

Avoid My Firm's Marketing Mistakes

Today, let's talk marketing. And in today's world, we're talking mostly electronic marketing, social media marketing, of course, Facebook, LinkedIn, Twitter, even Tik Tok. We're also talking Google AdWords and other search engine optimization (SEO). What are we doing with our marketing dollars? Where do we spend them?

There's so many places to spend our marketing dollars. Now, before I get in all this, let me first say that with my law firm, most of our new clients actually come from existing clients. There's a lot of marketing you can do to them, and that you should be doing to them. But I'm not going to talk about that today. Today, I'm going to talk mostly about the social media and Google AdWords and the electronic marketing.

So where do you begin with this stuff, you can spend a fortune on this, and there's a lot of consulting firms, there's a lot of marketing firms out there that are actually quite good at it, and you need to interview them. But before you interview them, you need to think about certain things. That's the purpose of today's podcast episode is to give you a little insight.

I'm actually on the editorial advisory board for *Trusts and Estates Magazine*, and I'm currently writing an article entitled "Social Media Marketing: What I Wish I Knew Before I Hired a Consultant," and this is just a little snippet of that.

Here's the problem when you're hiring marketing firms; is that they're used to selling things like vitamin supplements, nutritional supplements, things like that. Things that are to a broad audience. They're mostly thinking about how do we get the clicks? How do we get all these people to click and then follow our leads into our landing pages, and our Click Funnels, all these things that we do to try to entice them into our offerings.

The problem with estate planning firms is that we are offering premium services for premium fees, and we're looking at a very specific client avatar. Now have you ever heard that word client avatar? It's like your target market, but as a description, just like it sounds, an avatar of you're A+ client, you have to drill down when you're coming up with your A+ client, and it can't be anyone who wants an estate plan, or even retirees over age 65, who have a net worth over a million bucks or whatever.

Those are two broad, what you have to think about is, who have you been a hero to what type of client in your firm in your office, who thinks you do the greatest job and you really enjoy working for them. That's where you start your client avatar. The reason that you have to pick a marketing firm, a consultant, the reason you have to select somebody who who understands this is because if you get somebody who doesn't, you're going to blow a lot of money very quickly.

In the email that accompanies this podcast episode, I talk about our really bad, costly mistake, our bad experiences with a major media conglomerate that I won't mention here. Basically, they didn't know what they were doing. They were thrilled with getting us clicks, after clicks after clicks, and the money was running up very, very quickly. You can put limits on how much you want to spend in a day, but before we knew it, we'd spent \$40,000 on nothing.

One of the leads was we got a letter from the Florida State Prison, his handwritten, scrawled note saying that my sister stealing my inheritance, you know, this was a guy who was convicted for murder and was in for life. Obviously, that's the wrong target, right? That's not the target that we wanted. But this media conglomerate thought they were doing a great job, they had these dashboards, and they were showing us all the clicks we were getting and all the engagements, but it wasn't to our target market. That's when we fired them.

I went to several very expensive marketing symposiums held around the country, where I learned about these techniques I learned about what was important. In Practice Xcelerator, by the way, you're gonna benefit from that, because we give you an exercise that starts you on the right path to discovering the right client avatar, and how you create it, and then how do you communicate it to a consultant or a marketing firm that can help you then go after the clients you're after?

We're very, very successful at it. Now, by the way, we get a lot of business from our social media and Google AdWords marketing. It's not just creating the avatar. No, no, it's more than that. Not only do you have to have the avatar not only do you have to describe this to your marketing consultant, not only do you have to come up with a strategy, but you have to develop landing pages.

So, you have to have the right content, and not only that, but you typically will need some kind of an email campaign that speaks to that target that speaks to that client avatar. What does this mean? This means that you're gonna have to create content that's relevant to your client avatar.

You can have people helping you. Typically, I don't rely on my marketing firms to create my content. In fact, all the contents you're getting for me here for the freedom practice and for the Practice Xcelerator we created in house, but you might say, I don't have the time for that.

These are things we talk about at Practice Xcelerator, which is October 27, and 28th. So before you go off and hire the social media marketing firm, or the Google AdWords firm, and and start on your adventure, to today's marketing environment, come to Practice Xcelerator. You're going to work with us to create a process that starts you on the right path, so you won't make the costly marketing mistakes that we have.

By the way, there's a Practice Xcelerator Virtual Preview, where I'm going to give away another secret, another process that will increase your average fee by at least 30%, for your estate planning. It is on September 17, noon eastern time, and there's a signup registration box, you can click to attend that it's only going to be 50 minutes. It's going to be interactive; you'll be able to ask questions, and I guarantee you that you'll be able to increase your fees without having to change your fee structure. I hope to see you online September 17, and please do look at our course curriculum for Practice Xcelerator because there's going to be a lot of good topics that can help estate planning leaders like you.

To your bigger future, this is Craig Hersch.