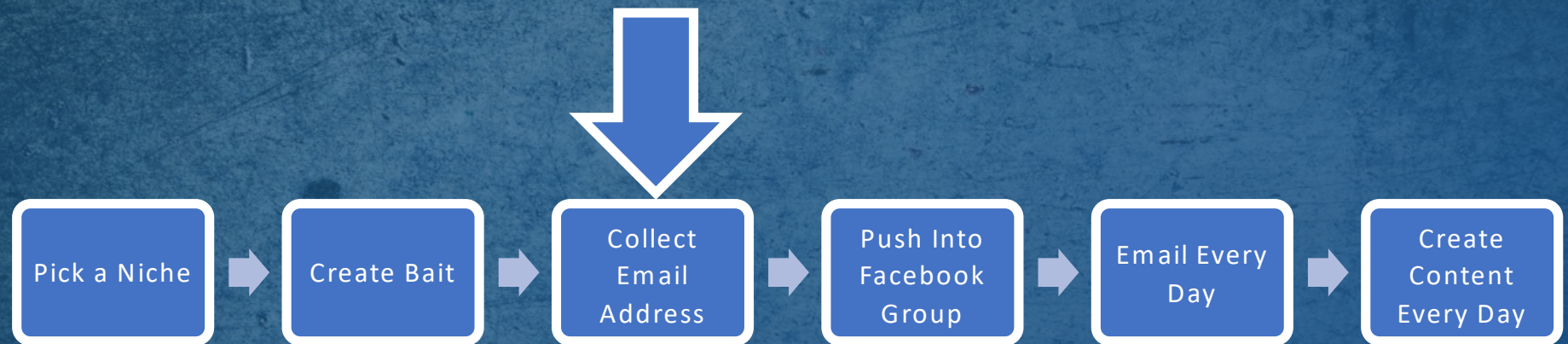

Social Media Marketing for Lawyers Masterclass

Week 5

ANDREW STICKEL



GROWING YOUR COMMUNITY



WHY VIDEO ADS?

1. Build Rapport Immediately

1. *Get to Know Voice, Mannerisms, Personality, etc.*

2. Easier to Get Your Message Across

3. People Are Lazy

4. Video Works Better

5. Evoke Emotion



THE SCRIPT: 8 ESSENTIAL ELEMENTS

1. Pattern Interrupt
2. Desire
3. Intro w/ Credibility
4. Story
5. Old Method
6. Opportunity Switch
7. Offer
8. Instructions



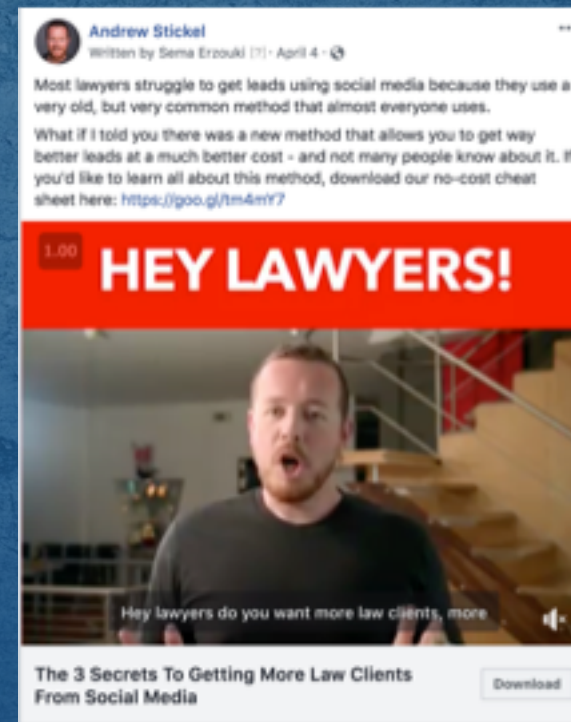


PATTERN INTERRUPT

- Red Bar at Top
- Call Out Group or Desire
- Video Dimensions:
 - *1000 x 1000*
 - *1000 x 750*
- “Facebook Text Overlay Tool”
 - *20% or Less*



PATTERN INTERRUPT



PATTERN INTERRUPT

Andrew Stickel
Sponsored · 🌐

Most lawyers struggle to get leads using social media because they use a very old, but very common method that almost everyone uses. What if I told you there was a new method that allows you to get way better... [More](#)

NEED LAW CLIENTS?



The 3 Secrets To Getting More Law Clients From... [DOWNLOAD](#)

👍 16 1 Comment 3 Shares

👍 Like 💬 Comment ➦ Share

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Most lawyers struggle to get leads using social media because they use a very old, but very common method that almost everyone uses. What if I told you there was a new method that allows you to get way better... [More](#)

LAW FIRM STRUGGLING?



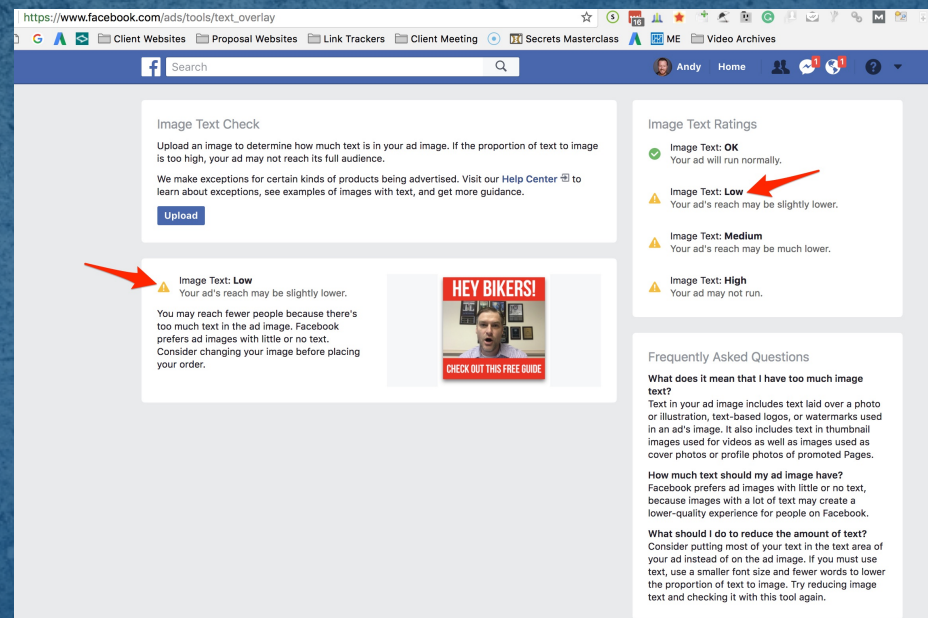
The 3 Secrets To Getting More Law Clients From... [DOWNLOAD](#)

👍❤️👍 30 17 Comments 7 Shares

👍 Like 💬 Comment ➦ Share



TEXT OVERLAY TOOL



[facebook.com/ads/tools/text_overlay](https://www.facebook.com/ads/tools/text_overlay)



PATTERN INTERRUPT - EMOJIS



TEXT OVERLAY TOOL



Image Text: OK

Your ad will run normally.

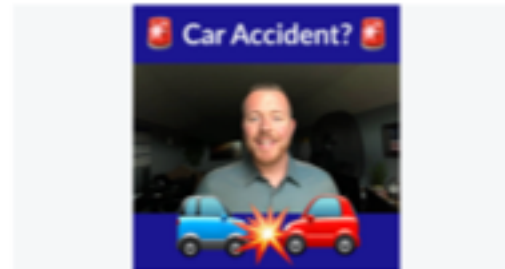


Image Text: Low

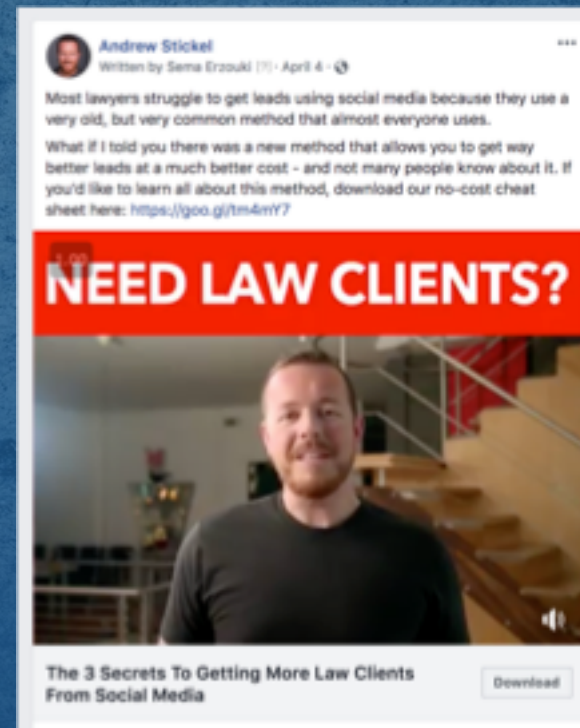
Your ad's reach may be slightly lower.

You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order.



DESIRE

- What Do They Want?
- Directly From Ask Campaign in Week 1



INTRO WITH CREDIBILITY

- Who Are You?
- What Do You Do That is of Interest to Them?
- This Really Isn't About You...



STORY & OLD METHOD

- Stories are more memorable than facts and figures.
- Story should illustrate why they need you.
- The problem shouldn't be their fault.
- Include old method as the problem.



“People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.”

~Blair Warren
One Sentence Persuasion



OPPORTUNITY SWITCH

- **Avoid Improvement of Offers**
 - *Instead of Post After Post; Create Single Post*
 - *Instead of Leaving Fate Up to Court, Create This Plan*
 - *Wear This Piece of Gear to Protect You From Motorcycle Accidents*
- **Improvement Means...**
 - *They Aren't Good*
 - *Work*



INSTRUCTIONS

- Tell Them What to Do
- Tell Them What to Expect
- Show Screen Shots of Landing Page



YOUR PERFORMANCE

- If You're Boring, You're Broke
- The Camera Kills Your Energy
- Passion is Infectious
- Don't Be Monotone



FILMING VIDEOS

1. Film Your Own If Possible
2. iPhone is Fine (Use a Mic)
3. Record One Line at a Time
4. When Editing, Do Extremely Quick Cuts
 1. No Pause Whatsoever From Talking
 2. Don't Give Them Time to Think
5. Watch Example Video Ads



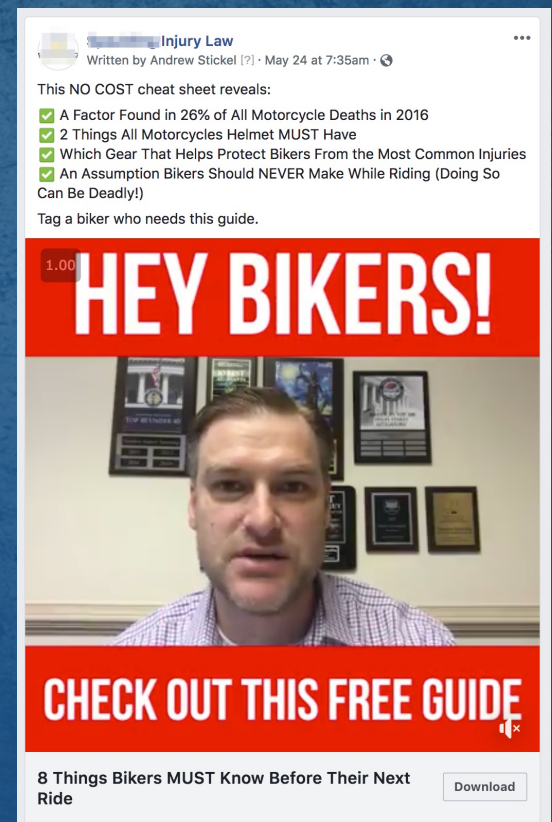
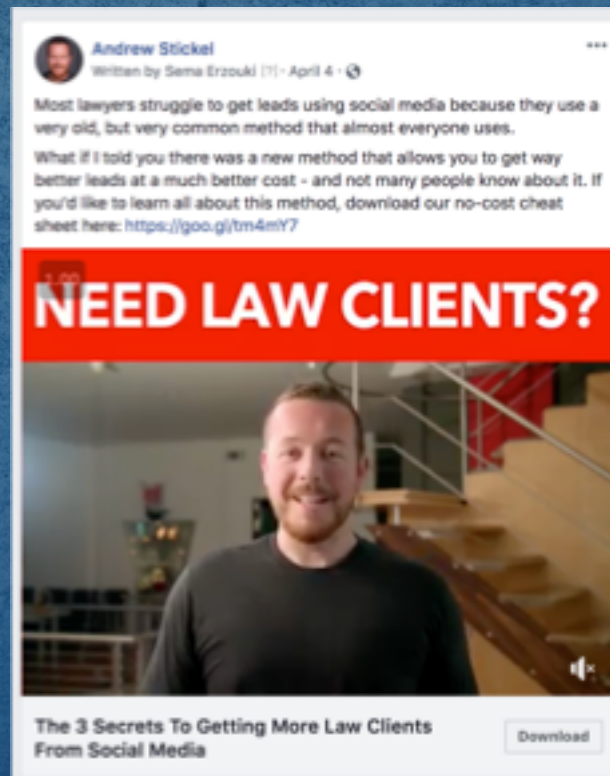
MUSIC

- Music Changes the Feel
- Use Driving, Energetic Music
- AudioJungle.com
 - *Tons of Options*
 - *Sorted by Popularity*
 - *\$15-\$19 Per Track*
 - *Download Previews Before Buying*



AD COPY

1. Two Options:
 1. Benefits
 2. New Opportunity
2. Use Emojis
 1. *emojicopy.com*
3. “Download” CTA
4. Use Bait Title as Headline
5. No Cost, Not Free
6. Don’t Use “You”



WEEK 5 HOMEWORK

1. Create Business Manager Account
2. Write Video Script
3. Film Your Ad
4. Launch Your Facebook Campaign



WEEK 5

Q & A

