



Service Profile: Digital Communications Package

Are you frustrated that your target market lacks awareness of your branding and services? Are you looking for a system to regularly communicate to your clients and key contacts?

At ***The Specialists in Law Firm Marketing™***, we have developed an efficient and effective systemized approach to e-communication. On a regular basis (usually monthly or bi-monthly), we design, write and distribute your branding through three key channels:

- [E-blasts](#)
- [Social media](#)
- [Website posts](#)

Our goal is to make the process easy for you! We help to develop content and handle all aspects of design and distribution. This level of service is crucial if you are to communicate to your target market on a frequent basis, while limiting your time involvement.

The Specialists in Law Firm Marketing™ has decades of experience in digital communications, serving firms of all sizes and a wide variety of practice areas. These services are offered on an annual contract basis with monthly support. We offer several different levels of support, depending on your needs. ***The Specialists in Law Firm Marketing's*** systemized process includes:

Strategy

- *Evaluating target markets and developing campaign*
- *Positioning products or services to build brand awareness*
- *Plan/calendarize for regular e-blasts and posts*
- *Developing metrics to track results*

Design, Content & Distribution

- *E-blasts: Custom design (to match branding)*
- *Create/procure graphic imagery as needed per various platforms*
- *Copywriting: Monthly content is written for you!*
- *Tools to help drive traffic back to your website and boost your search rankings in Google*
- *Database import*
- *Distribution –CAN/SPAM compliance*
- *LinkedIn page set-up and updates*

Need Assistance?

With over 30 years of experience serving hundreds of firms, ***The Specialists in Law Firm Marketing™*** has the expertise that your firm needs. Contact us to discuss your needs and for an estimate.