

# MARKETING YOUR FAMILY LAW FIRM



## FIND OUT HOW TO:

- Design your marketing plan
- Brand your family law firm
- Promote your practice online
- Generate more referral business
- Maximize the effectiveness of your website
- Enhance your reputation as an expert
- Stand out from other family lawyers
- Choose and use social media marketing

Plus, find out how you can focus on your family law practice when you have Divorce Marketing Group to help you market your firm.



[www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com)

# Our Clients Strongly Recommend Divorce Marketing Group

## John Harding - Pleasanton, CA

Harding & Associates Family Law has been a client of Divorce Marketing Group for more than 5 years. DMG is an essential component of our law firm's marketing and its people are trusted advisors. We look to DMG for marketing advice, website and blog content, client e-newsletters, printed advertising materials and publishing opportunities that bring invaluable credibility and attention to our practice.



## Robert Brandt - Los Angeles, CA

Feinberg, Mindel, Brandt & Klein has been using the family law marketing services of Divorce Marketing Group for the past 12 years. We have been very fortunate to work with Divorce Marketing Group and to have them on our side. Their marketing and branding expertise in family law has been very helpful. During this period we have grown from 6 attorneys to 15 attorneys. We highly recommend Divorce Marketing Group.



## Jay Frank - Chicago, IL

Our firm, Aronberg, Goldgehn, Davis & Garisma, has worked with Dan Couvrette and DMG for the past 12 years or so. During that time, I have had the opportunity to get to know Dan, his wife Martha Chan, and their staff. I must say that it has truly been a pleasure to work with these folks and their advice and products have, without question, enhanced our family law practice group here at the firm.



Over the years, Dan, Martha and their staff have provided invaluable input regarding the way in which we market our practice, deal with current clients, and stay in touch with former clients and practice tips from a business and economic point of view. The information and guidance have been terrific. Our practice has flourished and our bottom line has never been better. I don't know of any other source for this kind of expertise.

We plan to be with Dan, Martha and their staff for another 12 years, and another 12 years after that, and so on. It has been a wonderful relationship.

## Patricia Carter - Houston, TX

Short Carter Morris has been using the marketing services of Divorce Marketing Group for 6 plus years. Their marketing products and services are 100% focused on the subject of divorce and their intimate knowledge of the subject is evident in the monthly e-newsletter and nine unique divorce guides they make available to our firm.



Divorce Marketing Group promotes our firm through their Texas *Divorce Magazine* (digital edition), DivorceMagazine.com, *Family Lawyer Magazine* and FamilyLawyerMagazine.com in addition to providing guidance and direction on the latest marketing strategies to ensure our firm remains relevant and competitively positioned in the family lawyer arena.

## Jim Young - Lee Summit, MO

I have been a client of Divorce Marketing Group for over 8 years. Over the years I have moved more and more of my marketing and advertising over to DMG to the point that they handle almost all of that for me. They are professional and responsive. In addition DMG provides a broad range of services, some of which I use and all of which I have considered. They currently host my website, and I regularly have clients say to me "I hired you because you have the best website." Dan Couvrette and his entire staff have been proactive regarding the latest trends in the marketplace and have been responsive to my individual needs when I want to deviate from the typical plan.



I highly recommend Divorce Marketing Group for your family lawyer marketing needs.

## Joy Feinberg - Chicago, IL

I have the utmost respect for Dan Couvrette and his team at Divorce Marketing Group. I cannot give a greater endorsement of anyone or any business than Dan and Divorce Marketing Group. They will help you grow your business into the future before you even know what the future is.



**Focus on your practice  
Trust the marketing with us**

# Why Marketing is Essential for Family Lawyers

## Marketing is Essential for ALL Businesses

Think about it: How did you come to know about Word Perfect, iPad or Mercedes-Benz? The simple fact is this: Marketing is not an option for the continuous success and growth of your family law practice, it is essential.

Before selecting or even contacting a family lawyer, divorcing individuals are researching their options, including you, even if you came recommended. The internet has made researching family lawyers and legal options easy and convenient. Online, what these people see is a very crowded and competitive marketplace; one where it is difficult to distinguish the best and most experienced family lawyers who provide great service, from the less experienced ones whose services are mediocre.

As a marketing agency for family lawyers, we have seen good lawyers' reputation tarnished online and have helped single practitioners to outshine established law firms. Your ability to acquire new clients is greatly dependent on your perceived and actual reputation, online and offline; how top of mind you are with your referral sources; and whether you can be found when your prospective client is looking for you. Law firms that embrace marketing and manage to be effective at it are reaping the rewards in all these areas.

## Your Law Firm's Business Objectives

Marketing can help your firm accomplish these objectives:

- To stand out from other family law firms and lawyers
- To attract the cases you desire most
- To retain or increase your client base
- To increase your lawyers' hourly rates and total billing
- To recruit top legal and administrative talent

- To have your firm be "top of mind" with your referral sources
- To keep the time you spend on marketing to a minimum so you can focus on practicing law

Marketing is even more essential if your goal is to grow your practice. You may be a:

1. Rainmaker in your law firm who wishes your junior associates would become rainmakers, or a
2. Family lawyer who has your own law practice and wants to ensure a constant flow of business.

## About Divorce Marketing Group

We are uniquely qualified to help you achieve your marketing goals because we are the only marketing firm that is 100% dedicated to helping family lawyers and other divorce professionals grow their practices. With over 17 years of experience in promoting and marketing family lawyers, we understand the divorce market intimately from both the divorcing person's point of view and from the family lawyer's point of view.

Our clients are accomplished professionals who rely on our marketing expertise to ensure they have a constant flow of quality cases. They would rather focus on the practice of law and trust the marketing to the professionals at Divorce Marketing Group.

Our objectives with offering this booklet is twofold:

1. To provide a roadmap that will help you establish an effective marketing plan and practical tips to market your firm.
2. To introduce you to the marketing services and products our marketing agency has to offer.

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# Designing Your Marketing Plan

## Start with Creating Your Firm's Positioning Statement

Having a solid marketing strategy and action plan is essential to your overall marketing success. It has been our experience that most family law firms need some direction in this area.

**STEP ONE:** Define the prospective clients you desire, clarify what makes your firm unique, and the benefits of choosing your firm. Start by asking and answering a series of questions such as:

1. Who are your target clients? Are they average families, high net-worth individuals, entrepreneurs, professionals, mostly women or men, etc.
2. What distinguishes your practice from others? Is it your experience? Your areas of expertise? Your outstanding service? The rates you charge? Your responsiveness? Your approach (such as litigation vs. alternative dispute resolutions)? Something else?
3. What are the benefits to your prospective clients in choosing your firm?

**STEP TWO:** Compose your positioning statement. This is a short statement that captures what you do, who your clients are and why they retain your service. Your positioning statement could be something like this: "We are a leading family law firm in XX State with over 50 years of experience in preserving the assets of high net worth individuals who are involved in complex divorces and family law disputes."

## Develop Your Marketing Strategy and Action Plan

Your marketing strategy should focus on your potential clients, and should answer these questions:

1. What specifics do you have to support the claims made in your positioning statement?
2. Where will you reach your target clients and referrals?

3. How should you speak to your prospective clients? Should your tone and manner be business-like, or a little friendlier and less formal?
4. What is the best way to engage your prospective clients: text, audio, or video?
5. What is your marketing budget?

Your marketing plan should include:

1. Lists of specific media, collateral materials and service providers you will use for your website, videos, blog, social media, electronic newsletter, firm brochures, etc.
2. Dates for when you will complete the design of your website, advertisements, etc.
3. A dollar amount for your budget and for each item on your list.
4. Who in your firm will be responsible for executing these items.
5. Dates for when you will analyze and review your results.



### More related articles:

- Law Firm Marketing: Legal Skills vs Legal Marketing Skills - [www.divorcemarketinggroup.com/article-marketing-skills.htm](http://www.divorcemarketinggroup.com/article-marketing-skills.htm)
- Marketing for People who Hate It - [www.divorcemarketinggroup.com/article-marketing-for-people-who-hate-it.htm](http://www.divorcemarketinggroup.com/article-marketing-for-people-who-hate-it.htm)

# Branding Your Law Firm

## Why You Need to Brand Your Firm

Effectively branding your firm takes planning and a clear strategy that is implemented on an ongoing basis, and over time. Branding is an essential part of marketing. Effective branding makes your firm look more professional and helps you to be remembered and retained.

Branding defines your practice and is the foundation for your reputation — what you will be known for. When used consistently, it helps your prospects and referral sources remember who you are, what you do, and why they should choose or refer clients to you. You are in business and successful businesses have a clear branding message; so should your firm. Think like Apple, Mercedes-Benz, Home Depot, or Tiffany & Co.

## Tips to Effectively Brand Your Firm

Branding begins with a clear marketing positioning statement for your practice — who your target clients are, what you do, how you are unique, why divorcing people should choose you over a competitor — and then consistently expresses that statement in powerful messages and images across all of your marketing materials.

To brand your law firm, you will want to create: a logo, a tagline or slogan, specific colors, and an overall look and feel. Once created, your branding should be applied consistently to all of your marketing materials, such as your business card, stationery, website, blog, Facebook page, advertisements, electronic newsletter, firm brochure, lawyers' profiles, video presentations, press releases, articles and more.

## An Example of Branding

You can brand all your marketing materials consistently, including:

- Business card, letterhead
- Firm brochure
- Divorce Guides
- Social media pages
- Website(s)
- Blog
- Advertisements
- eNewsletter

## Branding in Action

Here is an example of how you can apply your branding consistently across all marketing materials:

Your website



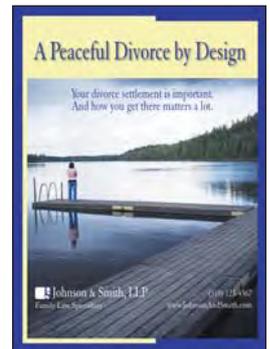
Your ad in a magazine



Your blog



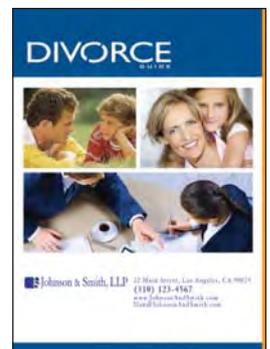
Your firm brochure



Your eNewsletter



Your Divorce Guide



### More related articles:

- 5 Things You Need to Know about Branding - [www.divorcemarketinggroup.com/article-need-know-branding.htm](http://www.divorcemarketinggroup.com/article-need-know-branding.htm)
- Have You Googled Your Name Lately? - [www.familylawyermagazine.com/articles/have-you-googled-your-name-lately](http://www.familylawyermagazine.com/articles/have-you-googled-your-name-lately)

# Strategies to Help You Stand Out from Other Family Lawyers

## Exceed Your Clients' Expectations

### 1. Pay attention to your clients' total needs — not just the outcome

As you know, family law cases are not easy, and clients are rarely 100% satisfied with the overall experience simply because the nature of family law disputes is likely to be unpleasant. So while you focus on producing the legal results, ensure that you pay attention to your clients' emotional, physical and psychological needs as well. For example, giving your client a gift certificate to a spa could help reduce their stress and create a memorable experience.

### 2. Become a helpful resource to your client

Create a valuable Client Information Package to give to your client which includes practical information and resources that will help your clients handle their issues. Your package could include more than the necessary forms they will need to fill out. It could also include a list of informative websites, articles, books, CDs, and referrals to professionals that would help them deal with the challenges they face. Of course, you should make these resources available on your website as well.

### 3. Set up meetings with other divorce professionals who can help your client

You can help your clients by setting up introductions with realtors, mortgage brokers, investment advisors, and other service providers. You then become your clients' trusted source of referrals. Always give more than one referral and encourage your client to check all referrals given.

## Distinguish Yourself as an Expert

### 1. Write articles to establish yourself as an expert or "thought leader" in your field

Getting your articles published can help establish or enhance your leadership positioning in your field. For example, you can become a guest contributor on Huffington Post, Avvo, etc. If you want more divorce cases with business executives, write articles about how employee stock options or pension plans should be divided. You can send your articles to legal publications and websites such as the ABA Family Advocate Magazine, JDSupra.com, DivorceMagazine.com, or FamilyLawyerMagazine.com. You should also send them to referral sources who might be interested in



featuring them on their websites, and to local magazines and newspapers. You can repurpose your articles for your blog, highlight them on your Facebook page and LinkedIn page, circulate/promote them through Listserv, Q&A forums, or SlideShare.net.

### 2. Get involved with Bar Association activities, but do not just focus on the Family Law section

It is important to be involved with your local, state, and national bar associations for the purpose of adding credibility and connecting with your legal colleagues. While you always want to maintain an excellent relationship with your fellow family lawyers, keep in mind that members of the family law section are, for the most part, your competitors. It is therefore important to spend time nurturing and developing relationships with lawyers in other practice areas.

### 3. Find or create speaking engagement opportunities

Offer yourself as a speaker at conferences for professionals, and to support groups and community groups. You can enhance your chances of getting speaking engagements if you write articles and send them to professionals of influence (bar association leaders, for example) and follow up to offer yourself as a speaker. After your presentation, remember to mention the event on your social media pages, blog about it, include it in your newsletter, add the speech to your website, and email the attendees and other professionals the link.

## Stay Connected With Your Referral Sources

Typically, clients consult many informal and formal sources before choosing a family lawyer. These sources include: family, friends, peers and internet searches. They look to an array of trusted contacts that can include: lawyers (who may or may not practice family law), therapists, family counselors, clergy, spiritual counselors, financial advisors, real estate professionals, family doctors, trusted colleagues, and so on. Each of these sources represent potential touch points for you and they should all be regularly reminded of the type of work you do.

Developing a referral network is a very cost-effective way to attract new clients. Prospective clients who come from referrals are more likely to retain your services because the referral is based on trust. You need to have a strategy in place to stay “top of mind” with your referral sources and to make it easy for them to remember you and the expertise you provide. Here are some suggestions:

### 1. Send thank-you notes and gifts

When appropriate, send a thank-you note to professionals who refer potential clients to you. Do this regardless of whether the prospective client chooses to retain your services or not.

### 2. Be a referral source

Don't wait for people to ask you for referrals, offer them. Become known as a source for referrals and information. Refer people without having an expectation of getting a referral in return because at a minimum, your clients will be glad you connected them with a top quality professional and you will become known as a family lawyer who knows all the best people and resources.

### 3. Host a networking event

Put together a session for you and other divorce professionals such as therapists, accountants, financial planners, realtors and insurance agents. Use this opportunity to meet, mingle and exchange information. This can be a daytime coffee, lunch, or an after work get-together. This session can be in person, on the internet or over the phone. Perhaps one of the attendees could be a guest speaker for the event.

### 4. Attend functions for divorce professionals

Family lawyers are often welcome at functions and seminars hosted by divorce professionals who are not lawyers. They could become valuable referral sources. The more you become known and the more you understand their interests, the higher the chances of you becoming a speaker at their seminars or a contributing writer of articles that will be valued by the group.

### 5. Ask for referrals

It sounds far too simple, but many family lawyers simply do not ask for referrals! They either assume that a referral will be given, or they just overlook the opportunity. Do not make either of these mistakes.



### More related articles:

- 15 Strategies to Nurture and Develop Your Referral Network - [www.divorcemarketinggroup.com/article-referral-network-strategies.htm](http://www.divorcemarketinggroup.com/article-referral-network-strategies.htm)
- Losing Business One Client at a Time - [www.familylawyermagazine.com/articles/losing-business-one-client-at-a-time](http://www.familylawyermagazine.com/articles/losing-business-one-client-at-a-time)

# Promote Your Law Practice Online

The Internet is not merely the most convenient source of information for finding a family lawyer, it is also a source of “social proof” that will influence your prospective clients’ final decision. At a minimum, you are being “checked out” on the internet by almost every prospective client, so it is critical that you can be found and the information about you is positive.

Your website is a major piece of your online marketing strategy. However, it is important to note that having a functional, attractive and optimized website is not enough. Included below, are some other pieces you should be seriously exploring and implementing.

## Your Website

Merely having a website that offers basic information about your firm is insufficient if you want to stay relevant and competitive. Also, if your website was built a few years ago, you may want to consider redesigning it to take advantage of the latest technology.

These are the major aspects to consider when designing a website for your firm:

### 1. Develop the plan

Before diving into details, take a step back and ensure you and your website designer understands your practice, your business objectives, your desired prospective clients, your positioning statement and your branding strategy.

### 2. See your website through your prospective clients’ eyes

Prospective clients are interested in more than reading a firm overview and attorneys’ biographies. They want to know whether you will meet their full needs, which covers both their objective needs and their emotional ones. Of course, they have a need for lawyers, but they are also making an emotional decision during a highly emotional time. The graphics, pictures, and information displayed on your website must address and appeal to their needs.

### 3. Make your website visitor friendly

Visitors to your website need to be able to see immediately where they should go to get what they want. Keep in mind that website surfers are generally impatient. Avoid jargon and use conventional navigation so they do not have to learn how to use your site.

### 4. Make your website mobile friendly

More and more searches are done on mobile devices. Tablets and smartphones have much smaller screens than a regular computer. The latest “responsive” website technology allows your website to adjust itself automatically to the screen size, making your website legible on these mobile devices. A smartphone-friendly website offers the added benefit of allowing your prospective client to call you, text you, email you, or find your office on a map with just one touch.

### 5. Make sure your website has enough quality content

Include a “Resource Center” on your website. Practical and regularly updated information on your website invites visitors to return and to recommend your website to others. Adding useful information to your website on a regular basis also helps establish you as a thought-leader in family law.

### 6. Make sure your website looks professional and current

It is critical that you have a great website, in order to have a constant flow of high-quality clients. Your website speaks for you when you are not there to speak for yourself. Your website must integrate all of your social media links to your blogs, Google+, Facebook, LinkedIn pages etc.

### 7. Make sure your website is Search Engine Optimized

SEO (Search Engine Optimization) is a big topic. You need to deal with website designers who understand this subject inside and out, as it is complex and ever-changing.

## LinkedIn

LinkedIn is the leading social networking website for professionals in the world with over 200 million users worldwide. At a minimum, you should have a well written and complete profile and be connecting with people you know who can refer business to you. You can increase your exposure on LinkedIn by actively participating in LinkedIn groups or by starting your own group. Do not only focus on groups for lawyers and family law. For example, join the group “Marketing for Divorce Professionals” and you will get some marketing tips and be connected to other divorce professionals.



## Google+

This is Google's social network. It offers the feature of grouping your connections into circles so you may have your posts read by only family members vs. colleagues vs. the public. Since Google loves everything Google, we have seen great search results from a Google+ page.

## Facebook

Family lawyers are divided on the subject of promoting their services on Facebook. Some are for it and some are against it. Among those who are against using Facebook, their concerns often originate either from witnessing indiscriminate posts divorcing clients have that harm them, or from ethical issues and wanting to stay within the advertising guidelines of bar associations. We recommend that you have a company Facebook page because with approximately 1 billion users, it is a promotion opportunity not to be missed.

## Press Releases

Press releases distinguish you as a "thought leader," add credibility to your firm and potentially establish ongoing media relationships that will further enhance and differentiate your firm. Distributing a press release online is easy and affordable. You should also send them to your professional contacts and feature them on your website, your blog, your e-newsletter, and on your firm's social media pages.

## Electronic Newsletters

Electronic newsletters are perhaps the most powerful and cost-effective strategic marketing tool that family lawyers can employ to keep them connected with both their clients and professional referral sources.

## Blogs

A blog is a relatively informal (yet, of course, professional) way of providing information and personal insights that are relevant and interesting for the readers. Such information can include event announcements, practice updates, legal tips, and more. Blog content should be keyword optimized to help with search engine rankings, and it should include other creative content, such as pictures/photos, videos and audio podcasts.

## Videos

Many family lawyers have videos of themselves and their firm featured on their websites, and on other websites such as YouTube.com, Findlaw.com and DivorceMagazine.com. Below are some suggestions if you are thinking of doing videos:

1. Ask yourself (or others) if you come off well in videos?
2. Make the videos short (about one minute) and ensure they look and sound professional.
3. Address subject areas that are most relevant to your current and prospective clients.
4. Showing your office, colleagues and staff makes it easier for a client to imagine working with your firm.

## Podcasts

Podcasts are audio files that you create and make available online. The advantage of audio podcasts is that they are much less expensive to create than videos. They are also easier to produce because you can refer to a script and sound exceptionally professional.

## Pay Per Click Advertising

Pay per click advertisements appear when online users search a particular term (e.g. "San Francisco divorce lawyer") on a search engine or website. You do not pay for it until someone clicks on your ad. It is a good way to generate traffic to your website and leads for your practice.

# Focus on Your Practice. Trust the Marketing with Us.



“If you spend time and money on marketing, you will produce results. When you combine time, money AND our expertise, you will produce much better results.”

*Dan Couvrette, CEO, Divorce Marketing Group*

## **100% Focused on Marketing Divorce Professionals to Produce Results**

Divorce Marketing Group is the only marketing firm that is 100% dedicated to helping family lawyers and divorce professionals grow their practices. Among the hundreds of clients we have worked with are: family lawyers, QDRO specialists, mediators, business valuers, forensic accountants, CPAs, CDFAs, therapists, private investigators and real estate professionals. They range from solo practitioners to medium and large firms.

We have been publishing Divorce Magazine since 1996. We understand the divorce market better than any other firm. We can help you grow your practice by reaching divorcing people and divorce professionals with a wide range of innovative and effective products and services.

## **Attract Quality Clients + Secure and Develop Your Referral Sources**

We will present your practice in the best light possible and tell your unique story in such a way so you will attract the type of clients you desire. Our products and services will keep you “top of mind” with the referral sources you wish to nurture and develop. See page 11.

## **Let Us Create and Implement Your Marketing Plan**

If you are like most of our clients, you are very busy doing what you are good at. You may not have the time nor the expertise to effectively market yourself. We custom design and implement a marketing program for your practice based on your business objectives and budget.



# We Offer a Wide Range of Marketing Products and Services

## OUR PRODUCTS

### Divorce Magazine

We've been publishing Divorce Magazine for 17 years. It is the only magazine that targets people who need your expertise. Market your services in the digital edition for your state (available in ALL states and provinces) or the print edition (CA, IL, NY, NJ, ON.)



### DivorceMagazine.com

With over 4,000 articles and answers to FAQs, www.DivorceMagazine is one of the most comprehensive divorce related websites and a great place to promote your practice. Rates start at \$195 a year for a listing in our Professional Directory.



### Divorce eNewsletter

Our monthly eNewsletter for divorcing people will keep you top-of-mind with your clients and professional referral sources on a regular basis and make your website a better resource for visitors to revisit and recommend to others.



### www.BlogsOnDivorce.com & www.MarriageAndSeparation.com

Establish yourself as an authority on the subject of divorce and get extra exposure as an expert guest blogger on our blog site and on our brand new social network for married and separated individuals.



### 10 Unique Divorce Guides

Each Divorce Guide contains 26-33 pages of professionally written and designed articles. They can all be customized with your firm's branding. They make a great addition to your website or as handouts to your clients and prospective clients. See page 15.

## OUR SERVICES

### Our Clients Rave About Us

Some of our clients have been with us for over 17 years because they find us to be responsive, creative, and well priced marketing experts. We are big enough to offer the complete range of marketing options you need and small enough to always be there for you. Call us if you are tired of poor service or high fees from your provider. We are the only marketing agency that specializes in promoting family lawyers and divorce professionals.

### Website Design & Content

We know what divorcing people need and we can provide you with relevant content that you cannot get anywhere else. See page 12 for more information.

### Mobile Website Design

Make your site smartphone friendly, or you could miss out on new business. See page 13 for more information.

### Website Traffic Generation

We'll drive visitors to your website through Search Engine Optimization and Pay Per Click advertising campaign. See page 14 for more information.

### Podcast and Video Promotion

Be found on Google.com, Youtube.com and iTunes with videos and podcasts.

### Branding, Logo & Firm Brochure

We'll help you brand your firm, design your logo, write and design your firm brochure to match your web site design.

# We Build Better Websites for Family Lawyers. Period.

## Attract Clients and Search Engines with a Better Website

Not all websites are equal in their ability to attract the right kind of clients and referrals. Nor are they all search engine friendly.

## We Only Build Websites for Family Lawyers and Divorce Professionals

We create effective and resourceful websites that enhance your credibility and image. To ensure visitors will return to your site, we will enrich it with our top-notch divorce articles, 10 Divorce Guides and a monthly divorce eNewsletter.

## Fixed Fee Pricing — With No Surprises

If you are paying hundreds of dollars a month for your website, it's time to give us a call. We've saved our clients thousands of dollars a year, every year.

## Read how our Clients Rave About Us

"I recently switched to Divorce Marketing Group to host and revise my website from a well-known legal website designer and host, and the difference is dazzling. Not only is it costing me much less for my website than before, in a very short time the cost of paying for the new and better design and set up will end and I will be left with a great website and a lower overhead. Great folks at Divorce Marketing Group. Great job."

Sandra Rosenbloom, Collaborative Attorney  
and Mediator, RosenbloomLaw.com

"Thank you for all of your help with regard to the design of our logo and website. Almost every day a potential new client, or opposing counsel comment on the professional look and the clear message delivered by our website, and our new logo. I like how you provide us with all the content of our firm's divorce newsletter... Working with you and your staff has been a dream..."

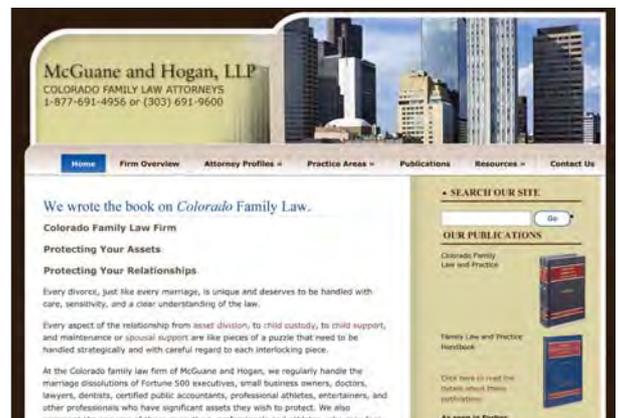
Steven Mindel, Managing Partner  
FMBK, FMBKLaw.com



Family Law Firm in California



Family Law Firm in New Jersey



Family Law Firm in Colorado

# We Make Your Website Smartphone and Mobile Friendly

## How Does Your Website Look on a Smartphone?

Is it legible? Can they call, email, text or locate your office with just one touch? If not, contact us and we will make your website smartphone friendly. Consider these facts:

- Over 180 million Americans use smartphones regularly
- More people will use their mobile devices than PCs to get online



A regular website as seen on a smartphone



The same website we have made mobile friendly

## How does Your Website Look on Mobile Devices?

If your website was built a few years ago, it is not likely that it will be totally legible on all the mobile devices available today. Let us help you take advantage of the latest technology and make your website look good on all mobile tablets and smartphones.

# Generate Traffic to Your Website And Clients for Your Practice

## GOOGLE PAY PER CLICK ADVERTISING

### Sounds simple enough

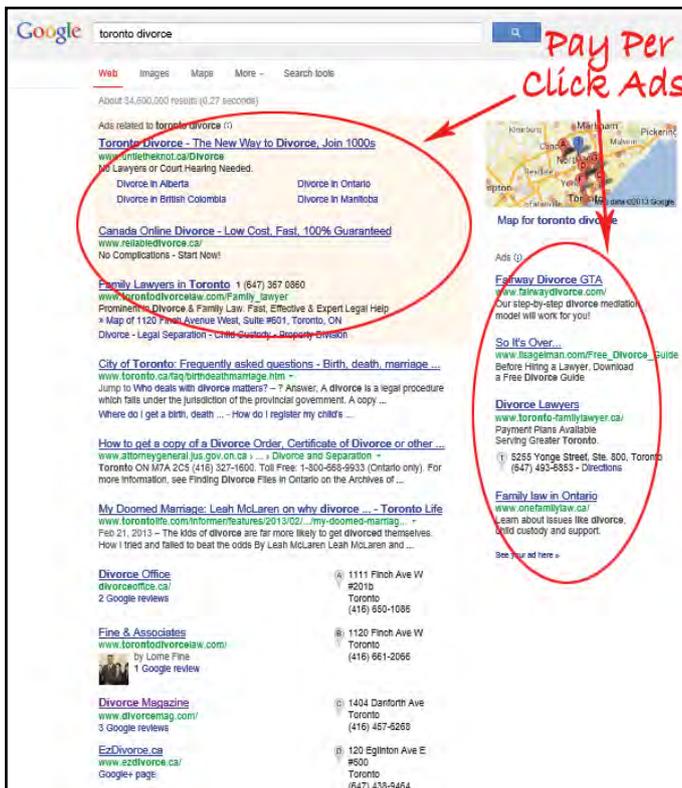
Pay Per Click advertising is a good way to generate traffic to your website and leads for your practice, especially if you are looking for results now.

With Pay Per Click advertising you display your ads online but unless someone clicks on your ad (which leads them to your web page) it does not cost you anything. But, when they do, you have to pay.

### The devil is in the details

A Pay Per Click advertising campaign has many great options and features. That's a good and bad thing.

If you know what to do, you can be very effective and efficient with your advertising budget. If not, you could be paying for traffic you do not want. We will properly set up your campaign and monitor it regularly.



### Got questions?

- How much does each click cost?
- How much do I have to spend?
- Can I track the results?
- Will I see results the same day?
- How is this different from search engine optimization (SEO)?
- Can I control who will see my ads?
- How soon can I start a campaign?
- Is Pay Per Click Advertising for me?

### Give us a call

at 866.803.6667 x 124. We will help you with the answers and create a Pay Per Click campaign for your practice.

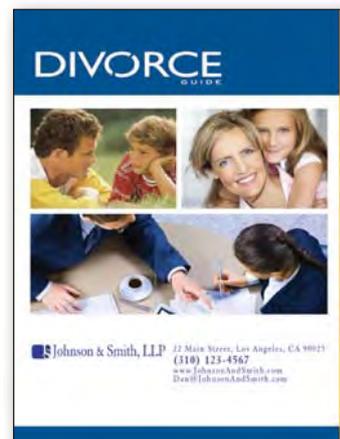
# 10 Unique Divorce Guides to Help You Stand Out and Be Remembered

## DIVORCE GUIDES

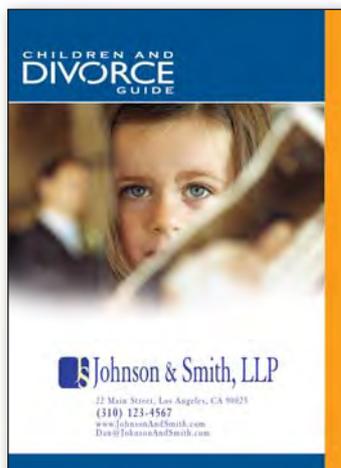
These helpful guides are custom published for your firm. They offer your clients professionally written articles that help them prepare and recover from their divorce and at the same time effectively market your firm. These Guides range in size from 26 to 33 pages and feature your firm's contact information on the front cover and a profile of your firm. All Guides are available in a PDF format and the Divorce Guide is also available in a print format.

Making these guides available to your clients, prospective clients and referral sources will differentiate you from your competitors, keep your firm "top of mind", keep your clients and prospective clients coming back to your website and increase the chances that your firm will be remembered, recognized and retained. The new Military Divorce Guide will be available Winter 2013/14.

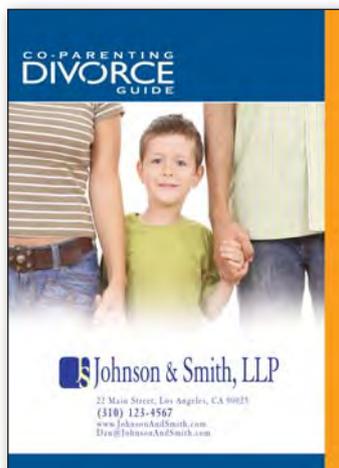
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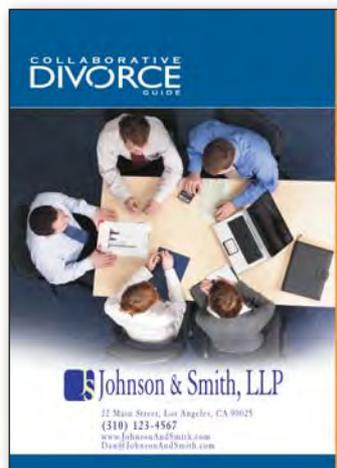
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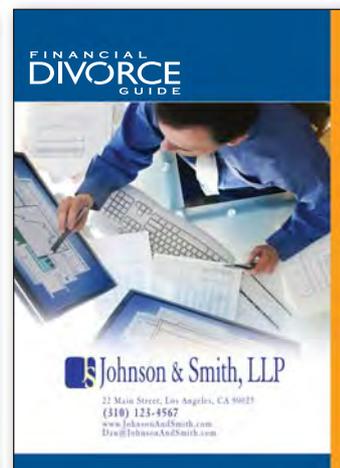
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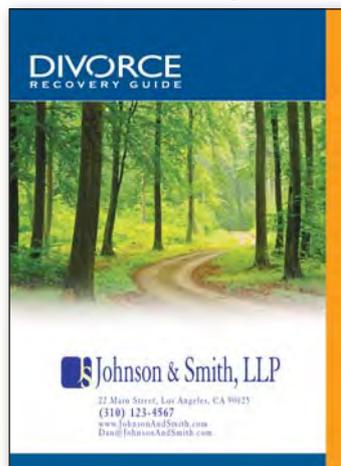
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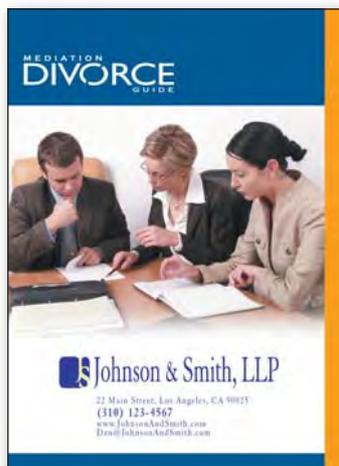
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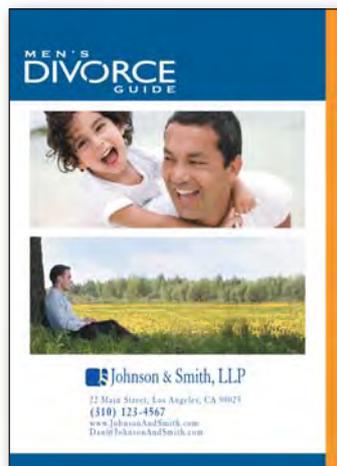
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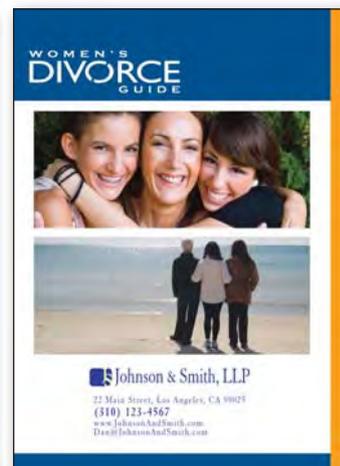
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Men's Divorce Guide



Women's Divorce Guide



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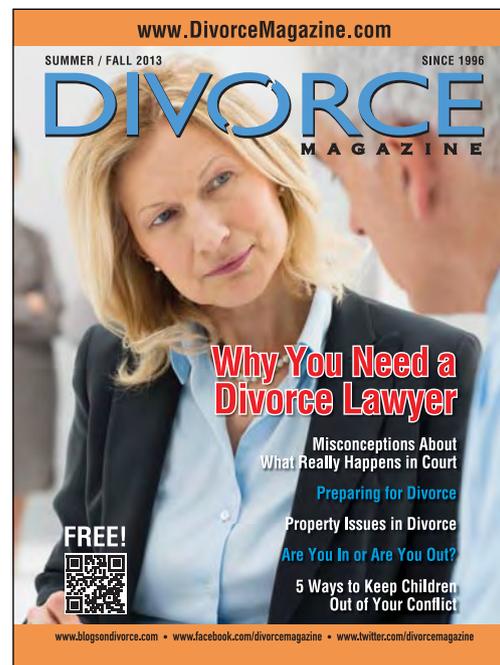
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