- Uber Suggest - Free
- SEMrush - Great training modules
- Moz - Helpful Whiteboard Friday Videos
- Ahrefs - Most robust



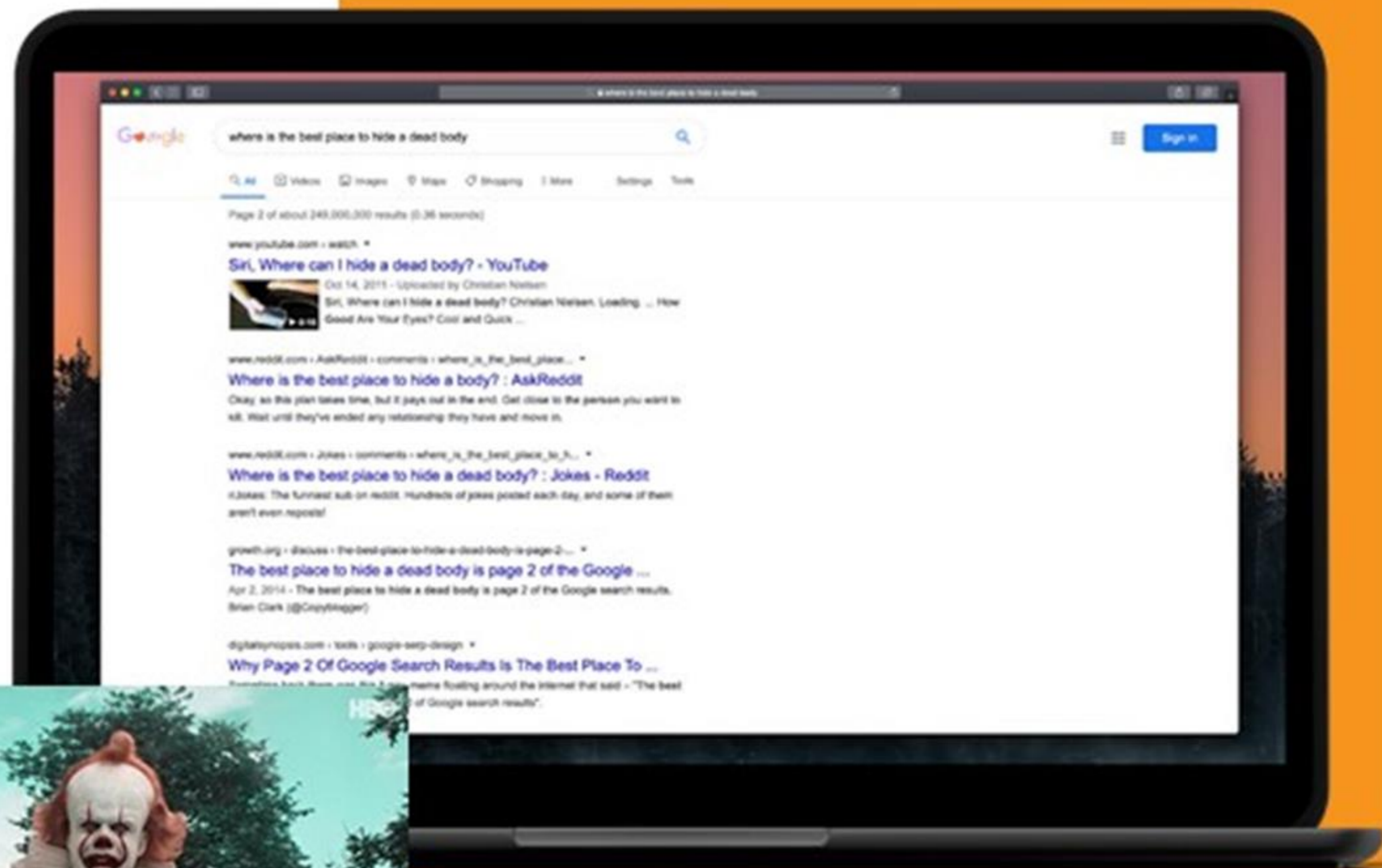
“

Hey Google,
where is the best place
to hide a
dead body?

”



Page 2 of Google!



Digital Ads Experts, What do they do?

Create ads that would go on:

- Google
- Facebook/Instagram
- Bing
- LinkedIn
- Youtube
- Display Network (Remarketing)
- Manage ad spend
- Take down ads that aren't getting results
- Create new ads to boost departments of your firm



Measurables You Can Set Up

- How many people to your website from ads?
- How many phone calls from traffic from your ads?
- How many forms filled out from traffic from ads?
- How many people being followed around with retargeting ads?
- How many impressions from your ads?



Public Relations Specialists, What do they do?

- Pitch your brand to relevant media outlets (editors, freelance writers)
- Write listicles and op eds with staff and submit appropriately
- Manage advertorial spend (purchased editorial)



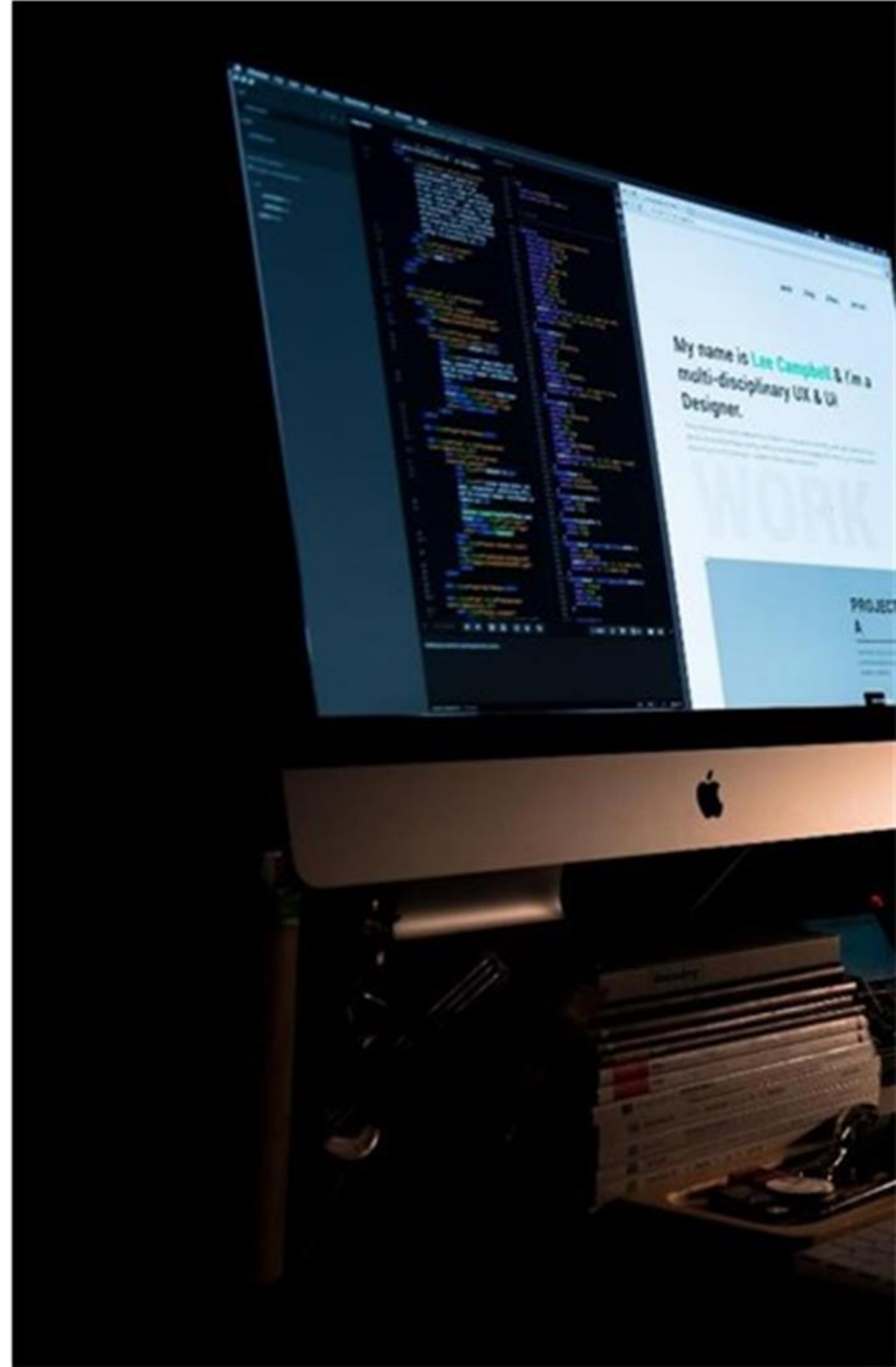
Measurables You Can Set Up

- How many earned media hits each month?
- How many people to your website from Editorial?
- How many phone calls from traffic from your Editorial?
- How many forms filled out from traffic from Editorial?



Website Builders, What do they do?

- Have website on a good hosting platform
- Keep website up to date with standards (SSL, CASL etc.)
- Have website on a great platform they or you can easily update (Wordpress, Squarespace)
- Keep your domain name registered



Measurables You Can Set Up

- Google Analytics results with Goals set up
- Updates completed within 48 hours
- How fast is the loading speed?
- New industry standard updates
- (chat, e-mail request, newsletter set up etc.)



How to know your website is awesome, a few small goals to track:



Customer fills
out a form



A phone call
is made



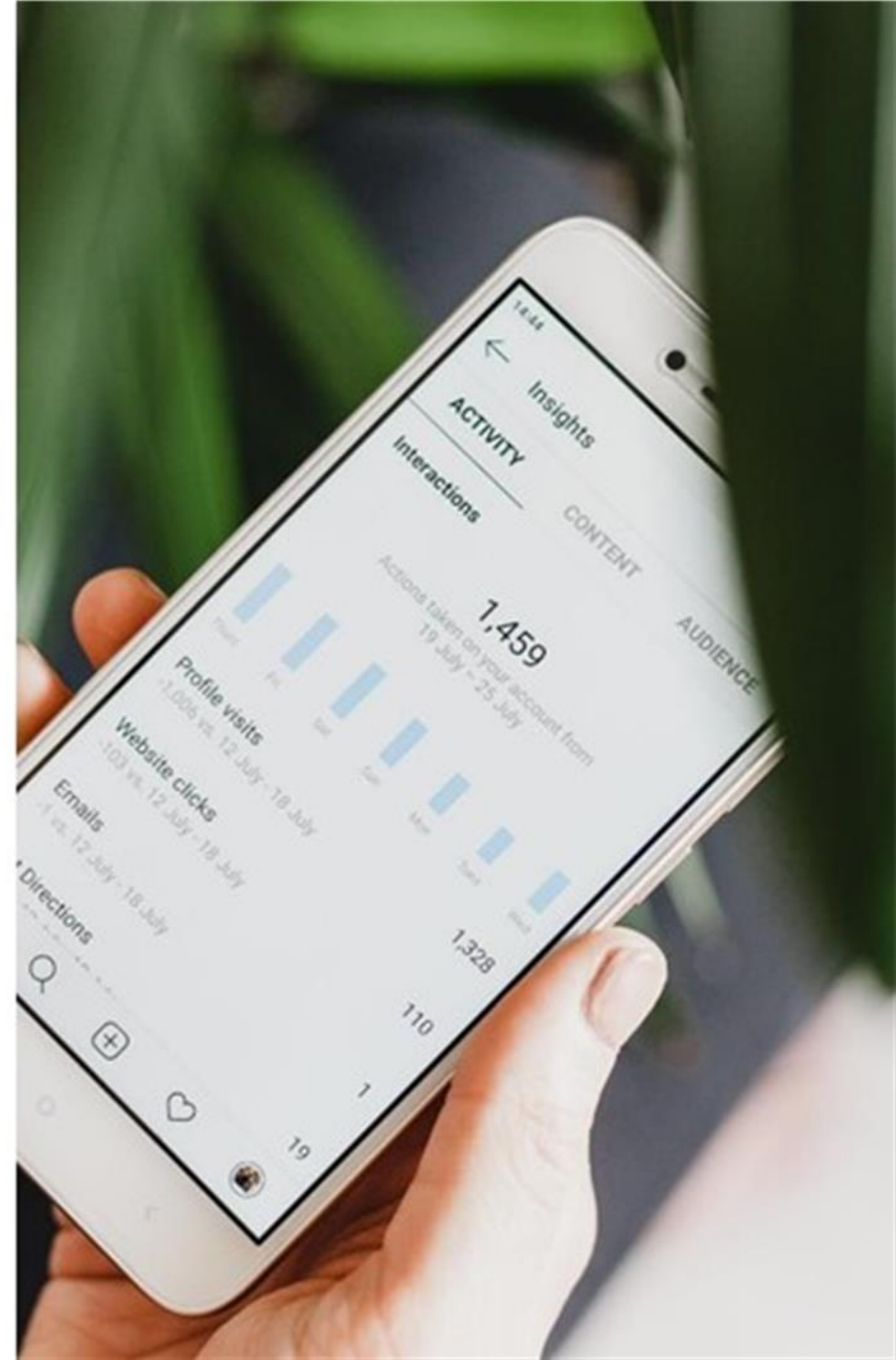
Someone
spends more
than 5 mins on
your site



E-newsletter
sign-up

Social Media Specialists, What do they do?

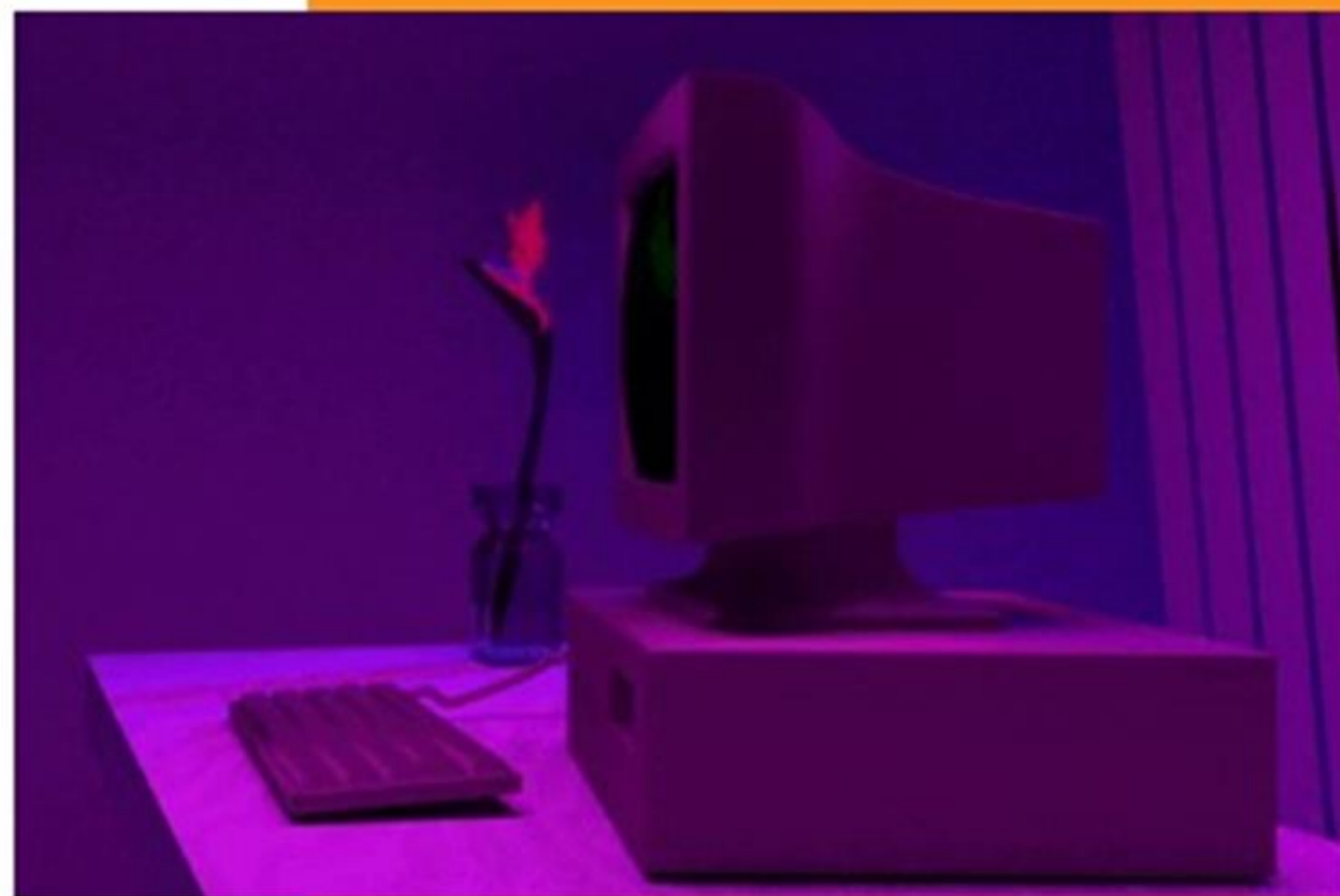
- Create calendar 1 month in advance for approvals
- Post images, videos and written content on key platforms:
 - LinkedIn (Company and volunteered Personal profiles)
 - Facebook Page
 - Youtube





Measurables You Can Set Up

- How many people to your website from SM?
- How many phone calls from traffic from your SM?
- How many forms filled out from traffic from SM?
- What level of engagement from posts
- (20 engagements per post?)



Questions to Ask When Putting Out an RFP or Interviewing a Possible Vendor.

What does your reporting look like? Please send me examples.

How have you increased the amount of goals triggered for a client?

How have you decreased a clients cost per lead?

How do track and monitor to see if you're sending qualified traffic vs. unqualified traffic to our website?

Please send me a link to your Clutch.co profile where I can see reviews by past clients

What marketing efforts are you practicing for your own agency?

Writing a Website RFP

Follow [these simple steps and tips](#) when going forward with a Request for Proposal for a new Website.



Find Out What Else SEO Can Do For Your Business!

Learn more at jellymarketing.ca

SEO FOR LAW FIRMS

DARIAN KOVACS

JELLY
DIGITAL MARKETING & PR



Q + A