

Focus on your practice. Trust the marketing to us.



10 Reasons Why Family Law Firms Hire Divorce Marketing Group

1. 24 years of exclusively marketing family lawyers
2. Our clients rave about our 30 products and services
3. A one-stop agency that saves you time & effort
4. For media exposure that no one else can offer
5. We publish Family Lawyer Magazine, DivorceMag.com, and DivorcedMoms.com
6. To get more referrals and high-quality clients
7. We build superior websites for family law firms
8. To get unique and relevant content for your website
9. To create proper branding that helps you stand out
10. Google Pay-Per-Click and social media campaigns

Reason 1: Exclusively Marketing Family Lawyers for 24 Years

We Understand the Business of Family Law Better Than ANY Other Provider.

After two decades of experience working with family law firms, we know that your reputation, billable hours, hourly rates, and being retained by the type of clients you desire are very important to you.

As the publishers of *Divorce Magazine*, *Family Lawyer Magazine*, and a family of top divorce-focused websites, we know how to help you enhance your reputation and get more desirable cases – and increase your rates. We also know your target market better than any other provider, so we can help you reach that target with your message every time.



Responsive Service. Sound Marketing.

Our clients know our staff by name and have access to the owners' cell phone numbers. You will benefit from our team's strategic and tactical marketing know-how and family law marketing experience.

Reason 2: Our Clients Rave About Us



Strategic Thinking

"They will help you grow your business into the future before you even know what the future is."

– Joy Feinberg
Boyle Feinberg, P.C., IL



Videos for Family Lawyers

"I highly recommend the DMG video team: they are very professional and will distinguish you from the rest of the crowd."

– Mary Ann Burmester
NM Divorce & Custody Law, LLC, NM



Elegant Website Design to Showcase Family Lawyers

"You've been extremely patient, responsive, and knowledgeable."

– Melanie K. Reichert
Broyles, Kight & Ricafort, P.C., IN



Reputation Enhancement and Management

"The exposure we and our peers get through DivorceMag.com, *Divorce Magazine*, *Family Lawyer Magazine*, etc. has been tremendous."

– Randall Kessler
Kessler & Solomiany, GA

Reason 3: One-Stop Marketing Agency for Family Lawyers

Cohesive Marketing Plan, Execution, and Ongoing Consultation.

Successful marketing begins with a sound, custom-made plan that needs to be well-executed. Few family law firms have the time and marketing expertise to plan and implement their marketing program. You are bombarded with apples-and-oranges marketing offers and often make ad hoc decisions in between handling cases. As Divorce Marketing Group's client, you will benefit from our team's marketing expertise and our highly effective products and marketing services – all at very competitive rates.



Reason 4: Get Media Exposure That No One Else Can Offer

Be Quoted and Published.

Google knows when you have been quoted, interviewed, published, or found on authoritative websites relevant to your field of expertise. Being quoted by the media raises your profile in the family-law community and enhances your credibility with your prospective clients.

Divorce Marketing Group owns a family of divorce-focused websites with 20,000+ pages of strictly divorce-related content, and multiple print and digital publications and eNewsletters; together, they reach 3,000,000+ divorcing people and family lawyers annually. Our clients enjoy the media exposure that no other marketing provider can offer.



Reason 5: Get More Referrals

Referrals are an important source of new clients, yet few family law firms have a consistent, effective referral strategy. We will show you how to use technology to keep in touch with your referral sources on a regular basis, allowing you to use your valuable time to practice law, stay top-of-mind with your referral sources, and to convert quality prospects into clients.



Contact Us for Your Free Initial Marketing Consultation • 866.803.6667 x 124

Reason 6: We Build Better Websites for Family Law Firms

A mobile-friendly website with the right design, relevant content, great user experience, and search engine optimization is key to your family law firm's success.

Your Website Should Match Your Business Goals.

We begin the process by discussing your business objectives and the type of clients and cases you want. Then we help you differentiate yourself from your competition, create exclusive content showcasing your expertise, add ready-to-go-viral content that no one else can offer, and optimize your website to help it rank higher on search engines.

The Content You Need to Appeal to Your Target Market.

No other provider has Divorce Marketing Group's marketing experience in family law. Our extensive knowledge allows us to offer you quality content that matches your reputation and deserves to be put on your website.



Reason 7: Create Unique & Relevant Content for Your Website

Divorce Marketing Group will help you create exclusive content in written, audio, and video formats to enrich your website. This content is highly valued by divorcing people, who find short “bites” of information easier to consume than a heavy book on the subject.

Videos

Videos featuring you and your partners demonstrate your expertise and give viewers a sense of what it would be like to work with you. We will help you choose the right topics, then shoot, edit, and market the videos on YouTube, your website, and our family of divorce-focused websites.



Podcasts

Just like videos, podcasts on your website are a viral marketing tool that brings traffic to your website – and prospective clients to your office.



10 Divorce Guides

Each *Divorce Guide* contains 32 pages of professionally written and designed articles that are handpicked by *Divorce Magazine*’s editors. We can customize them with your firm’s branding and contact information.

Content for Your Website

Our staff writers – who are also editors of *Family Lawyer Magazine*, *Divorce Magazine*, and *DivorcedMoms.com* – have the depth and breadth of knowledge to create accurate and engaging text for family lawyers’ websites. Our writers will make sure your message aligns with your business objectives and expertise, and they will create your content with your marketing objectives and Google in mind.



Reason 8: Proper Branding Attracts the Right Kind of Clients

Few family law firms have consciously designed their brand – but proper branding is key to attracting the right kind of clients and cases. Divorce Marketing Group will help you articulate how your firm will serve the needs and wants of those clients, differentiate you from your peers, and craft a tagline that motivates the right kind of prospective clients to contact you. Here is one example of how we created and implemented a branding strategy for a client who wanted to attract more high-net-worth business owners, executives, and professionals.

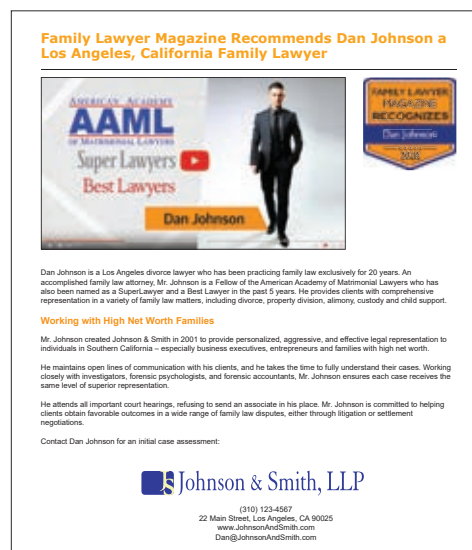
Website



eNewsletter



Collateral Materials



Reason 9: Enhance Your Online Reputation

Have you Googled your name lately? Do you dominate the first page of the search results – or are you bumped by other people with the same name? Do you have bad reviews showing up on the first page? Do you show up at all? Is the information about you current and correct?

If you are unhappy with your search results, ask us how we can help to enhance your online reputation.



Reason 10: Social Media and Online Advertising



We can create company pages for your firm on LinkedIn, Facebook, and Twitter. Then we will either show you how to post updates or we will do the posting for you.

If a pay-per-click (PPC) advertising campaign interests you, we will create your advertisements and landing pages, then provide a monthly report with your results. Our digital marketer is Google Certified, so we can get you more bang for your PPC buck.



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