

Core PS: Online marketing for legal practices

Recorded: 28 March 2018 | 45 minutes
2018/2019 CPD year

Overview

Join our expert presenter on an insightful journey into data-driven marketing. Learn about how client engagement and ongoing analytics can drive your firm's marketing to the next level. Understand how and when to gather data, and how to use it to make strategic decisions on providing a service that is truly client focused. Lawyers at any stage of their career will benefit from this interactive and practical livecast to ensure your practice's marketing strategies are helping you to create client leads and assist with client on-boarding and management. By attending this essentials livecast you will gain one CPD point in professional skills.

0.5 CPD Points





Core PS: Effective online marketing tools for lawyers

In this livecast, law firm marketing expert Dan Toombs discusses the dynamic nature of marketing a law firm effectively in 2018, with a predominant focus on:

- how to get your law firm heard amongst all the noise
- how to ensure your website and other marketing platforms nurture and convert leads
- how effective marketing can considerably assist with client on-boarding and management.
- how to better understand key data sets for marketing improvement.

Dan Toombs, Director, Fast Firms

Host: **Sarah Kraal**, Legal Professional Development Executive, Queensland Law Society and Solicitor
