

CMT Basic Divorce Mediation Training

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Super Bowl Sunday!



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Survey Results

10 responses: more than 50%

Thank you.

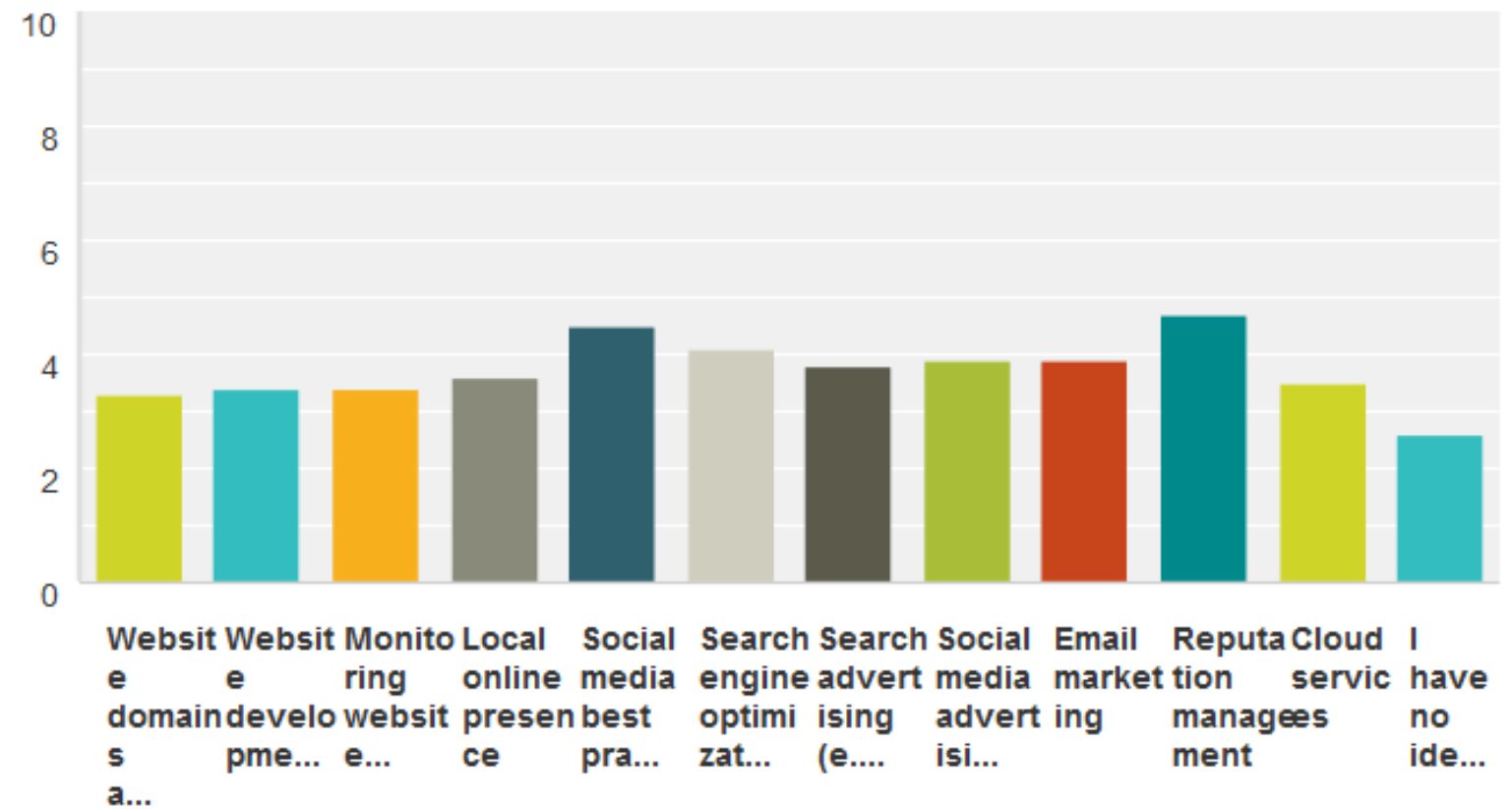


Skill level

- Most could use some, if not a lot of, help.
- No one else wanted to present.
- So you're stuck with me.



Most interested in... Online reputation mgmt?!



Interest, in descending order

1. Online reputation management?!
2. Social media best practices
3. SEO-Search engine optimization
4. Tie: Social media advertising & Email marketing
5. Search advertising
6. Not as interested: website issues, local online presence

Almost exactly opposite the way I would have presented!



Online reputation management

- What have you guys been up to?
- Pay for this or search for yourself online.
- Find reviews on third party websites.
- Ask for reviews.
- Respond to reviews, positive or negative.
- When responding, be personal. Don't be angry. Tell the truth.
- *Tip: Google Alerts*



Social Media Best Practices for Business

- Be where your prospects and/or prospect sources are
- Speak the language of the medium. Facebook is not Twitter.
- The 5 Ps: Participate. (Mostly) Professional, (Some) Personal, (Rarely) Pitch, Pause (when necessary).
- Automate the process. Reuse but don't replicate content. Remember the language of the medium.
- No ghost towns.
- LinkedIn for business, but can't forget Facebook
- *Tip: Buffer or Hootsuite for automation*



SEO – Search Engine Optimization

- Fantastic website: Content rich and diverse; mobile friendly; easy to navigate; UX; update regularly; help search engines
- Relevant Backlinks. Make them by commenting. Ask for them. Target influencers.
- Be Social, facilitate being social.
- Consistent NAP for local business citations on online directories
- Don't expect miracles. Takes time and effort.
- *Tip: SEO Quake*



Advertising: Search v. Social

- A nice segue from SEO, which takes time. Paid advertising delivers traffic today.
- Search: Get in their Heads
- Social: Get in their Shoes
- Modified bidding process. Quality matters.
- Don't dump visitors onto the homepage. The lifeline: Keyword (or demographic) to ad copy to landing page.
- *Tip: AdWords and Facebook, yes, but don't forget Bing.*



Email Marketing

- Still relevant
- Once a month is fine
- Remember the 5Ps (participate (i.e.- do it), professional, personal, pitch, pause)
- Respect unsubscribes
- *Tip: MailChimp*

