

Profitable online marketing for lawyers

Wednesday 27 March 2019 | 12.30-1.30pm

Online

Overview

Join our expert presenter, Jacqui Jubb, as she explores fresh approaches to master your online marketing in 2019. Suitable for senior practitioners, this practical livecast will ensure your practice's marketing strategies are helping you to create client leads, build a credible and trustworthy online presence, grow your business and position you as the 'go to' expert in your practice area.

1 CPD Point



12.20pm **Registration**

12.30pm **Profitable online marketing for lawyers**



In today's vigorous technological age, marketing for lawyers and law firms can be a complex process however it doesn't have to be a daunting task.

When executed successfully, online marketing using a sound digital marketing strategy can help you generate leads (and convert them to paying clients), build a credible and trustworthy online presence, grow your business and position you as the 'go to' expert in your practice area.

In this livecast, online law firm Principal, copywriter and marketing mentor, Jacqui Jubb, discusses how to master your marketing in 2019 without the overwhelm.

Jacqui will share her expertise on how to:

- **Design your simple digital marketing strategy**
 - Learn how to craft your unique marketing message, elevate your expertise and generate repeat clients with a 2-page marketing plan (that you can easily follow and implement)
- **Build a winning website that brings in business**
 - The basics of search engine optimisation (SEO)
 - A rundown on Pay Per Click (PPC)/Adwords and remarketing (and how to decide whether you need to spend money on advertising)
 - How to make your website mobile friendly
 - How to create consistent and valuable content with ease
- **Use social media like a pro**
 - Select the platforms that are perfect for you (and ditch the ones that don't work)
 - Video Marketing 101
 - Boost relationships and win referrals through social media
- **Craft elegant emails that connect and convert**
 - Capture and nurture prospects effectively with your standout lead magnet
 - Connect with your target market, develop the 'know, like and trust' factor and sell your services without the 'sleaze'
- **Set yourself up for success in 2019 with 5 online marketing tips**

Presenter: **Jacqui Jubb**, Principal, JL Walker Law

Host: **Juliet Chand**, Legal Professional Development Executive, Queensland Law Society

1.30pm **Close**