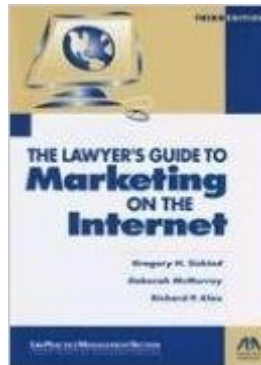




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# Lawyer's Guide To Marketing On The Internet



## Synopsis

In this up-to-date third edition of The Lawyer's Guide to Marketing on the Internet, you'll learn how to make the latest technology work for your practice and increase your firm's visibility. This comprehensive resource provides proven online marketing strategies and guides you on how to effectively and efficiently market your law practice.

## Book Information

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I read this book from cover to cover to help me write my book for the ABA, "Smart Marketing for Smart Firm Lawyers." My staff implemented many of the ideas to improve our office. The ABA has the best books for helping attorneys, and this is one of them. You may also wish to purchase "Smart Marketing for the Small Firm Lawyer" List Price: \$59.95 Author(s): Kenneth A Vercammen Sponsor(s): Solo, Small Firm and General Practice Division Publisher(s): ABA Book Publishing ISBN: 978-1-62722-484-0 Product Code: 5150468 2014, 156 Pages, 7 x 10 Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover: \*Creating a blog for free \*How to leverage a wide array of social networking sites (like Facebook, Martindale Hubble, Yelp, etc.) \*Best practices for marketing within the law

office \*Low-cost and no-cost marketing activities \*Tips to increase your efficiency and reach \*And more! Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most the marketing opportunities that exist with Smart Marketing for the Small Firm Lawyer. Praise for Smart Marketing for the Small Firm Lawyer: "Vercammen's new marketing book belongs in the tool box and library of every lawyer regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows the lawyer HOW to do it." Jay Foonberg Author of How to Start and Build a Law Practice, 5th Ed

This book is fantastic. It gave me so many ideas for the re-design of my own Web site. It's written in plain English. Every lawyer should read this book and get going on the Internet's superhighway!

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