

Law Practice Software & Digital Marketing Training

Work-from-anywhere enabled system for law firms

To get the most from your PCLaw / PCLaw Pro software, you must first learn how to use it. Firms that take a “do-it-yourself” approach often waste time and money. Customized training allows your staff to learn efficiently and accurately which saves money in the long run.

- Set up and customize your PCLaw system to meet any requirements that are unique to your law firm and Law Society requirements
- Train staff on the use of PCLaw with basic and advanced training available
- Content Marketing & Email for Law Practice
- Remote Access, Electronic Data Storage & Backup system to secure personal information

Course Format: Marketing Modules: 16 hours
PC Law Modules: 16 hours

Delivery Format: On-Site

TRAINING IS PROVIDED IN YOUR OFFICE, WORKING WITH YOUR DATA AND SOFTWARE. THIS ENABLES US TO CUSTOMIZE TRAINING TO MEET YOUR SPECIFIC NEEDS AND ANSWER YOUR SPECIFIC QUESTIONS

Course Outline

Marketing Modules

1 Marketing Strategy & 12 Campaign Plan

Setup:

- Objective Setting
- Target Customer Analysis
- Positioning
- Consumer Decision Journey
- Channel Mix
- Insider Tip #1: Key Principle for Successful Marketing

2 Content Marketing

- Content Marketing
- Business Writing
- Story Telling
- Content Ideas (Video, Blogs, Articles)

3 Customer Retention

- Customer Retention Strategy Setup
- List building for Customer Retention
- Email Intro
- How To Set Up Email Campaigns
- How To Set Up Automated Emails
- Email Key Metrics for Optimization
- Practical Tips for Great Emails

4 Analytics & Optimization

- Key Metrics to Measure
- Customer Lifetime Value
- How To Set Up Google Analytics
- Facebook Audience Insights

PC Law Modules

5 Remote Access & Data Security

Work remotely immediately, while maintaining positive cashflow and minimal downtime in the transition.

6 Mobile Calendar Setup

7 Electronic Data Record & Storage

- No more ongoing paper storage fees
- No more fear a document will end up where it does not belong
- Increased searchability within the closed file
- Increased security by implementing encryption
- Risk-management program on place

8 Local & Cloud Backups

- Savings on your current storage solution
- Off-site secure backup of your documents
- Immediate retrieval of documents
- Unlimited access to your documents