



3 Digital Marketing Essentials for Your Personal Injury Firm

Free Webinar



Gyi Tsakalakis

Agenda

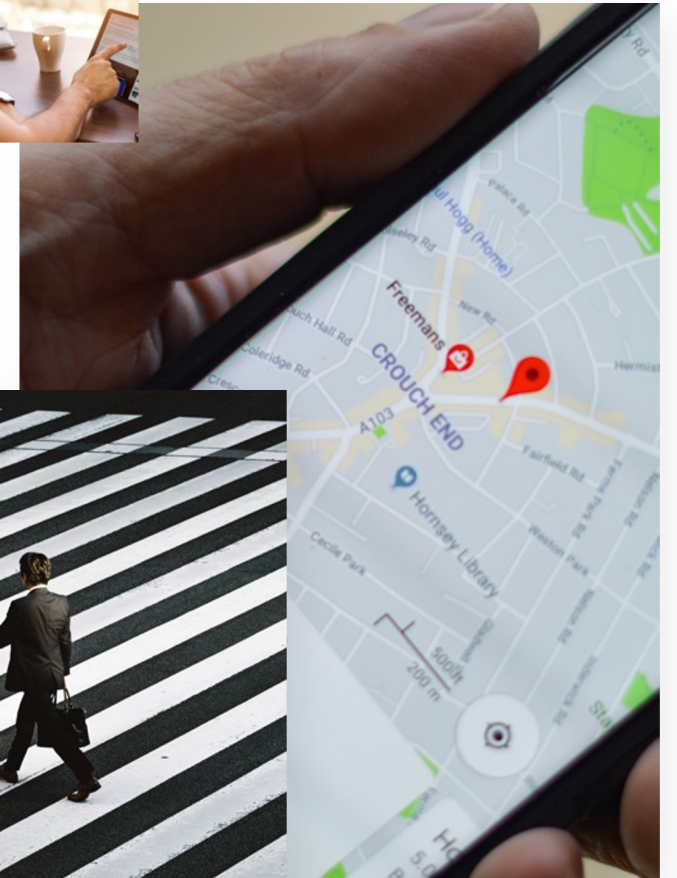
Welcome

How to improve local rankings on Google

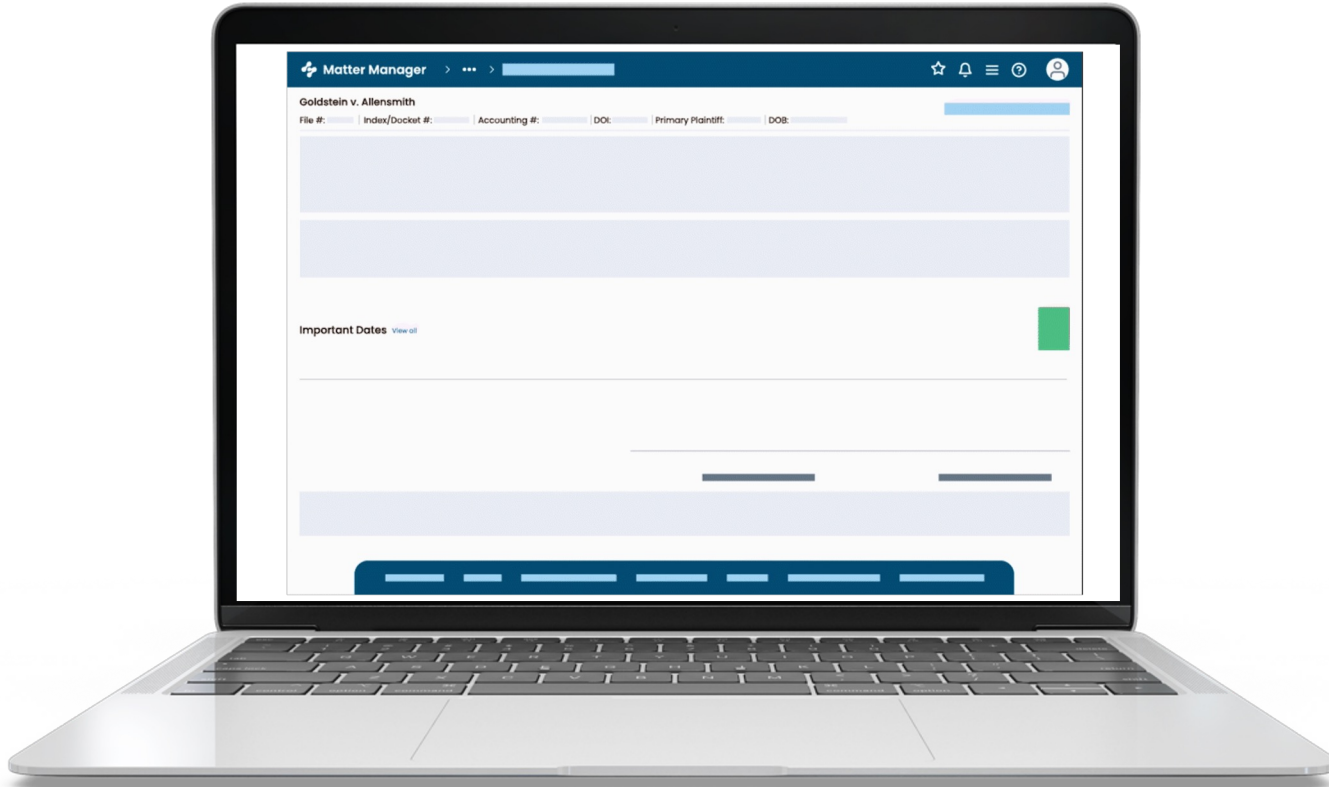
How to utilize demand generation

New ways to use referrals to find clients

Q/A



Poll



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Our Presenter

Gyi Tsakalakis



- Personal injury attorney
- Founder of digital agency AttorneySync
- Co-host of “Lunch Hour Marketing” Podcast

How to improve local rankings on Google

Local results are based primarily on relevance, distance, and prominence.

A combination of these factors helps us find the best match for your search. For example, our algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.




- Google

<https://support.google.com/business/answer/7091?hl=en>



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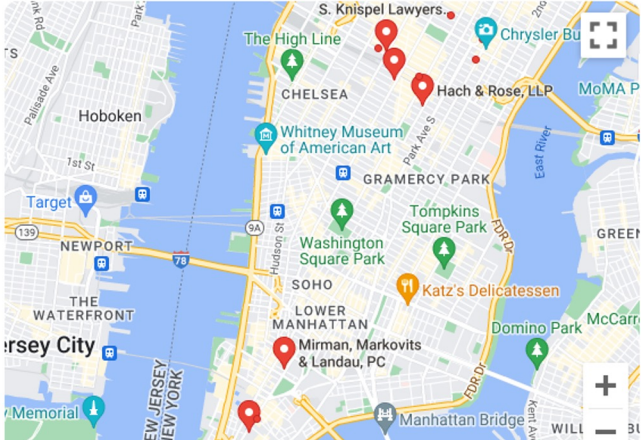
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Digital Marketing Essential #2

How personal injury law firms can utilize demand generation to find new clients.

Put simply, A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.
(American Marketing Association, AMA Dictionary)

But really, it's mostly about how buyers feel about the good or service.

In the context of law practice, it's how people feel about you, and in some cases, your law firm.

Put another way, it's your reputation.



Digital Marketing Essential #3

New ways to use referrals and other channels to find plaintiffs.

Marketers used to have little choice. The only marketing was local. The local neighborhood, the local community.

Mass marketing changed that. Now, the goal was to flip the culture, all at once. Hit records, hit TV shows, products on the end cap at Target and national TV ads to support it all.

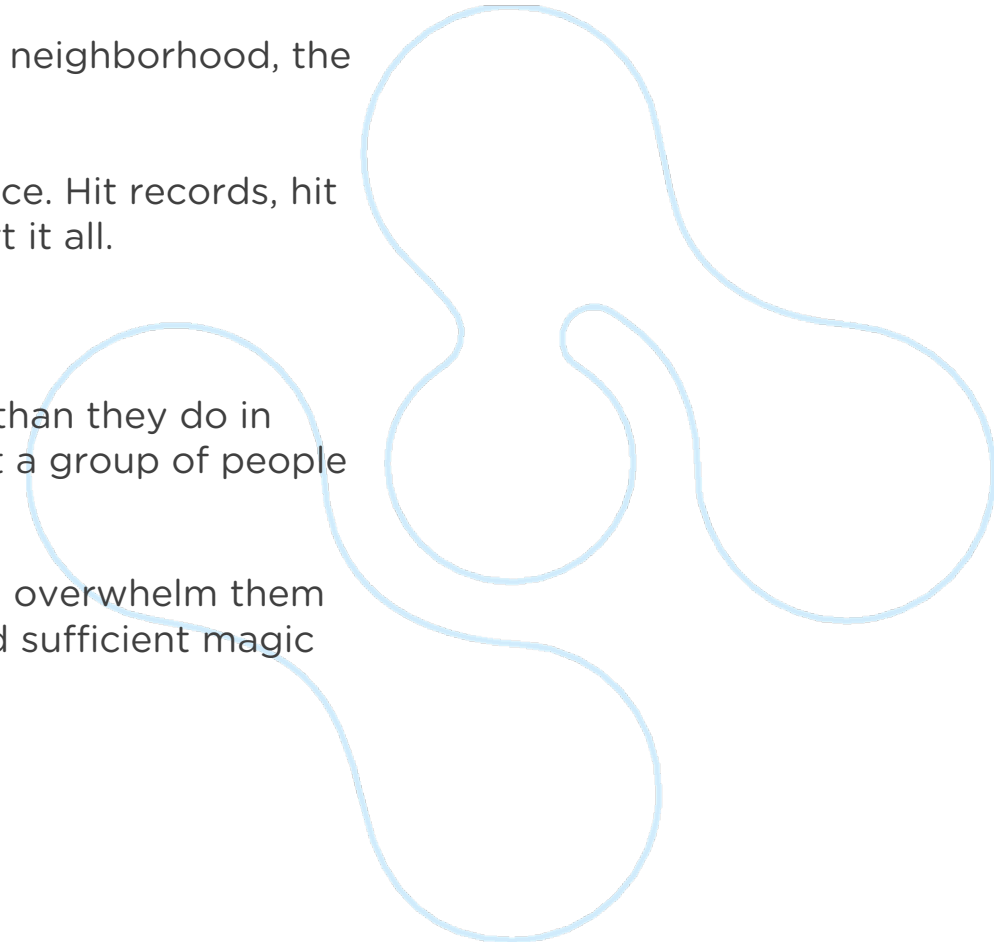
With few exceptions, that's being replaced by a return to clusters.

The cluster might be geographic (they eat different potato chips in Tucson than they do in Milwaukee) but they're much more likely to be psychographic instead. What a group of people believe, who they connect with, what they hope for...

The minimal viable audience concept requires that you find your cluster and overwhelm them with delight. Choose the right cluster, show up with the right permission and sufficient magic and generosity and the idea will spread.

We're all connected, but the future is local.

- [Seth Godin](#)



Q/A

Thank you

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