



Legal Sector Breakfast Briefing

Dumfries

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A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

Welcome and Introduction

Andy Poole, Legal Sector Partner
Armstrong Watson

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Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close



Marketing Your Law Firm in the Digital Age

- Increase your Turnover
- Enhance Your Brand
- Improve Your Efficiency
- Future Proof Your Practice

MARKETING YOUR FIRM IN THE DIGITAL AGE 10 TOP TIPS



TEN TOP TIPS

GETTING YOUR DIGITAL MARKETING BUILDING BLOCKS IN ORDER

1. Develop your brand to differentiate
2. Ensure your website is fit for purpose
3. **ESTABLISH AUTHORITY AND EXPERTISE WITH WEBSITE COPY AND CONTENT MARKETING**
4. **SUPPORT YOUR WEBSITE WITH ONLINE ADVERTISING**
5. **COMMUNICATE MORE EFFECTIVELY WITH CLIENTS VIA EMAIL MARKETING**
6. Use effective technology (and use it effectively)
7. Don't have all your eggs in one digital marketing basket
8. Knowing is better than guessing: understand your marketing data
9. Follow up your leads
10. **A LITTLE HELP FROM YOUR FRIENDS**



Q & A

ANY QUESTIONS?



**Learn
more, be
more.**

Innovative content and events for
the Scottish legal community.

*"Domino's is a tech
company that sells pizza"*

Domino's CEO Patrick Doyle





“There are decades where nothing happens, and there are weeks where decades happen.”

Vladimir Lenin





Your law firm is
a media
company.





Your law firm is
a tech
company.



“...celebrities will look to starting their own media outlet as a logical extension of their “brand”.”

The New Digital Age, 2013



“If I was 19 again, I’d bypass music and go right to the internet.”

David Bowie, 1998





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Questions and Conclusion

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