
Social Media Marketing for Lawyers Masterclass

Week 6

ANDREW STICKEL



TESTING FACEBOOK ADS

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

Create

Duplicate

Edit

Rules

Columns: Custom

Breakdown

☐		Ad Set Name		Results	Reach	Impressions	8 Things Opt In	8 Things Guide VC	Cost per 8 Things Opt In	Cost per 8 Things Guide VC
☐	☒	50+		610 Link Clicks	6,084	18,724	81	535	\$3.19	\$0.48
☐	☒	40-49		322 Link Clicks	5,897	20,015	33	285	\$7.82	\$0.91
☐	☒	30-39		296 Link Clicks	5,607	20,790	15	229	\$17.23	\$1.13
Results from 3 ad sets				1,228 Link Clicks	17,418 People	59,529 Total	129 Total	1,049 Total	\$6.00 Per Action	\$0.74 Per Action



TESTING FACEBOOK ADS

50+

☐	Ad Name	Results	Reach	Impressions	8 Things Opt In	8 Things Guide VC	Cost per 8 Things Opt In	Cost per 8 Things Guide VC
☐	 Checklist	131 Link Clicks	2,661	4,922	22	112	\$2.89	\$0.57
☐	 26%	479 Link Clicks	5,520	13,802	59	423	\$3.30	\$0.46
	► Results from 2 ads ⓘ	610 Link Clicks	6,083 People	18,724 Total	81 Total	535 Total	\$3.19 Per Action	\$0.48 Per Action

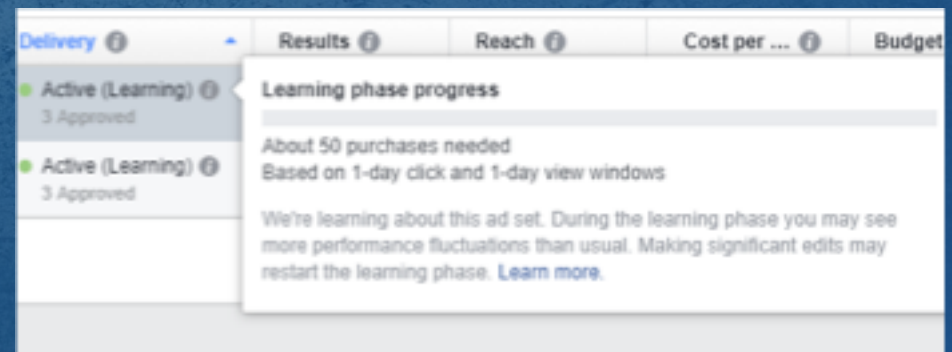
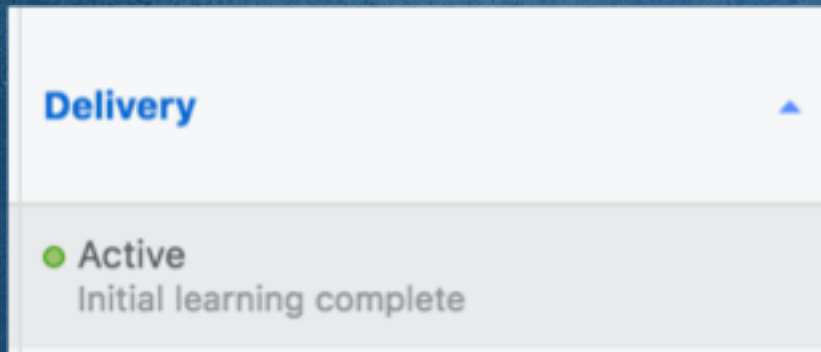
30-39

☐	Ad Name	Results	Reach	Impressions	8 Things Opt In	8 Things Guide VC	Cost per 8 Things Opt In	Cost per 8 Things Guide VC
☐	 Checklist	58 Link Clicks	2,713	5,668	1	45	\$65.25	\$1.45
☐	 26%	238 Link Clicks	4,785	15,122	14	184	\$13.80	\$1.05
	► Results from 2 ads ⓘ	296 Link Clicks	5,608 People	20,792 Total	15 Total	229 Total	\$17.23 Per Action	\$1.13 Per Action



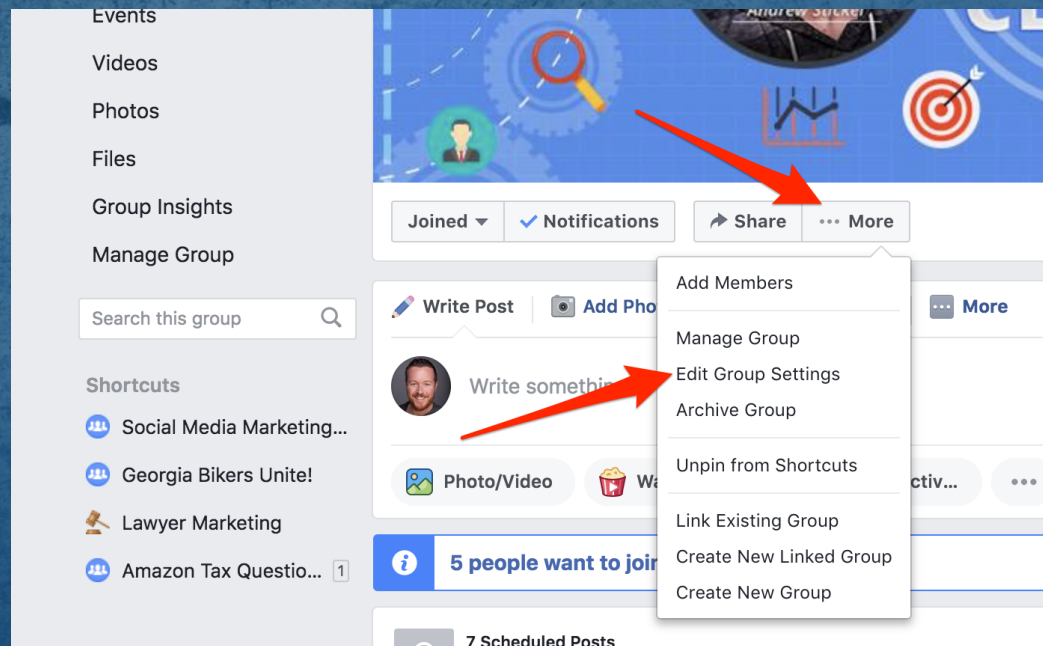
TESTING FACEBOOK ADS

- Check Once Per Week
 - *Every Day Will Drive You Crazy*
- Sometimes Switching Optimization Goals or Budget Can Kick Start a Stalled Ad
- Facebook Takes a Few Days (50 Actions) to Optimize



HIDDEN GROUP SETTINGS

- Go Through Group Settings



GROUP DESCRIPTION

Addiction Recovery Support Group

Closed Group

About

Members

Shortcuts

Social Media Marketing...

Georgia Bikers Unite!

Lawyer Marketing

Bipolar Bear Club (Bipo...



+ Join Group

... More

Join this group to see the discussion, post and comment.

About This Group

Description

This is a judgement free group for people in recovery and people seeking recovery and/or attempting to get and stay clean. This isn't a place where you can have bad ideas consigned. Admins in this group will not enable drug u... See More

Group Type

Support

Rentals You May Like on Marketplace



\$950



\$1,150







GROUP DESCRIPTION

Group Name


Group Type


Group types help people see what the group is about.

Description

This group is meant for all legal professionals to ask questions about marketing topics related to law firms. It is intended to be an open forum for anyone to ask questions, network and share relevant industry content.

This is a SPAM-free zone - dropping irrelevant links will earn you a permanent ban.

Potential members see the description if privacy is set to public or closed.

Tags

Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

Locations

This can help people find your group more easily if they're looking for groups in your area.

Linked Pages

Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

Color



Web and Email Address

Web: <https://www.facebook.com/groups/marketingforlawyers/>
 Share this link to help people find your group.

Email: marketingforlawyers@groups.facebook.com
 Emails sent to this address will appear as posts in the group.



THE GROUP KILLER: SPAM

Membership Approval	☐ Anyone in the group ☒ Only admins and moderators
Automatic Membership Approval	Save time by automatically approving member requests from people who are already in your other groups. Learn More <button>Select Groups</button>
Membership Requests	Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, and only the admins and moderators will see the answers. <button>Ask Questions</button>
Posting Permissions	☒ Anyone in the group ☐ Only admins
Post Approval	☒ All group posts must be approved by an admin or a moderator.
Story Posting Permissions	☒ Anyone in the group ☐ Only admins
Story Post Approval	☒ All group story posts must be approved by an admin or a moderator.



GROWING YOUR FB GROUP

The screenshot shows the Facebook interface for a group named 'Lawyer Marketing'. The left sidebar contains navigation links: About, Discussion, Announcements, Members, Events, Videos, Photos, Files, Group Insights, and Manage Group. Below these are search and shortcuts sections. The main content area shows a post by Andy Stickel, Admin, from yesterday at 8:46am. The post text discusses the difficulty of creating daily content for attorneys. Below the text is a video thumbnail with the text 'REMOVE THE HARDEST PART OF CREATING DAILY CONTENT'. To the right of the post is a 'Suggested Groups' section with three recommendations: 'PASSIVE PROFIT KINGS', 'SEO Made Simple', and 'MLO Shift (Members Only)'. A red rectangle highlights the 'Suggested Groups' section.

Lawyer Marketing

Closed Group

About

Discussion

Announcements

Members

Events

Videos

Photos

Files

Group Insights

Manage Group

Search this group

Shortcuts

- Social Media Marketing...
- Georgia Bikers Unite!
- Lawyer Marketing
- The Facebook Ads... (20+)

Thomas Wallin, Irish Anne Panopio and 3 others

Write a comment...

OLDER

Andy Stickel
Admin · Yesterday at 8:46am

For most attorneys that I speak with, the most difficult part about creating content is actually figuring out what to talk about. I used to have this problem as well, and it was debilitating. However, I figured out a way to never have this problem again....

REMOVE THE HARDEST PART OF CREATING DAILY CONTENT

Sort of like moment of inspiration that day.

Suggested Groups

See All

PASSIVE PROFIT KINGS
OWN LIFE - OWN YOUR LIFE
DO BETTER - BE BETTER - BECOME MORE FULFILLED

SEO Made Simple
111 members

+ Join

MLO Shift (Members Only)
108 members

+ Join

JULY 30TH, 4-6PM | In: Cloud Meeting (UTC)

Caller Meetup
195 members

+ Join



GROWING YOUR FB GROUP

- Ask Questions
- Ask What They Want to Learn About
- Get Engagement Ideas From Other Groups
 - *Related or Non-Related*
- Controversial Topics Get Better Engagement
- Always Use a Picture With Text

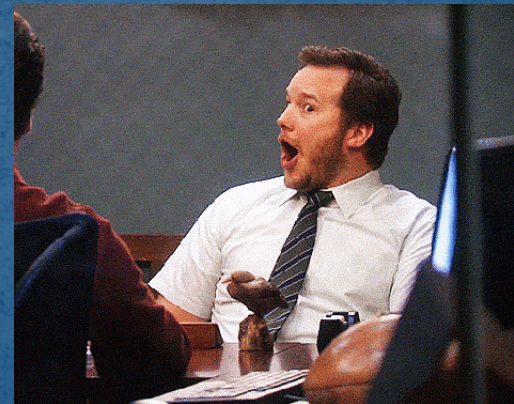
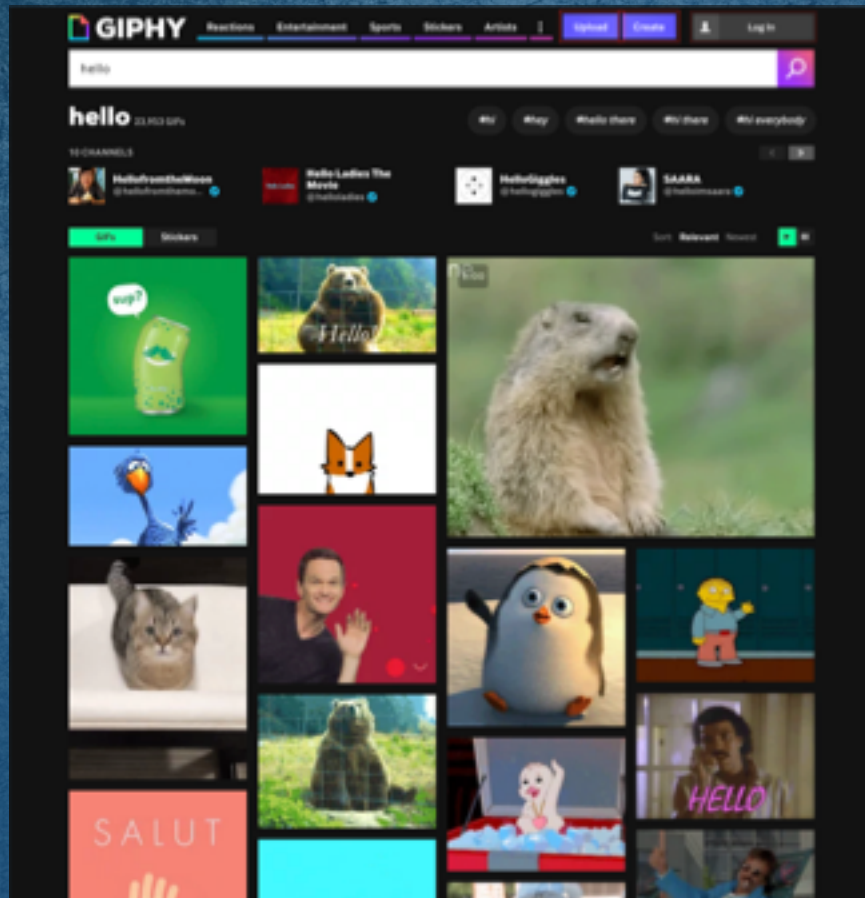


TEXT PICTURES

Hey, Hello, Attention, Question, Help, Your Attention Please, Opinion



GIPHY.COM



CONVERTING TRAFFIC

- Offer Bait in Pending Member Questions
- Use Group Funnels to Push to Google Sheets
- Use Zapier to Push From Google Sheets to Active Campaign

[Cancel](#)[Request To Join](#)



Lawyer Marketing
Closed Group · 606 Members

Questions • 3

Please answer these questions from the admins. It helps them review membership requests and only they can see your answers.

Want my no-cost cheat sheet "The 3 Secrets to Getting More Law Clients on Social Media?" If so, please enter your email address.

Write an answer...



WELCOMING NEW MEMBERS

- Great For Engagement
- Include Link to Welcome Video in Post

The screenshot shows a Facebook group interface. On the left, the 'Write Post' section includes a profile picture of a man, a text input field with the placeholder 'Write something...', and buttons for 'Photo/Video', 'Watch Party', 'Feeling/Activ...', and 'More'. Below this, a blue notification bar states '4 people want to join this group'. At the bottom left, a '7 Scheduled Posts' section indicates the next post is scheduled for tomorrow at 11:39am. On the right, the 'ADD MEMBERS' section has a search bar and an 'Embed Invite' link. Below this is a 'MEMBERS' section showing 614 members with a row of profile pictures. A red box highlights a notification: 'You have 13 new members this week. Write a post to welcome them.' A red arrow points from this notification to the 'Write Post' button. Below the members list is a 'SUGGESTED MEMBERS' section with a 'Friends' sub-header and a list starting with 'Pam Katz'. An 'Add Member' button is at the bottom right of the members section. A 'Hide' link is also visible.

GOOGLE SHEETS INVENTORY

Andy Video Blogs

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100%

100%

Arial

12

fx

Current round

	B	C	D	E	F	G	H	I	J	K	L	M	N	
	Video Title	URL	Video	Emo	Blog	Blog	ELC	SFS	Storage	roup	Dropbox	Link	SRT File Created and Uploaded	Status Update
1	Can't Get Clients to Leave Reviews? Try This	https://youtu.be/4uFwZ72GAFs	x	x	x	x	x	x	16M	16My18	https://www.dropbox.com/s/4uFwZ72GAFs/Can't%20Get%20Clients%20to%20Leave%20Reviews%20Try%20This.mp4	Done	Do you struggle to get your How do you get clients to le	
2	Time Saving Tip That Saves Me 2.5 Hours Every Day!	https://youtu.be/7fweGCU9u00	x	x	x	x	x	x	88M	88My18	https://www.dropbox.com/s/7fweGCU9u00/Time%20Saving%20Tip%20That%20Saves%20Me%202.5%20Hours%20Every%20Day!.mp4	Done	You can learn anything online This just in! It's our newest i	
3	Get 5-Star Reviews For Your Law Firm	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	22M	22My18	https://www.dropbox.com/s/3uFwZ72GAFs/Get%205-Star%20Reviews%20For%20Your%20Law%20Firm.mp4	Done	Click the link below to down https://join.afos.org/obtainin	
4	Offering a Scholarship? You Need to See This...	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	15M	15My18	https://www.dropbox.com/s/3uFwZ72GAFs/Offering%20a%20Scholarship%20You%20Need%20to%20See%20This....mp4	Done	(Google Penalty Alert!) Doe	
5	Move Your Website From Page 2 to 1 Quickly (No Tech)	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	14M	14My18	https://www.dropbox.com/s/3uFwZ72GAFs/Move%20Your%20Website%20From%20Page%202%20to%201%20Quickly%20No%20Tech.mp4	Done	Here's a tool we use all the text-tools.net	
6	Your Law Firm's Business Card Sucks	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	88M	88My18	https://www.dropbox.com/s/3uFwZ72GAFs/Your%20Law%20Firm's%20Business%20Card%20Sucks.mp4	Done	Over the course of my mark Do you let robots write your	
7	When Thanking Clients, Let Robots Do It For You!	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	13M	13My18	https://www.dropbox.com/s/3uFwZ72GAFs/When%20Thanking%20Clients%20Let%20Robots%20Do%20It%20For%20You!.mp4	Done	Actually, I have horrible han Fortunately, I found this awa	
8	How to Generate Blog Topics and Ideas	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	8Kp	8Kp	https://www.dropbox.com/s/3uFwZ72GAFs/How%20to%20Generate%20Blog%20Topics%20and%20Ideas.mp4	Done		
9	Make This EASY Change To Your Firm's Site To Rank Higher in G	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	22P	22P or 18	https://www.dropbox.com/s/3uFwZ72GAFs/Make%20This%20EASY%20Change%20To%20Your%20Firm's%20Site%20To%20Rank%20Higher%20in%20G.mp4	Done	Here's a quick and easy v	
10	How to Use YouTube to Rank for Valuable Keywords	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	8Kp	8Kp	https://www.dropbox.com/s/3uFwZ72GAFs/How%20to%20Use%20YouTube%20to%20Rank%20for%20Valuable%20Keywords.mp4	Done		
11	How to Rank Videos on Page 1	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	8Kp	8Kp	https://www.dropbox.com/s/3uFwZ72GAFs/How%20to%20Rank%20Videos%20on%20Page%201.mp4	Done		
12	Using Instagram to Market Your Law Firm	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	67M	67My18	https://www.dropbox.com/s/3uFwZ72GAFs/Using%20Instagram%20to%20Market%20Your%20Law%20Firm.mp4	Done	Here's something I guarante	
13	How to Use Uber to Market Your Law Firm	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	88M	88My18	https://www.dropbox.com/s/3uFwZ72GAFs/How%20to%20Use%20Uber%20to%20Market%20Your%20Law%20Firm.mp4	Done	Hey Guys, did you know the	
14	Marketing for Criminal Defense Lawyers: Use This Idea to Get Cl	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	85M	85My18	https://www.dropbox.com/s/3uFwZ72GAFs/Marketing%20for%20Criminal%20Defense%20Lawyers%20Use%20This%20Idea%20to%20Get%20Cl.mp4	Done	Not long ago, a criminal def	
15	Google My Business Category Selection for 2018	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	17M	17My18	https://www.dropbox.com/s/3uFwZ72GAFs/Google%20My%20Business%20Category%20Selection%20for%202018.mp4	Done	He only had about \$750 to i	
16	Get in the Google Maps [Non-Tech Advice] 2018	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	30M	30My18	https://www.dropbox.com/s/3uFwZ72GAFs/Get%20in%20the%20Google%20Maps%20Non-Tech%20Advice%202018.mp4	Done	I had to think outside the bo	
17	Facebook Marketing for Lawyers: An Amazing Way to Target New	https://youtu.be/3uFwZ72GAFs	x	x	x	x	x	x	21M	21M 21M	https://www.dropbox.com/s/3uFwZ72GAFs/Facebook%20Marketing%20for%20Lawyers%20An%20Amazing%20Way%20to%20Target%20New.mp4	Done	What did we do? Watch the video and find ou	
18													Looking for an easy way to c	
19													Check out this awesome me	
20													What methods have you too	

Sheet1

Explore



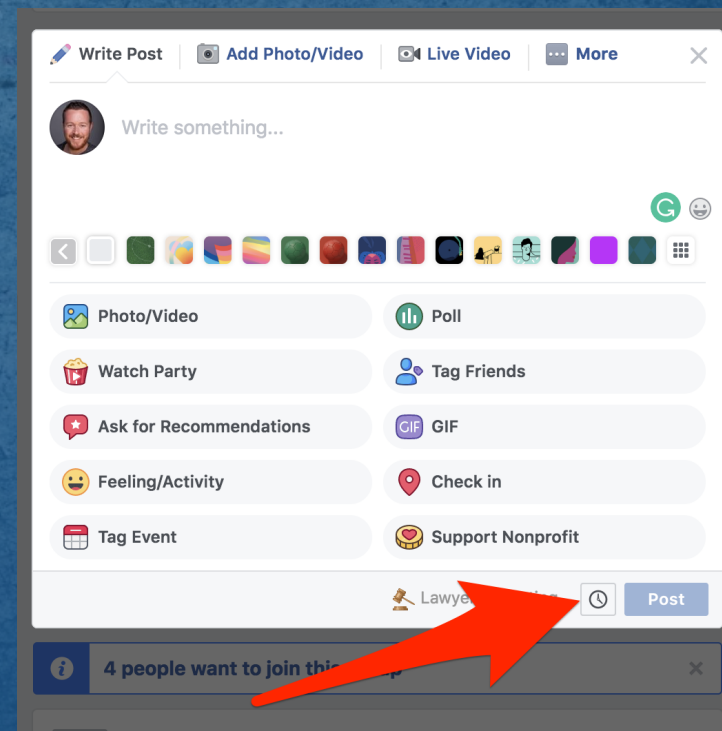
RECYCLING CONTENT

- **After 30-40 Videos, Start Recycling**
- **New Members Didn't See Old Videos**
- **No Video Gets 100% Viewership**
- **Do Not Stop Creating Content**



SCHEDULING POSTS

- Post New Videos @ Noon
- Post Past Videos @ 2-3PM
- Schedule Multiple Posts



HOW TO CLOSE LEADS



Sorry to hear about it. Glad you are ok otherwise. Not going by ambulance is ok. First thing you need to do to protect yourself is put not only your motorcycle insurance company on notice of the wreck and your injuries but any other insurance companies you may have auto policies with on other vehicles. Dont want to lose your rights to maximum coverage for wreck. Second, go get checked out today re: your pain. Going to primary care physician is fine. As always if you have any questions dont hesitate to PM me.

Like · Reply · 2w



HOW TO CLOSE LEADS

Morning! Did you ever talk to that guy that was in the accident yesterday? Wasn't sure if that Would turn into a case. Regardless, that's exactly what we're looking for.

No he never reached out after my comment. Did want to look pushy. Who knows he may still do so.

Maybe direct message him? "One more thing I forgot...you should blah blah blah". Offer to review his insurance policy for him for free or something?

Wednesday 12:33 PM

So the guy in group that was injured finally responded and he has a lawyer handling the case. Guess the message didn't get across to him. Oh well. Hopefully the next one.



WEEK 6 HOMEWORK

- Review Ad Data & Make Adjustments
- Create a Welcome Video & Message
- Adjust Your Group Posting Settings



WEEK 6

Q & A

