

MARKETING WITH THE HELP OF TECHNOLOGY AND NOT MUCH OF A MARKETING BUDGET

ADVERTISING

- Yellow Pages not effective because of the people with four (4) page ads, spine ads, pull out ads, etc. I do not have the money to compete.
- Mistakes in the Yellow Pages has not affected my practice.
- Do not advertise in newspapers because of high cost of reaching your specific readership.

MARKETING ANALYTICS

- This is a fancy term for keeping track of what results you get with marketing.
- I have created a “green sheet” (initial call memo) to track marketing.
- Verizon, now Idearc by making mistakes in my ads has allowed me track the effectiveness of the Yellow Pages advertising for me. I have seen absolutely no change in telephone calls or clients based on the Yellow Pages.

NEWSLETTERS

- I formerly printed newsletters in my bills and monthly newsletters. These would be printed with the newsletter on one side and the return address on the other and folded. I bought an inexpensive folding machine for a little over \$100. Nevertheless, between a lot of time spent by me secretary folding and the postage it was a pretty expensive proposition.
- I have replaced this with a weekly email newsletter. I do not get as many responses from the email newsletter as I did from the hard copy newsletter. The email newsletter has the advantage of being almost free, very little work on the part of my office (I just have to add new clients into the database).
- There are several programs available that are inexpensive for managing the email newsletter list. Do not try to manage it yourself because it takes too much work. See my online list of email services and programs at <http://virtualex.com/ccba>.

BROCHURES

- I do not have a brochure that I hand to clients or potential clients. I believe this is a mistake because people like to hold something in their hand. This is especially true of individuals and personal clients. Since my clients are mostly business clients, they look up my website.

BUSINESS CARDS

- Everyone in your office should have business cards and should be encouraged to hand them out. Unfortunately, this has never proved successful for me but the cost is next to nothing. If you actually want free cards you can get them from VistaPrint and they have their advertising on the back but the card is free.
- T-Shirts are very inexpensive and are free advertising. I have found that secretaries, family members and even clients are willing to wear a t-shirt. A nicely printed t-shirt costs about \$10 or \$12.

COMPUTER SOFTWARE

A. Messaging/Calendar

- There are a lot of fancy messaging and calendaring systems. Some people use Microsoft Outlook which is included in Microsoft Office Suite. Others use Time Matters and Amicus. All of these programs are fine.

B. PhoneSlips

- I use Phoneslips as a messaging system. Phoneslips has a free trial. This does calendaring, messaging, email, project management and is very inexpensive.
- I have also used Timeslips for a long time for time keeping and billing. In the "note" section I keep information about clients. The problem is this section is not independently searchable.

❑ WEBSITES

- ❑ Websites are important as an online brochure, as information about you and your firm and as a marketing device.
- ❑ Don't pay a lot of money for a website. Web Hosting can be obtained for about \$5 a month. Since you need an information only type website and you are not selling product, you do not need a shopping cart.
- ❑ Don't pay for expensive design services. You can hire a web designer to simply make the front page and a few additional inside pages and they you can put the information in. Web templates and inexpensive design programs can help you build a creditable website for very little.
- ❑ Web hosting can also be done very inexpensively. For example it could be changed for just \$40 a year from 1 and 1 and Godaddy. These also include some built in templates that you can use to put up a website.
- ❑ Don't get suckered into expensive website advertising. You will get calls all of time about people allegedly having clients waiting for you if you will just pay them this large advertising fee to go onto their web directory. None of these companies will guarantee you actual clients. Just receiving a "click through" doesn't mean mail.
- ❑ Know your competitors' website. Do a Google or other search engine search and see what your competitors' websites look like. In Internet Explorer use "view" and "source" to find out the source code for those setting up their website. By seeing what they have in their website can help you to focus on what you need.