



Cutting Edge Marketing

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Variations on a Theme

Web based marketing is the sales and marketing process on steroids:

- Goal is to produce qualified prospects, retain and enlarge clients, decrease defections and stimulate referrals
- The steroid effect, i.e., unintended consequences, is also enhanced, plus no aggregators



Constants

- Sales Economics: Focus
 - Focus strategy on top clients and their clones (networks of top clients, trade associations)
 - Harvest, avoid poorly performing clients
 - Partner with worthy suppliers, non-competitive colleagues and other referral sources
 - Enmesh yourself in the trade groups of best clients (clones)

Network...Speak...Publish via the Internet



Web Based Marketing

- High Value Content and interactivity
- Start with your database -- slice and dice (segmentation) before
 - Blogs
 - Email blasts to selected clients: publish, survey
 - Google Alerts: track clients, companies, issues
 - Client/Supplier/Employee workgroups to pool new ideas, aggregate intelligence



Variants

- Your trade associations may have blogs, social media that can give you sell through and interaction:
 - Post invitations, client alerts, etc., on Facebook or LinkedIn that are sponsored by a trade association
 - You may be able to join blogs and groups on a trade association website



More Variants

Establish your own social media pages for your firm and/or for yourself so you market to both clients/prospects, and your professional peers and colleagues.

- LinkedIn
- Facebook
- Twitter



Downsides

1. Time and labor to check sites; there are firms who create aggregators that pool social media activity since Google alerts pull only news.
2. Inappropriate personal use of sites while at work; some firms are barring social media access;
3. For people with a license, e.g., lawyers, accountants, engineers, doctors, there is the risk of malpractice from advice given, false creation of a contractual relationship.



Webinars

Deliver critical information to top clients
and prospect filled networks:

Give to Get

- Schedule for one hour: lunchtime works
- Use industry experts on your webinar panel to draw attendance, enhance your reputation
- Attendees can submit questions
- Follow up with attendees: send them ppt, info, recorded webinar so they can go viral



Skype: Face Time!

- Free web video phone
 - Video cam: built in or add on peripheral
 - Uses:
 - Maintain relationships, decrease defections with clients, media contacts, your company team
 - Solve problems you cannot fix via email or without a personal touch with clients and with people within your company
 - Cut down your cell phone bill



Dec. 1 FTC Regulates Blog and Social Media Testimonials

Expands liability for Advertisers, Endorsers

- New burdens on bloggers, firms whose products or services are reviewed in blogs;
- Affirm that endorsers can face personal liability for false or misleading advertising;



FTC Continued....

- Eliminate safe harbor previously afforded by a “results not typical” disclaimer
- FTC has long required disclosure of material connections (free products) and now applies it to e-media making both advertisers and endorsers liable.



Summary

- Sales and marketing results still spring from reputation and personalization
- Recessions cull the herd:
 - Focus your efforts
 - Give to get: help top clients and prospects be more successful. The internet makes giving less expensive
 - It is not all about you, your products/services: use partner experts, shine light on top clients, work for and with the media