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"Great Legal Marketing" will show you how you can implement proven strategies into your marketing campaign that will make your ideal clients come knocking on your door. "Great Legal Marketing" will dramatically alter the way you view the marketing of your law practice. Ben Glass illustrates, in an easy-to-follow format, how you can:

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Get this from a library! Great legal marketing : how smart lawyers think, behave, and market to get more clients, make more money, and still get home in time for dinner. [Benjamin W Glass] -- Shares marketing strategies to build law practices, including cultivating a group of followers who will send business, building a database of clients, and avoiding the common pitfalls.

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Every marketing effort should come from your marketing goals. And setting SMART goals in marketing is a great way to get started. Too often when companies are looking to get started with integrated marketing, they go straight to the tools.

Setting Effective SMART Marketing Goals: Examples and ...

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There's a lot more to having a successful website than just ranking on the first page of Google, but it doesn't hurt to be at the top of search engine results for strategically valuable keywords in the first few months of your website launch — especially since that puts you in the elite 5.7% of pages that rank in Google's top ten within a year.

The Most Successful Legal Marketing Strategies of 2017

SMART Goal Examples. 1. Complete at least 25 phone screens and 15 in-person interviews in this quarter to reach our goal of hiring four new account managers for our client services team. 2. Reduce procrastination this month by using the Pomodoro Technique and breaking my workday into 25-minute intervals. 3.

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