



GOOD2BSOCIAL

LEADERS IN DIGITAL MARKETING

Digital Marketing for Law Firms Certification

Learn best practices of digital marketing.
Take your firm's digital strategy to the
next level today.



Digital Marketing
for Law Firms
Certification

Overview

Digital marketing is one of the most effective and important ways to promote your law firm, your practice areas and your lawyers. But it can also be challenging to understand the constantly changing technologies and platforms. To succeed, legal marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today's clients and integrated with their marketing and business goals.

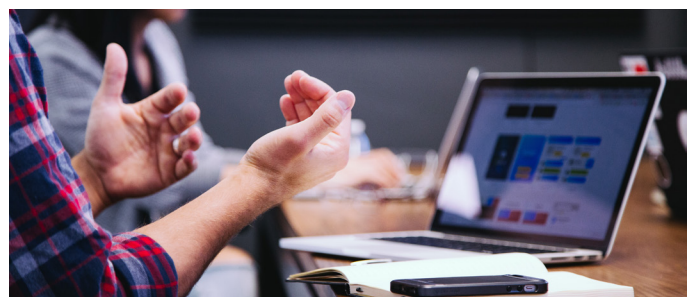
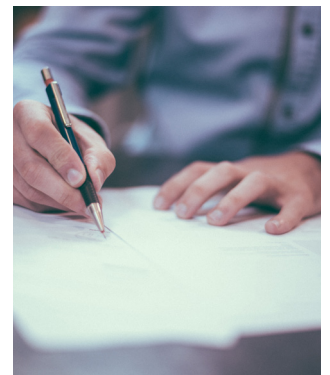
The Digital Marketing for Law Firms Certification Course is the only course on the market that is specifically designed for marketing professionals at law firms. It is a blended program composed of on-demand instruction coupled with live office hours. The course prepares legal marketers and lawyers with everything they need to know about succeeding with digital marketing. The course is taught by Guy Alvarez, a former practicing lawyer and founder and CEO of Good2bSocial. Guy brings in-depth experience from the field to the classroom each day, providing invaluable insights and strategies that work best for law firms.

Throughout the course, you will take a hands-on approach to learning digital advertising, social media marketing and advertising, web analytics, content marketing, email marketing, search engine optimization (SEO), reporting and more. By the end of the course, you will walk away knowing how to implement high-performing integrated marketing plans that address your firm's goals and deliver on key metrics.

WHO IS THIS COURSE FOR?

This course is intended for legal marketers and lawyers who are looking to gain a better understanding of digital marketing and how it specifically applies to law firms.

It is designed for professionals with a range of marketing experience and the curriculum applies to law firms of all sizes across all practice areas. If your role includes driving growth, and attracting and retaining clients in some way, there's something useful in this course for you.



“Demand for digital marketing skills grew 92% in 5 years. Growth in digital-focused jobs outpaced overall marketing roles by 30%.”

Course Syllabus

Session 1 - Introduction to Digital Marketing

You will begin with an introduction to fundamental concepts of digital marketing, before diving headfirst into strategy. This session takes you through all the basics, helps you explore the buyer's journey and stays rooted in practice. The goal is always to keep things clear and actionable.



Session 2 - Content Marketing

Gain intelligence to fuel your content strategy so that you know how to craft the right content, for the right audience, at the right time. You'll learn how to develop a content strategy that resonates with your target audience, ways to successfully employ content assets, how to measure results to know what's working and what's not, and strategies to drive new leads.



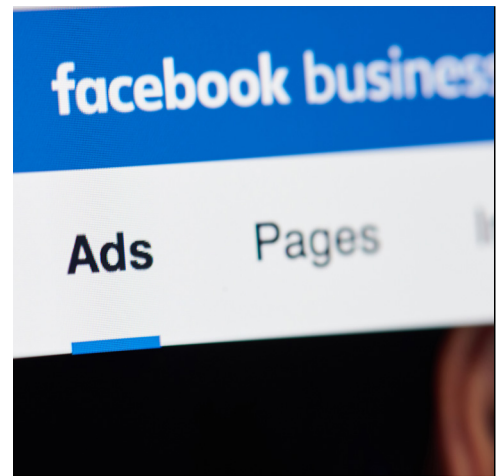
Session 3 - Social Media Marketing

Learn how to build an authentic and strong brand on social media. We'll teach you how to craft a social media strategy for your target audience across all of the leading social media networks. You'll learn how to communicate effectively, build and maintain a following, and extend the reach and engagement of your messages.



Session 4 - Social Media Advertising

Learn to leverage paid channels to get your firm's message to your target demographic. Select the channels that will drive the most impact for your brand, and learn to draft messaging and select ad units that suit your campaign objectives. This course gives marketers the knowledge and skills they need to use LinkedIn Ads, Facebook and Instagram Ads, and Twitter Ads most effectively.



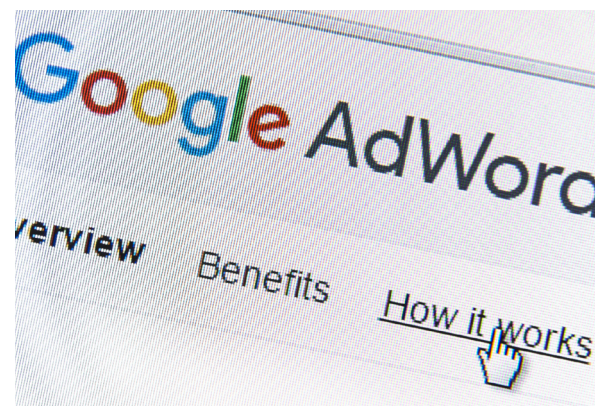
Session 5 - Search Engine Optimization (SEO)

Gain an understanding of search engine algorithms and how they affect organic search results and websites. Building on this knowledge, you'll learn the key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research and how to conduct on-page SEO analysis to identify opportunities to improve website rankings.



Session 6 - Search Advertising

Learn bidding strategies, and best practices to create effective advertisements on Google Ads. We'll dive into the Google Ads interface, talk through real-life examples and actionable tactics to improve click-through rate, lower spend and maximize performance.



Week 7 - Email Marketing

Learn how to create, test, optimize and report on the performance of email marketing campaigns. You'll learn how to re-engage your clients using email, learn email copywriting strategies, and understand the rules and regulations that dictate what you send.



Week 8 - Measurement & Analytics

Understand how to set key performance indicators to track and monitor success. Then get hands-on experience with key tools, including Google Analytics, to better understand your marketing performance.



Your Learning Journey

In addition to on demand online video lectures, you'll learn from customized assignments, readings and videos to reinforce the learning. Throughout the journey, you will receive one-on-one guidance and clarification from your instructor, Guy Alvarez who will be available biweekly during live office hours.



How The Course Works



On-Demand Video Instruction

Each class includes 60 minutes of on-demand video instruction taught by Good2bSocial Founder and CEO, Guy Alvarez.



Case Studies

See how the concepts you're learning can be executed in real life situations. Guy dives into real examples from real law firms.



Optional Homework

Additional learning resources are provided for each course, in the following formats: blog posts, checklists, podcasts, videos.



Multiple Choice Quizzes

Pass 10-minute quizzes to move onto the next class. Have you mastered the concepts or could you use a live office hour session with Guy?



Real-World Assignments

Each week you'll apply the skills you learn to build components of a mini marketing plan.



Live Office Hours for Q&A

Students can attend bi-weekly live office hours to ask Guy Alvarez questions about the material or the current work they're doing.

About Your Instructor



Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy is intimately familiar with all aspects of the professional service firm. First, he worked as a law firm associate. Later, he joined ALM Media where he built websites for some of the largest US law firms. After ALM, Guy honed his skills while running KPMG's Global Digital Marketing group.

GET IN TOUCH WITH GUY



[Guy Alvarez](#)



Guy@good2bsocial.com

With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. As co-founder of the Business Development Institute, he organized the very first conference on the topic of social media, which brought together pioneers in the field, including Reid Hoffman, Chairman and Co-Founder of LinkedIn.

Guy Alvarez went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders such as Lexis-Nexis and PLI. Guy has advised Fortune 100 companies and AmLaw 100 law firms on all aspects of digital marketing including social media training, search engine optimization, content marketing, measurement and analysis and the development of thought leadership platforms and microsites.

Graduate Profile

Join a Community of World-Class Legal Professionals

On your journey to learning digital marketing strategies, you'll be in good company. Past participants come from some of the most innovative law firms across the globe. Graduates include representatives from law firms such as:

- Allen Matkins
- Axinn
- Bassford Remele
- Bernstein Litowitz Berger & Grossman LLP
- Bracewell LLP
- Brooks Pierce
- Buddle Findlay
- Coats Rose
- Cohen & Buckmann, PC
- Cohen Milstein Sellers & Toll PLLC
- Cuddy & Feder LLP
- DiMuro Ginsberg
- Dinsmore
- DLA Piper
- Golenbock Eiseman Assor Bell & Peskoe LLP
- Goodman Allen Donnelly
- Greenberg Traurig
- Halloran Sage
- Harter Secrest & Emery
- Hoagland Longo
- Holland & Hart LLP
- Hopkins & Carley
- Houthoff
- Jones Day
- Kleinbard LLC
- Kramer Levin Naftalis & Frankel
- Lathrop GPM
- Lenczner Slaght
- Lewis Roca Rothberger Christie
- Lightfoot Franklin & White LLC
- Lowenstein Sandler
- McCarter & English LLP
- MLT Aikins
- Ogletree Deakins
- Romano Law
- Shearman & Sterling
- Squire Patton Boggs
- Strikeman Elliot
- Troutman Sanders LLP
- Waters Kraus & Paul
- Wiggin & Dana
- Wilentz, Goldman & Spitzer, P.A.

Graduate Titles Include:

- Chief Marketing Officer
- Marketing Director
- Social Media Manager
- Vice President of Marketing & Communication
- Marketing and Business Development Director
- Director of Marketing and Communications
- Director of Communications
- Business Development Assistant
- Senior Manager, Content Marketing & Communications
- Marketing Manager
- Online Marketing Manager
- Content Marketing Manager
- Marketing Technology Coordinator
- Attorney
- Certified Mediator

An Online Education that Sets You Apart

Graduate Testimonials



This course was excellent.

It covered all the major areas of digital marketing and was hyper specifically designed for those in a law firm environment. The number of sessions were just right. The homework assigned for each session was impactful, memorable, digestible, and always underscored the importance of the week's lesson.

Ryan King, Ogletree Deakins

Thank you again for an engaging and actionable course.

Caitlin Whitehurst, Troutman Pepper

Loved the course, it was great!
Very helpful.

Maya Koshaba, Shearman & Sterling

Using different case studies and real life examples throughout the training really enabled me to visualise how things would work in practice within our firm. Guy's sessions were clear, concise and he was always available to answer questions throughout the course – and thereafter. Thank you Guy and team!

Holly Maxwell, Squire Patton Boggs

Guy was a great instructor and the class provided a lot of valuable information. Would definitely recommend it.

Karely Perez, Allen Matkins

This was a great course! The content was up-to-date and relevant for my job. So many good takeaways. Thank you!

Christine Henry, Wiggin & Dana

The course was excellent! I am thankful for the opportunity to participate. There was a wealth of information covered in each session.

Kristina Sornchai, Forchelli Deegan & Terrana



Guy's informative, yet approachable, training on social media, SEO and Google Analytics helped our entire team better understand and then implement best practices for our site and mobile platforms.

Leslie Gross, Saul Ewing Arnstein & Lehr LLP

This class is worth it! The in-class sessions are reinforced by weekly homework assignments (articles, videos, podcasts). I found the information valuable, timely, and useful for my daily responsibilities.

Brandy Dietz, Waters Kraus & Paul

Private LinkedIn Group

Upon graduation, you will have access to join a private LinkedIn group with other alumni from the course. It is a place where you can continue to ask questions, share your insights and experiences, network with peers and build valuable connections.



Your Final Digital Marketing Project



Earn your digital marketing certificate by developing a digital marketing campaign and strategy for your law firm. Your strategy will cover tactical components across all areas covered in the course, from search marketing to social media.

Spotlight your Achievement with a Good2bSocial Digital Certification Badge

Our digital badge lets the world know what you've accomplished, quickly and easily! Post it on your social media platforms, your email signature and your website.



About Good2bSocial

Good2bSocial is a thought leader in understanding how digital marketing continues to transform marketing practice. For years, the agency has worked with law firms, legal marketers, companies and associations in the legal industry to help them understand and leverage the power of digital marketing. Good2bSocial's approach to learning is based on a cohort-based design to maximize peer-to-peer sharing and includes live teaching with hands-on project-based learning. In the 2 last years, more than 100 students from all over the world have benefitted professionally from the Digital Marketing Course for Law Firm Marketers.

