

DIGITAL MARKETING FOR PROFESSIONALS: MAXIMISING YOUR ONLINE PRESENCE

1. Boosting your Brand Potential with Google Ads and SEO
2. LinkedIn: Perfecting Your Branding Strategy and Maximising Your Connections
3. Facebook and Instagram: Building Your Brand with an Active Online Presence

A SERIES OF 3 ON DEMAND WEBINARS

TEN - THE EDUCATION NETWORK



Leaders in online professional development for lawyers & accountants

ABOUT THIS SERIES

What's covered

In today's digital age, where information travels at the speed of light and connections are forged with a single click, the professional landscape has transformed. Gone are the days of relying solely on word-of-mouth referrals and outdated advertising techniques. The traditional methods of reaching clients and building a reputable practice have shifted, demanding that professionals adapt and thrive in the digital realm.

TEN The Education Network's exclusive webinar series on digital marketing for professionals, unveils the strategies and tools that will empower you to connect with clients, establish your brand, and position yourself as a thought leader in your field. The series will guide you through the art of search engine optimization and Google Ads, and will explore how to maximise organic traffic to your website. The series also includes a deep dive into LinkedIn to connect with clients, expand your network, and build a thriving online community. Finally, the series examines how to leverage the marketing potential of Facebook and Instagram.

Training for as many staff as you want - no additional cost!

A single purchase entitles your company to access the on demand webinars online as you require them for as many training sessions and for as many staff as you want.

On demand webinars and technical materials

You will have access not only to the on demand webinars but also to the detailed technical materials prepared by members of the faculty for this series.

THE PROGRAMS

Session 1:

Boosting your Brand Potential with Google Ads and SEO

Attracting potential clients to your professional services website is no easy feat: it requires a combination of effective search engine optimization (SEO), engaging content, along with compelling Google Ads campaigns that target the right audience and generate leads for your legal services. Without these elements, your website may struggle to rank well in search results and fail to capture the attention of potential clients. However, by investing in these key areas, you can increase your online visibility, establish trust with your audience, and ultimately attract more clients to your firm. This practical session examines the key elements of effective online advertising and optimization, including:

- Google Ads for professionals:
 - how they work
 - types of Google Ads to consider (search ads, display ads, video ads)
 - best practices for creating effective Google Ads campaigns
 - budget considerations and tips for optimizing ad spend
- SEO for professionals:
 - explanation of SEO and why it matters
 - overview of on-page and off-page SEO factors
 - how to conduct keyword research for professional services
 - tips for optimizing website content for search engines
 - the role of backlinks and local SEO
- Combining Google Ads and SEO for maximum impact:
 - how Google Ads and SEO can complement each other to drive more traffic and conversions
 - examples of successful campaigns that have used both strategies
 - tips for integrating Google Ads and SEO into your overall digital marketing plan

THE PROGRAMS

Program 2: LinkedIn: Perfecting Your Branding Strategy and Maximising Your Connections

An essential part of thriving practice is the ability to continually expand your professional network. LinkedIn – the world’s leading professional networking platform - can be a powerful way in which to create and grow your personal brand for networking and business development. This practical session explores how to craft a compelling LinkedIn profile that highlights your skills, experience, and personality, and positions you as a thought leader in your industry. You’ll also discover the key to effective networking on LinkedIn, including how to grow your connections, engage with your target audience, and build relationships that lead to new business opportunities. It covers:

- Branding on LinkedIn for professionals:
 - personal branding on LinkedIn and why it matters
 - tips for creating a strong LinkedIn profile that showcases your expertise and personality
 - strategies for optimizing your LinkedIn content to engage with your target audience
 - dos and don’ts for creating a professional and effective LinkedIn brand
- Networking on LinkedIn for professionals:
 - overview of LinkedIn networking strategies and their benefits
 - tips for expanding your LinkedIn connections and engaging with your target audience
 - how to leverage LinkedIn groups to build your network and establish your expertise
 - best practices for using LinkedIn messaging to reach out to potential clients and collaborators
- Maximizing your LinkedIn impact:
 - how to integrate branding and networking strategies to maximize your LinkedIn impact
 - examples of successful LinkedIn campaigns by other professional services
 - tools and techniques for measuring the effectiveness of your LinkedIn branding and networking efforts

THE PROGRAMS

Program 3: Facebook and Instagram: Building Your Brand with an Active Online Presence

In an online world, having an active social media presence is crucial for those looking to expand their reach and grow their practice. Social media platforms offer a unique opportunity to showcase your expertise, connect with potential clients, and stay top-of-mind with your existing network of contacts. This session examines how to create a powerful personal brand and leverage Facebook and Instagram for marketing and business development. It covers:

- Facebook:
 - developing a consistent and authentic brand message
 - identifying your target audience and tailoring content to their needs
 - creating engaging posts and visuals that reflect your brand
 - utilizing Facebook’s advertising tools to reach a wider audience
 - building relationships with followers and engaging with their comments and messages
 - tracking and analysing metrics to measure the success of your social media strategy
- Instagram:
 - identifying your target audience and crafting a tailored social media strategy
 - developing a strong and cohesive visual identity for your Instagram profile
 - creating engaging and informative content that resonates with your audience
 - using hashtags and other techniques to increase your visibility and reach on the platform
 - leveraging Instagram’s features, such as Stories and Reels, to increase engagement and reach
 - building relationships with your followers and cultivating a sense of community
 - using analytics to measure the success of your efforts and adjust your strategy accordingly
- Examples of successful Facebook and Instagram campaigns by lawyers and accountants

THE FACULTY

Selina Gough, Head of Digital, In Marketing We Trust, Brisbane, Qld

Selina has been with In Marketing We Trust since 2020 and as the Head of Digital, is responsible for managing end to end delivery, while also being accountable for financial performance. With over a decade of digital marketing experience, specialising in performance marketing, she has a deep understanding of digital channels such as Paid Media, Social Media Marketing and SEO.



Selina has worked with some of Australia's largest brands which has enabled her to hone her skills in developing effective marketing campaigns across a wide range of industries, including finance, technology, and e-commerce. Her passion lies in tackling difficult marketing challenges and working alongside client marketing teams to create bespoke strategies that deliver results. Selina says the best part about her job is her team and the people she works with, while the only thing she probably dislikes is the admin side of things.

Outside the office, her interests include hiking, fishing, watching reality TV and following true crime podcasts. A BBQ with friends, and hiking with her dogs are her idea of a perfect weekend. Interestingly enough, at work she's famous for shoey's – now that's something we'd definitely raise a toast to.

Stacy Farrell, Founder & Visual Enthusiast, Content Box, Sydney, NSW

After recognising the challenges businesses face when putting together marketing plans and their implementation, Stacy Farrell created Content Box.

Stacy is the creative spark, creating marketing music one project at a time. With a career of expertise in education, design, business marketing and strategic communications sectors, she's the power that fuels her client's successes.



Stacy has worked in the Asia Pacific B2B sectors and in business management in Australia's education industry. A veteran in the business, she's worked with TAFE NSW, Sydney University, the Xella Group, Which Property Western International School and many others.

Ruby Fagan-Schmidt, Instagram and Business Coach, Ruby Consultants, Adelaide, SA

Ruby specialises in helping business owners and coaches use social media to make sales, grow their business and build their presence online.



WHAT YOU GET

This on demand webinar series includes the following components:

- Online access to the on-demand webinar programs. Programs are expected to be 1 hour each in length.
- The programs are being recorded in early August 2023 and will be available to purchasers online shortly thereafter
- Online access to the technical support papers and/or powerpoint presentations accompanying each program



Leaders in CPD for Lawyers & Accountants