

10 THINGS YOU NEED TO JUMPSTART A CHEAP MARKETING CAMPAIGN

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There is cheap marketing -- and cheap marketing that works. For an effective, low-budget marketing scheme, be prepared to dedicate a lot of your own time -- dozens of hours per month to start, as you build out a strong online reputation. If you're prepared for the journey, here is your shopping list:

1. GoDaddy WordPress Hosting (\$1): There are many choices for hosting, and many geeks will talk down about shared hosting with GoDaddy. They're right -- if you're hosting thousands of pages of content and have tens of thousands of potential clients slamming your website. For a small practice, you can get away with the \$1 a month package for a year. To get it, Google "GoDaddy wordpress hosting" and look for the ad promoting their one-year special offer. It even includes your choice of domain name (google.com - "GoDaddy wordpress hosting")

2. WordPress for Dummies (\$0.01): This is the book that, years ago, got me started on WordPress, the

platform that powers the majority of websites today. Spend a Saturday with this book in one hand, and your mouse in the other, and by the time the weekend is up, you'll be an expert. (Amazon \$0.01)

3. Yoast SEO for WordPress Plugin (Free): SEO is snake oil and black magic, for the most part. But a few tweaks to your writing style will help Google index your quality content, which is what SEO is supposed to be all about. This plugin is your checklist for those tweaks. (Install via the WordPress dashboard.)

4. Moz's Beginner's Guide to SEO (Free): It's like a For Dummies book, but free, and continuously updated by one of the leading SEO companies. It also is written in plain English and will demystify SEO basics. (<https://moz.com/beginners-guide-to-seo>)

5. Fiverr (\$5 per service): An online marketplace for freelance graphic designers, video producers, and more. Everything is \$5. Quality varies greatly but risk is minimal. (Fiverr.com)

6. Canva (Free to use, premium graphics available):
For those of us who aren't gifted graphic artists, Canva saves the day by providing drag and drop tools to make social media graphics, infographics, flyers like this one, letters, business cards, and more. You can also upload your own images, such as a logo from a Fiverr designer. (Canva.com)

7. Google Voice (Free): Get a free phone number that forwards to your cell, office landline, and any other phones you desire. Perfect for having a "office" line instead of handing out your cell to clients, or for using in online ads. Set up multiple Google Voice numbers for free, albeit cumbersome, call tracking. (Google.com/voice)

8. Zoho Mail (Free): Sending emails to clients from an @hotmail.com address is not only dated, but a bit unprofessional. Instead, use Zoho Mail's free offering to set up @yourdomain.com custom email for up to 25 users (<https://www.zoho.com/mail/>)

9. Time and a Second Set of Eyes (Varies): As I mentioned at the start, this is going to take a ton of time. Winning the unpaid Google Search game for your practice and geographic area will require years of content development and link-building. To get there, you'll need to write the best content out there -- and have someone else proofread it for spelling, grammar, style, and accessibility to non-lawyers.

10. Third-Party Directories (Free): You can build a site, but will they come? Not at first, so you'll want to announce your presence in as many places as possible. Sites like Avvo, Yelp, Google Maps, and Justia put you in front of a lot of eyes and don't cost a cent to get started -- see the big list on the right to jumpstart your directory marketing.

Get eyes on your practice at:

- Avvo
- Yelp
- Google My Business (Google Maps)
- Apple Maps
- Facebook (low-priority unless you pay to advertise)
- Bing Places
- Justia
- Yellowpages
- FindLaw
- HG
- LawInfo
- Nolo
- Martindale

For more information and tips on legal marketing:

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