

# Demystifying Digital: Digital Marketing Made Easy for Law Firms

*\*Sign up for any of the workshops to get complimentary access to the webinar!*



15 July 2022, Friday: 2.00pm – 4.00pm  
27 July 2022, Wednesday: 9.30am – 5.30pm  
29 July 2022, Friday: 9.30am – 5.30pm



*This programme comprises a live webinar and two in-person workshops.*



No. of Public  
CPD Points:  
**TBC**

Practice Area:  
**Professional  
Skills**

Training Level:  
**General**

## About the Programme Series

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Digital marketing is confusing and often misunderstood in the context of law firms.

How can digital marketing improve the client-lawyer relationship dynamic? How does help lawyers attract new clients and referrers?

In this interactive series, you will learn the ins and outs of how to effectively market your law firm online.

Digital marketing minimises the amount of time and effort that lawyers need to spend pursuing new work opportunities (a major point of stress for many practitioners). It also helps lawyers in private practice to attract the type of work that they find most enjoyable and valuable - rather than settling for whatever happens to 'fall in their laps'.

A robust digital marketing strategy presents an opportunity to begin solving the first of the above challenges.

When digital marketing is supported by the right content, it will also help attract clients and referrers without the initial need for a face-to-face connection.

In this series, Toro Digital will cover all of the foundational elements of a successful law firm's digital marketing efforts.

Participants who sign up for any of the workshops will get complimentary access to the webinar.

## Programme Outline

### [Webinar] Digital Marketing Foundations for Law Firms

**Date & Time: 15 July 2022, Friday, 2:00PM – 4:00PM**

Time	Programme
1.45pm – 2.00pm	<b>Participants to log on</b>
2.00pm – 2.30pm	<b>Positioning and Mindset</b> <ul style="list-style-type: none"> <li>● The importance of positioning in the digital era</li> <li>● Crafting a clearly defined, attractive and defensible market position</li> </ul>
2.30pm – 3.30pm	<b>Core Assets Overview</b> <ul style="list-style-type: none"> <li>● Website</li> <li>● Marketing content</li> <li>● Thought leadership content</li> <li>● Email marketing system / Basic CRM</li> <li>● Social media profiles</li> <li>● Analytics</li> </ul>
3.30pm – 4.00pm	<b>Promotional Tactics Overview</b> <ul style="list-style-type: none"> <li>● Search engines (organic and paid advertising)</li> <li>● Social media (organic and paid advertising)</li> <li>● Email marketing</li> </ul>
4.00pm	<b>End</b>

## [In-Person Workshop] Building Online Content Assets for Your Legal Practice

**Date & Time: 27 July 2022, Wednesday, 9:30AM – 5:30PM**

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.30am	<p><b>Documenting Your Personas</b></p> <ul style="list-style-type: none"> <li>• Market positioning - becoming the 'obvious choice'</li> <li>• An overview of personas for clients, prospects and referrers</li> <li>• Identifying persona pain points and opportunities</li> </ul> <p><i>Exercise: Documenting a key persona for your practice</i></p>
10.30am – 11.00am	<b>Tea Break</b>
11.00am – 12.00pm	<p><b>Setting Up Your Marketing Content Assets</b></p> <ul style="list-style-type: none"> <li>• Your website profiles</li> <li>• Articulating your value proposition and services</li> </ul> <p><i>Exercise: Review your existing profile and services content</i></p>
12.00pm – 1.00pm	<b>Lunch (Not provided)</b>
1.00pm – 3.00pm	<p><b>Building Thought Leadership Content</b></p> <ul style="list-style-type: none"> <li>• Identifying the biggest opportunity to make an impact</li> <li>• Structuring a significant thought leadership piece - from headline to call-to-action</li> <li>• Repurposing your thought leadership content</li> </ul>
3.00pm – 3.15pm	<b>Break</b>
3.15pm – 4.45pm	<p><b>Maximising Your Content Exposure</b></p> <ul style="list-style-type: none"> <li>• Repurposing content for podcasts, videos, events</li> <li>• Exercise: Idea generation for repurposing your thought leadership content</li> <li>• Distributing your content through owned, earned and paid channels</li> </ul> <p><i>Exercise: Developing a plan for your key promotional channel</i></p>
4.45pm – 5.30pm	<p><b>Social Proof Content</b></p> <ul style="list-style-type: none"> <li>• Using case studies, testimonials, directories and reviews platforms to boost the lawyer's profile and provide social proof.</li> </ul>
5.30pm	<b>End</b>

**[In-Person Workshop] Marketing Your Investment in Digital Marketing****Date & Time: 29 July 2022, Friday, 9:30AM – 5:30PM**

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.00am	<b>Overview of Content and Digital Marketing</b> <ul style="list-style-type: none"> <li>• Overview of types of content</li> <li>• Overview of digital marketing techniques</li> <li>• Goals of content and digital marketing in the context of a law firm</li> <li>• Moving from prospect to client</li> </ul>
10.00am – 10.15am	<b>Break</b>
10.15am – 12.15pm	<b>Getting Your Content Noticed on Search and Social Channels</b> <ul style="list-style-type: none"> <li>• What is SEO, SEM and SMM?</li> <li>• The three big SEO factors to understand and work with - website structure and performance, helpful content, and relevant links</li> <li>• Structuring your content for search engines to find you</li> <li>• Overview of paid search marketing - search ads, display ads, YouTube ads and remarketing ads</li> <li>• Overview of paid social media marketing - LinkedIn, Facebook &amp; Instagram</li> </ul> <p><i>Exercise: Designing a single advertisement plan for your content</i></p>
12.15pm – 1.15pm	<b>Lunch (Not Provided)</b>
1.15pm – 3.15pm	<b>Online Lead Generation</b> <ul style="list-style-type: none"> <li>• Tools and tactics you can use to acquire and triage online enquiries (e.g. landing pages, assessment forms, chatbots, etc).</li> <li>• Using call tracking, live chat, phone answering services and calendar tools to book appointments.</li> <li>• Use digital tracking in your CRM to understand when to pick up the phone and call the prospect.</li> </ul> <p><i>Exercise: Conceptually design a lead generation campaign for your content</i></p>
3.15pm – 3.30pm	<b>Break</b>
3.30pm – 4.30pm	<b>Setting Up Your Analytics to Measure Performance</b> <ul style="list-style-type: none"> <li>• Setting up website page tracking in Google Analytics</li> <li>• Tracking your performance beyond your website (Search engines and social, email marketing)</li> </ul>
4.30pm – 5.30pm	<b>Other Avenues for Increasing Awareness</b>

	<ul style="list-style-type: none"> <li>• Joining online communities (E.g. Reddit, Clubhouse, and Slack groups) and learning best practices for earning engagement</li> <li>• Using WhatsApp and Facebook Messenger for lead generation and relationship-building</li> <li>• Best practices for encouraging activity and managing user-generated content platforms (e.g. Glass Door, Google Reviews)</li> <li>• How to develop a list of potential press opportunities, what to pitch, and get a positive response</li> </ul>
5.30pm	<b>End</b>

## Speaker's Profile



### **Paul Evans – Managing Director, Toro Digital**

After working in the commercial law industry for over 10 years with some of Australia's leading and fastest-growing commercial law firms, Paul noticed very few marketing agencies understand the specialised nature of marketing for a law firm - whether that's a traditional BigLaw firm, a boutique firm or New Law business. He was inspired to bridge this gap with a niche business, Toro Digital.

Toro Digital specialises in helping increase awareness for law firms and position professionals as thought leaders in their area of expertise. Toro Digital combines online and offline marketing to help lawyers strengthen client and referrer relationships, attract interest and secure enquiries from potential clients.

Prior to founding Toro Digital, Paul worked closely with partnership groups and management teams, playing an important role in some of Australia's largest law firm mergers. He has managed rebrands, prepared client and media communications, on-boarded incoming lawyers, and executed high-impact cross-selling opportunities.

Additionally, he has invested countless hours training lawyers for business development, relationship marketing, and building a profile in an industry or technical specialisation.

## Registration Fees

Membership Category	Fees (inclusive of 7% GST)		
	Webinar Only: Digital Marketing Foundations for Law Firms	Workshop: Building Online Content Assets for Your Legal Practice + Complimentary Access to Webinar	Workshop: Maximise Your Investment in Digital Marketing + Complimentary Access to Webinar
Law Society Member / Employee from small law firm (i.e. 5 or less lawyers)	\$86.67	\$342.40	\$342.40
Law Society Member / Employee from mid or large law firm (i.e. 6 or more lawyers)	\$96.30	\$374.50	\$374.50
SCCA Member	\$144.00	\$674.10	\$674.10
Non-Member	\$160.00	\$749.00	\$749.00

To register, please visit our website at: <https://www.lawsociety.org.sg/CPD-Portal/Law-Society-Events>.  
For enquiries, please contact us at [cpd@lawsoc.org.sg](mailto:cpd@lawsoc.org.sg) or 6530 0209.

## 1. Terms and Conditions

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- 1.1. Registration closes on the date as stipulated on the registration page or when all seats are filled.
- 1.2. The registration fee is due and payable upon registration and must be received prior to the programme.
- 1.3. Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment. An email confirming your registration will be sent to the email address provided in your registration, and/or a message confirming your registration will be displayed on the Website. If you do not receive confirmation of your registration within twenty-four (24) hours of your registration, please contact the Law Society CPD team at [cpd@lawsoc.org.sg](mailto:cpd@lawsoc.org.sg).
- 1.4. The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.
- 1.5. If you are unable to attend, a substitute delegate is welcomed, provided that the Law Society is notified in writing of the name and particulars of the substitute delegate at least 3 working days before the programme.

## 2. Cancellation and Refund of Fees

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- 2.1. Allocation of seats is on a first-come-first-served basis and limited seats for each programme.
- 2.2. Participant who cancels their registration before the commencement date shall be liable to pay the percentage of the registration fee set out as follows:
  - i. 20 calendar days before commencement date: 25% of registration fee.
  - ii. 8 to 19 calendar days before commencement date: 50% of registration fee.
  - iii. 7 calendar days or less before commencement date: 100% of registration fee.
- 2.3. Participants who cancel their registration without prior payment made shall also be liable to the cancellation fee set out in 2.2. In the event that the payment for cancellation fee is not received despite multiple chasers, a tax invoice will be issued and mailed to your law practice/organisation.
- 2.4. Participant who is unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of registration fee.

## 3. Intellectual Property Rights

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- 3.1. The Law Society reserves all its intellectual property rights (including but not limited to all copyright) which it either owns or holds as licensor in the programme and any materials forming part of the programme (including but not limited to written materials, slides, recordings, assessments and downloadable materials) made available to you as part of the programme ("**Law Society Materials**") and you agree that you will not do anything to infringe or prejudice those rights.
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- 3.3. You may not:
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3.3.7. share your password or logon details with anyone.

## 4. Data Protection

- 4.1. All personal information you disclose to us in the registration form will be processed in accordance with the Personal Data and Protection Act. We will not share your contact details without your written consent.
- 4.2. By submitting this registration form, you consent that the Law Society may collect, use and disclose the personal data you provide in this form to administer your registration for this event and for statistical, analysis and planning purposes, solely related to this programme. You consent that we may disclose: (i) aggregate participant data to speakers to tailor their presentations for this event; (ii) aggregate participant data for publicity purposes.
- 4.3. You agree that any personal information you submit as part of your registration for the programme is accurate and that you have all necessary permissions to submit such personal information.

### **Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:**

No of Public CPD Points:

Webinar (Digital Marketing Foundations for Law Firms): **2.0**

In-Person Workshop (Building Online Content Assets For Your Legal Practice): **6.5**

In-Person Workshop (Maximise Your Investment in Digital Marketing): **6.5**

Practice Area: Professional Skills

Training Level: General

[Webinar]:

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes logging in at the start of the webinar and logging out at the conclusion of the webinar in the manner required by the organiser, and not being away from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

[In-Person Workshops]:

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, participants are reminded to sign in on arrival and sign out at the conclusion of the event in the manner required by the organiser. Participants must not be absent from the event for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.