

# **The Legal **A** Team**

May 9, 2019

## **Law Firm Marketing, PR and Websites, Made Easy**

Federation of Ontario Law Associations (FOLA)

Jana Schilder, Co-Founder  
The Legal A Team

A close-up, high-resolution photograph of a wolf's face, focusing on its eyes and fur. The wolf has a mix of brown, black, and tan fur, and its eyes are a striking yellowish-brown. The background is a soft, out-of-focus blue-grey.

# **RELENTLESS** LAW FIRM MARKETING & LEGAL PUBLIC RELATIONS

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# Today's agenda

1. Why every law firm needs a marketing plan
2. De-mystifying marketing
3. How to establish an annual budget
4. How much time you should devote to marketing
5. What gets the “biggest bang for your buck?”
6. Building a website & SEO, the right way

# Startling factoid #1

**20%** of new lawyers cannot find  
a full-time position.

- Canadian Lawyer

# Startling factoid #2

Each year, there are **1,750**  
newly minted lawyers in Ontario.

- The National Post

Admissions to law school are up **70%**.

- Canadian Lawyer

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# Startling factoid #3

Number of law firm marketing  
credit courses in law school:

**Zero**

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# Startling factoid #4

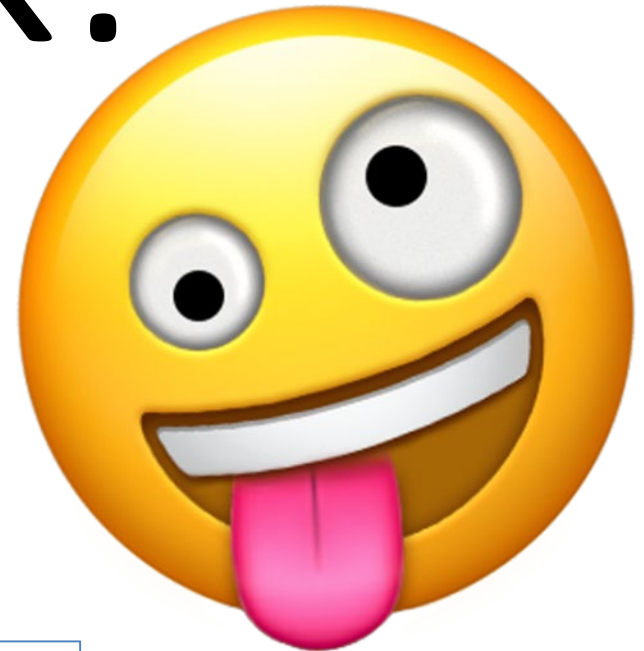
Number of CPD hours allocated to  
law firm marketing:

**Zero**

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**Whaaaaa....??**

**“Good luck!”**



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# Why you need a marketing plan

- **Marketing is an investment in your future**
- Marketing is **how you get clients**
- Marketing is not a cost centre
- Marketing is not a frill, or waste
- Marketing is not diverting funds for your new car or truck
- Marketing does not cut into your profits

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# The cost of doing no marketing

## Example:

- Assume a budget of \$2,000 per month
- Months 1 to 6: \$12,000 spent; 0 clients
- Months 7 to 12: \$24,000 spent; 3 new clients
- Month 13: you're in the black
- Month 24: you have spent \$48,000 to get \$112,500 of new business

# Marketing budgets: Money & Time

- Very successful firms spend 15% of gross annual sales on marketing
- 10% is a good figure
- 5% is minimum
- 20% of your time should be spent marketing

# De-mystifying marketing

- **Marketing** – promoting your law firm (hunting)
- **Business development** – looking for new ways to make money (new hunting grounds)
- **Advertising** – you pay to get your message out
- **Public Relations** - establish, promote, protect your reputation
- **Media Relations** – you pay a PR agency to represent you to reporters and editors
- **Websites** – your electronic storefront
- **SEO** – the Art of Getting Found by prospects

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# How to allocate your budget

- The type of law you practice
- Your profit margins
- Gross annual revenues
- Your target market – who are your prospects?
- Your geography
- Your competition – are they out-spending you?
- Technology – automation can help you get scale
- Sales cycle – how long does it take to get a client?
- Value of typical sale
- Average sale's lifetime value – “one and done” or repeat clients?

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# What type of law do you practice?

- General practice?
- Specialty/boutique firm?
- “Door law”?
- What is your target market?
- Who is your ‘ideal client’ – avatars are useful
- How do you get clients now?
- What is your referral network? How big is it?

# What is your personality?

- Do you like to give speeches, presentations?
- Do you like to network? Attend social events?  
Host social events?
- Do you like to write?
- Do you like to be involved in your community?
- Do you like sports, social causes, education?

# The Legal A Team, by Practice Area

Media Relations:	50%
Business Development & Marketing	20%
Turnarounds & Management Consulting	15%
Websites & Organic SEO:	15%

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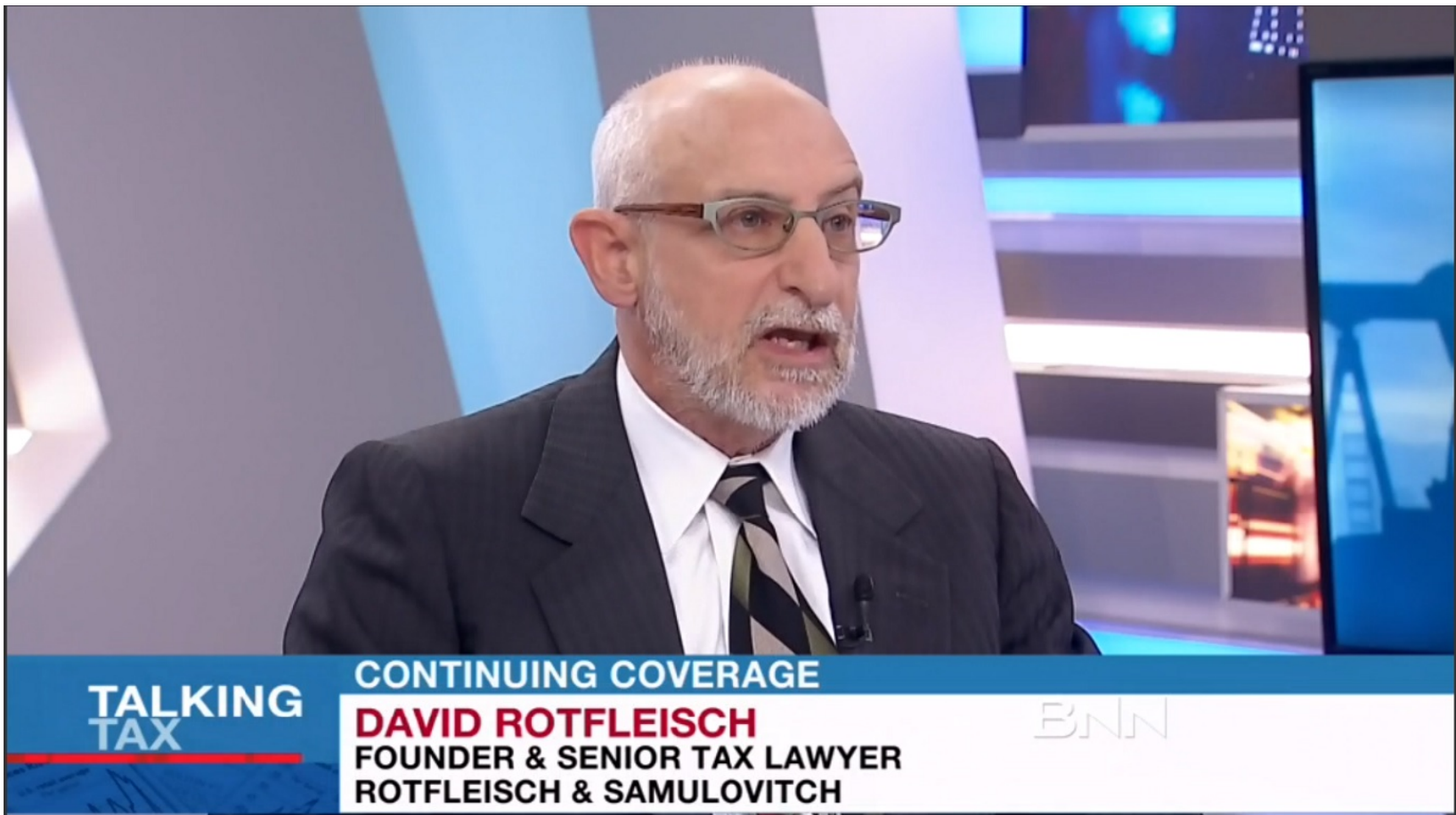


# What gets the “Biggest Bang?”

## Media Relations:

1. Because it's reputation based.
2. Because no one watches TV, reads newspapers for the advertising.
3. Third-party validation, by the media.  
Reporters trust you to help tell stories.

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**ANTI-SPAM LAW**  
 Changes advised to improve clarity P5


**AFTER #METOO**  
 What lawyers can do to stop harassment P7


**FOCUS ON**  
 Insurance Law P9



## LAW TIMES

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15.00 • Vol. 25, No. 1 COVERING ONTARIO'S LEGAL SCENE • WWW.LAWTIMESNEWS.COM January 5, 2019

### Lingering concerns remain over tax changes

BY ALEX ROBINSON  
Law Times

**D**espite the federal government's scaling back of some of its proposed tax reforms for professional corporations, tax lawyers say the revised changes could still have undesirable effects on law firms and their clients.

In July, the government announced three proposals, which included converting income-splitting for business owners, halting the practice of transferring dividend income into capital gains and closing a loophole that allows business owners to pay themselves an excessive investment income held in a corporation.

After facing criticism from lawyers and other professionals concerned that their wallets would be unfairly targeted by the changes, federal Finance Minister Bill Morneau altered the proposals and abandoned the capital gains reform.

The draft legislation the government recently unveiled in mid-December will curtail income splitting, except for a number of exemptions. These family members who would be exempt would include spouses, as long as they had "meaningful contribution" to the business and if the owner is at least 18.

Others who would qualify would be members of the business owner's family who are adults over the age of 18 who have worked at the corporation for at least 20 hours a week during any of the previous five years and those over 25 who own at least 10 per cent of the company that is not a professional corporation and earn less than 90 per cent of its income from the provision of services.

In none of the exemptions apply family members who are 25 and older will have to undergo a subjective "reasonableness test" to determine how much income can be subject to income splitting.

While the revised changes were more palatable than the original proposal to some business owners, tax lawyers say practitioners who are incorporated could still be impacted.

"The changes which are beneficial are not available to lawyers," says David Roth, a tax lawyer at Rothfisch & Sandelwich PC. "So the new rules will, all in all, have a negative impact."

David Roth says proposed federal tax changes will still adversely affect lawyers who have incorporated their practices. Photo: David Roth

See News, page 4

### Ruling focuses on limitation period

BY ALEX ROBINSON  
Law Times

**T**he Court of Appeal has determined that the limitation period for services over which claim against the police started running at the end of the wrongful criminal proceedings.

Some lawyers say the decision in *Howland v. Hamilton Police Services Board* is a big deal in this area of the law, as it changes when the limitation period starts for better claims against the police in certain circumstances. The limitation period for this case of action has often started when the alleged injury occurred, where as with negligent investigation claims, it lacks off when criminal proceedings wrap up.

The plaintiff and appellant, Robert Howland, brought a battery claim against the Hamilton Police Service after an altercation with him on June 1, 2014, when the police allegedly assaulted him. He was arrested and charged with assaulting an officer and resisting arrest, but he was later acquitted of both charges in February 2016.

The district judge's notice of action until June 2, 2016, which was two years and one day after he suffered the alleged battery. He sought damages for negligent investigation and assault.

A master judge dismissed his claim for battery.

Howland's appeal, avoided around when he found out that such a legal proceeding would be an appropriate way to seek remedy for the allegations.

In a 2:1 decision, the Court of Appeal found that Howland's claim for negligent investigation, which was proceeding and for battery were "inextricably intertwined" and that the limitation period started at the end of the criminal proceedings.

Lawyers who represent police in civil claims say the decision is problematic as it moves away from established case law on the issue.

See Decision, page 4

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THE CANADIAN LEGAL NEWSLETTERS



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## Rotfleisch & Samulovitch PC

- Client since 2014
- Number of “media hits” annually: 40+
- Number of employees in 2014: 6
- Number of employees in 2019: 11
- “tax lawyer Toronto” Google ranking: #1

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LAWYER, JASMINE DAYA & CO.

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Jasmine Daya

Lawyer and Managing Principal of Jasmine Daya & Co., personal injury law firm

## THE BLOG

# Bad Weed's Now The Government's Problem, And So Are The Inevitable Lawsuits

The government should rethink the liability it takes on as both regulator and drug dealer.

02/20/2019 15:24 EST | Updated 02/20/2019 15:55 EST



CHRIS ROUSSAIS VIA GETTY IMAGES

Whether you're for or against the legalization of cannabis, Canadian taxpayers should know the civil liability that the government has created for all of us. The Canadian government has failed to recognize that it is not insulated from civil lawsuits in the same way as black-market drug dealers.

There is some fine business advice from a recent of Ontario's business world.

## TRENDING



Watch As Lake Erie Sends A Massive 40-Foot 'Ice Tsunami' Crashing Ashore



Conservatives Would Win Federal Election If Held Today: Poll



Tim Hortons Opens In China, Serving Salted Egg Yolk Timbit



Spring Will Arrive With A Flash, Weather Network Predicts



Canada's 'Major Shift From Homeownership To Rental Continues'



Who's Actually Winning In Doug Ford's Ontario?

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-8 °C | SUNDAY, DECEMBER 30, 2018

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## Driver convicted of careless driving in tragic Havelock area motorcycle crash

Victim died in hospital last month after being in a coma for more than a year

**NEWS** Oct 31, 2018 by [Jessica Nyznik](#)  Examiner Staff Writer





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## Criminal



### Donald Trump is teaching our kids to be cyberbullies | Jasmine Daya

Wednesday, October 24, 2018 @ 10:50 AM | By Jasmine Daya

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Jasmine Daya

"Mommy, is Donald Trump a mean man?" asked my 6-year-old daughter at the dinner table.

My husband and I looked at each other and smiled. My other two children, ages 8 and 12, giggled at the question, likely knowing what I wanted to say, but also didn't want to say.

With CNN often playing on the television in the background at my house, my children are well informed on American politics, despite being born and raised in Canada.

## Focus On

Civil Litigation



**Judge's political lobbying, advocacy on behalf of black Canadians crossed line, but wasn't 'misconduct'**

Criminal





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Jasmine Daya & Co. – Personal Injury lawyers

- Client since May 2018
- Number of annual “media hits”: 20+
- Huff Post blogger
- Columnist on personal injury, The Lawyer’s Daily
- Total of 5 lawyers; busier than ever
- Has 2 articling students

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## DeRusha Law – Mississauga

- In business for 25 years
- In November 2016, their initial consults (ICs) had dried up; WIP at a trickle
- The firm was in trouble
- Law firm turnaround client; 18 month project
- 4 lawyers; new hire Oct. 2018—1<sup>st</sup> in 8 years

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# Startling factoids about Google

- Google owns 93% of all web searches in Canada
- People who never go to Page 2: 95%
- Number of factors Google uses to rank pages: 220+
- **GOAL:** Google wants to serve the best pages to users
- How Google ranks pages: algos & bots
- The first 3 organic spots capture 70% of traffic
- Click-through rate (CTR) is 30% on Google Ads
- There is **NO APPEAL PROCESS** with Google

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# How not to build websites

**Creatives** – copy writers, photographers,  
graphic designers

**Web developers** – coders & programmers

**SEO specialists** – the Art of Getting Found



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# Google gives you free tools

- Google Analytics – measures everything, how long people spend on a page, what pages are popular/useful, click-through rates, fill out contact forms, use web chat, etc.
- Google Business – get listed, for free
- Google Search Console – SEO and reporting (formerly Google Webmaster Tools)
- Google Reviews – very powerful

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lawyers newmarket



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<https://www.epsteinlawyers.com/newmarket/>

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## Lawyers in Newmarket ON | YellowPages.ca™

<https://www.yellowpages.ca> > Canada > Ontario > Newmarket

Locate and compare Lawyers in Newmarket ON, Yellow Pages Local Listings. Find useful information, the address and the phone number of the local business ...

## THE BEST 10 Lawyers in Newmarket, ON - Last Updated April 2019 ...

<https://www.yelp.ca> > Newmarket > Professional Services > Lawyers

Galbraith Family Law. Divorce & Family Law. Epstein & Associates. 3 reviews. Jason K Allan Law Office. 3 reviews. Hill Hunter Losell Law Firm Llp. 1 review. Shirliff Hinds Law. Legal Services, Divorce & Family Law, Real Estate Law. Stiver Vale Barrs & Solctrs. Lawyers, Notaries. Paterson Sue Lwyr. 1 review. Boyd ...

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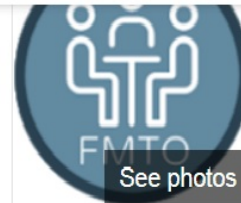
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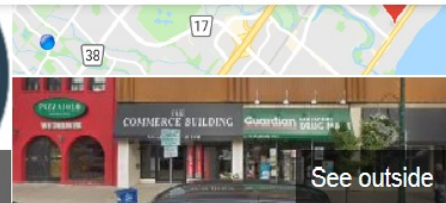
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Training centre in Oakville, Ontario

**Address:** 345 Lakeshore Rd E Suite 506, Oakville, ON L6J 1J5

**Province:** Ontario

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Add missing information

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# When you get back to the office...

1. Set your marketing budget; review your marketing budget
2. Think about what activities you would like to do, to market your law firm, and where to spend your marketing dollars
3. Think critically about your website: is it bringing you leads, or is it a brochure?

A close-up, high-resolution photograph of a wolf's face, focusing on its eyes and fur. The wolf has a mix of grey, black, and tan fur, and its eyes are a striking amber color. The background is a soft, out-of-focus blue-grey.

# RELENTLESS LAW FIRM MARKETING & LEGAL PUBLIC RELATIONS

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