

PR4 LAWYERS

HIGHER STANDARDS IN ATTORNEY MARKETING

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- Social Security Disability Commercials
- Workers Comp Commercials
- Traffic Law Commercials

Custom commercials are also available upon request. To view our commercials, visit PR4Lawyers.com and click on Video Production.

HELPFUL RESOURCES

BEST BLOGGING PRACTICES FOR ATTORNEYS

Most attorneys include a blog on their website as a great way to entice current and prospective clients to visit your website and to read what you have to say. In order to make your firm's blog as successful as possible, it is important to understand a few key best practices so you can ensure you get the best possible results.

Content Quality

When writing or reviewing your blog posts, think about your audience: are you writing for prospects or are you writing for referrals? Your answer will dictate whether your blog posts should be more informative and written in an easily comprehensible language or legally written to appeal to other lawyers and law journals. Also, keep in mind that the more useful your content's information is, the more likely your blog will convince readers to call your firm. No matter what the topic is that you're writing about, the primary objective should always be to write a useful, informative and timely post. For example, if you are a traffic law attorney and there is a new speed limit going into effect in your city, it would be better to post this information sooner rather than later, presenting your firm as the most informative.

Keywords and Tags

Including keywords is a way to help optimize a website for search engine users. These keywords are usually embedded in your content and throughout the post to help users find your blog. However, it is even more crucial that your focus keywords are included in the title of the blog. Focus keywords are the main topics or ideas of your post. For example, if your blog is about the trends in matrimonial law, your title may include words such as "divorce," "prenuptial," "marriage," etc. The title should be a maximum of 70 characters due to search engine restrictions. You should also include your keywords in the meta description.

Meta descriptions provide concise explanations of the contents of a web page, so you should stick to 155 characters or less. Meta tags are a great way for you to provide relevant and keyword-specific information about your site. They generally appear with the title when people share posts on social media and in search results.

Images

Images can make a site more visually appealing to viewers. Each individual blog post should contain its own image, as most people grasp concepts better with images. Your images should be relevant to your content and be as unique as possible to your posts and practice areas. When including an image, make sure you provide an alternative (alt) text and an image title. Alt text is needed when a user has chosen not to download images in their browser or if the image has an error loading on your website. An image title is what displays when you scroll over the image on the page. You may also choose to add a caption to your image detailing the picture and helping to relate to the content of the blog.

Time & Consistency

When starting your blog, you need to consider how much time you are going to be able to feasibly spend on it. For example, your blogs should be written approximately the same time every month (every Wednesday, every third week of the month, etc.). Do not write consistently for a few months, and then all of a sudden stop contributing because you see an increase in cases. Once you stop posting new content, any leads you were getting from your blog will dissipate and generating the same response to your blog again will oftentimes take much more effort than before. When attorneys feel they will not be able to devote the necessary time and consistency to a blog, they should consider contracting with other attorneys or an agency to blog, post and update it for them.

WEBSITE DESIGN & DEVELOPMENT

Over the past several months, our agency has completed several website development projects for regional law firms, including Emmanuel Jacques Almosnino Law Firm, Ernest Holzberg & Associates, Ahern Law Group, Arze & Mollica and Sharma Yaskhi & Associates.



A major part of our business is in working with our clients to help publicize legal matters in the media. We work with some of the leading lawyers in the region on some of the highest-profile matters. Our founder is an attorney who worked as a press secretary for a district attorney and a county executive.



The company handled media for the Katter Law Firm, who filed a lawsuit against a funeral home for its gross negligence in its failure to properly bury the body of a domestic violence victim. This was reported by *The New York Daily News*, 9News (Australia), *The Daily Mail* (UK), 1010 WINS Radio, *The Queens Chronicle*, WCBS Channel 2, TV55, and *The New York Post*.



Steven Mitchell Sack, "The Employee's Lawyer," was interviewed by FiOS1 News about the New York Wage Board's minimum wage increase to \$15 an hour for fast-food workers.



Jacqueline Newman of Berkman Bottger Newman & Rodd, LLP was featured in *The New York Post* discussing impending changes to New York's divorce maintenance law and the impact it will have on divorcing couples.



PR4Lawyers assisted The Cochran Firm in publicizing a press conference announcing the release of an audiotape in which the client's child, a special education student, was repeatedly beaten by a teacher. This was covered by NY1, Channel 7, PIX 11 News, *The New York Daily News*, *The New York Post*, Inquisitr, and the *Queens Times-Ledger*.

PR4Lawyers helped publicize several matters handled by Frederick K. Brewington, including:



The announcement that the firm's client's \$95,000 award was upheld in a police brutality case. This was reported by *Newsday*.



The successful representation of a group of retired police officers who were wrongly denied gun permits after stepping down. This was covered by *Newsday*, News 12, FiOS1, and CorrectionsOne.



Leonard Bellavia of Bellavia Blatt & Crossett, P.C. filed several lawsuits against TrueCar on behalf of auto dealerships. An earlier \$250 million lawsuit was covered by Legal Broadcast Network, *Automotive News*, *Driving Sales News*, Law360, *Long Island Business News*, and *F&I and Showroom*.



The successful representation of a Nassau County police officer who was found not guilty of harassment and resisting arrest. This was covered by News 12, *Newsday*, and *The Long Island Press*.



The representation of two correction officers in a racial harassment lawsuit. This was reported by *Newsday*, *Newsday.com*, News 12 and FiOS1.

The representation of high school student Zion Guzman-Milton in a racial harassment case, which was covered by News 4 New York.

NEWSLETTERS

Our agency regularly develops print newsletters for our clients on a regular basis. Some clients draw upon our articles library, others are fully customized and draw upon the firm's case results, firm news and publications.



E-NEWSLETTERS

One of the most cost-effective ways to get in front of your clients is e-newsletters. We regularly produce monthly e-newsletters for a wide range of clients.



The firm created several customized practice area guidebooks and landing pages for its clients. The guidebooks are often used as part of search engine (Google, Bing, Yahoo) advertising campaigns to bring visitors to a landing page where they can download the guidebook, creating excellent lead generation programs for attorneys.



A thirty-second commercial was created for Mirman Markovits & Landau.

ACCOLADES AND AWARD APPLICATIONS

Our firm regularly works with clients to identify, develop and submit award nominations on their behalf. From Super Lawyers to regional newspapers and publications, our clients have been widely recognized.

Super Lawyers

Long Island BusinessNEWS

FIRM BROCHURES

The firm regularly develops a wide range of firm brochures for our clients.



In addition to many of the custom brochures seen here, we have more than 20 guidebooks on a range of practice areas that can be customized for your firm at only \$250 each.



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HIGHER STANDARDS IN ATTORNEY MARKETING

INTEGRATED MARKETING SOLUTIONS TO HELP YOU BUILD YOUR PRACTICE



PR4Lawyers is a division of The Public Relations and Marketing Group, LLC.

Founded in 2002 by John C. Zaher, an attorney and experienced communications professional, PR4Lawyers is a division of The Public Relations and Marketing Group, a full-service public relations and marketing company based in New York. Since its inception, PR4Lawyers has specialized in working with New York metro, U.S. and international law firms and attorneys to help them build their practices through the use of effective and ethical marketing strategies and techniques.

BRANDING:

- Brand Research and Development
- Logos and Signage
- Collateral Marketing Materials

MARKETING:

- Law Firm Brochures
- Printed Newsletters
- Direct Mail Postcards
- Practice Area Guidebooks
- E-Newsletters
- Email Blasts
- Blogging

TELEVISION, RADIO, PRINT & WEB ADVERTISING:

- Ad Buys and Placement
- Television Advertising
- Radio Advertising
- Search Engine Advertising
- Print Advertising
- Web Advertising

WEBSITE DEVELOPMENT & SEO:

- Web Development on Multiple Platforms Using HTML, PHP, Drupal and WordPress
 - Content Management Systems
 - Blog Design & Content Creation
- Written by Attorneys Who Know Local Law*

TV & VIDEO PRODUCTION:

- Television Commercial Production & Media Buys
- Law Firm Overview Videos
- Practice Area and Legal Issue Videos
- Client Testimonial Videos

PUBLIC RELATIONS:

- Press Conferences
- Press Releases
- Media Availabilities to Discuss Legal Issues in the News
- Calendar Releases
- Professional Announcements
- Media Kits
- Grand Openings, Ribbon Cuttings & Special Events
- Practice Area and CLE Lectures

SOCIAL MEDIA SET-UP & MANAGEMENT:

- Custom Designs and Profile Development
- Content Development
- Page Maintenance
- Social Media Advertising
- Developing Online Presence and Reach
- Event Promotion
- Monitoring & Reputation Management

