Delaware Valley Law Firm Marketing Group

The Law of Analytics: Why Data Matters for Law Firms & Their Clients

30 January 2013

Today's Plan

- A bit about me
- A bit about you
- Goals for law firm online marketing
- Big Data & online marketing
- Data vs. Reporting vs. Analytics
- All about Google Analytics
- Today's Top 5 (yes!)
- A bit about your clients
- Q&A

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A bit about me

- Over 15 yrs in Internet/E-commerce/Marketing/Analytics – mostly in San Francisco

- In Philly – VP, E-commerce at Nutrisystem

- Founded Sepiida in 2009 – analytics & Internet marketing optimization services firm
  - Clients include Zynga Games Network, Haymarket Media

- Sepiida was acquired by Delphic Digital in October 2012

- Now – General Manager, Analytics & Optimization

- And…I still plan to go law school!

A bit about you

- A show of hands
  - Type of firm
  - Your roles
  - Online marketing tactics
  - Google Analytics (GA) usage
- What are you doing with GA or data?
- Why did you come here today?
- What are you hoping to get out of our time together?

Goals of law firm online marketing

- Referrals-based business (for the most part)
- Online marketing serves to:
  - Validate your firm
  - Advertise the bios of your lawyers
  - Grow practice market share through PR & thought leadership
  - Stay top of mind (email marketing)
  - And drive some leads…

Big Data & Online Marketing

- What is this "Big Data" thing?
  - Not really new – we just have more of it
  - And more ways to work with it
  - Broad spectrum of adoption and usage → believe me, not everybody is doing it
- Traditional marketing (offline) vs. online marketing
  - Print, TV, radio → not easily measurable nor testable
  - Internet advertising & your site → measure & test
- This means that very little requires a lot of debate since the on-off switch is easy to hit
  - Work that into your pitch!

Data vs. Reporting vs. Analytics

- **Data** = The raw information that is collected as users interact with you online

- **Reporting** = The presentation of *relevant* data in a digestible, viewable format

- **Analytics** = The process of digging into data using *useful* reporting to discover takeaways and *actionable* insights that lead to *data-driven* recommendations for change

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Tools Overview

- There are a variety of tools for:
  - Data collection
  - Reporting creation/viewing
- Not much for analytics → that's where the brainpower comes in
- Most popular tool for data and reporting online is Google Analytics
  - And it's free!

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A few quick thoughts about GA

- Use it – it's free, it helps you do your jobs better
- But it's not perfect
  - Some information is obfuscated
  - Some data is going to be wrong because Google isn't perfect
- Have proper expectations – it'll tell you what, but not why
- The most important thing to do first is make sure you have an accurate and useful implementation of GA
  - Otherwise, it's garbage in, garbage out

Let's get into GA!

- Key reports & terms

- Engagement

- Events

- Goals

- Conversions

- Tying this into AdWords

Top 5 – What you should do today

1. **Audit & Fix** your GA implementation
   - Garbage in, garbage out

2. Understand your **traffic sources** and how they are using your site
   - Especially Organic vs. Paid Search

3. Find the **top 5 Landing Pages** with high Bounce Rates & optimize

4. Find the **top 5 Exit Pages** & optimize

5. Begin **testing your email content** & measuring impact on website

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A bit about your clients

- You are their trusted advisor
- Remind them what data & analytics can do for them
    - Reduce inefficiency in decision-making
    - Increase ROI on online (and offline) marketing
- Many of your clients have much more data they can capture online
    - Getting & using it will help them grow their businesses more quickly

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Want to chat some more?

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