

# Visible Firm Online Workshop: How to Build a Lead-Generating Marketing Toolkit

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*In today's digital age, there are countless marketing tools at your disposal. But which actually deliver real results?*

## **Instructions**

In this workshop, we'll go over 5 key marketing tools your firm needs build engagement, greater visibility, and higher profits. Use this worksheet to outline how your firm can implement each of these strategies and start retooling your marketing program.

# Section 1: Linkbuilding

## Guest Posts

Blogs and Publications to Check Out for Guest Post Opportunities

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## Article Topics to Pitch

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## Shareable Content

Content Topic Ideas in Shareable Formats

### Research Based

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### List Posts

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**Opinion Forming Content**

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**Videos**

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## Section 2: Social Media

Determine what you want to accomplish with each social network and the strategy you will implement to achieve that goal. If you are not active on the network and do not wish to be, leave it blank.



### LinkedIn

Goal

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Strategy

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**Twitter**

**Goal**

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**Strategy**

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**Facebook**

**Goal**

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**Strategy**

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**Google+**

**Goal**

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**Strategy**

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**Youube**

**Goal**

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**Strategy**

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**Pinterest**

**Goal**

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**Strategy**

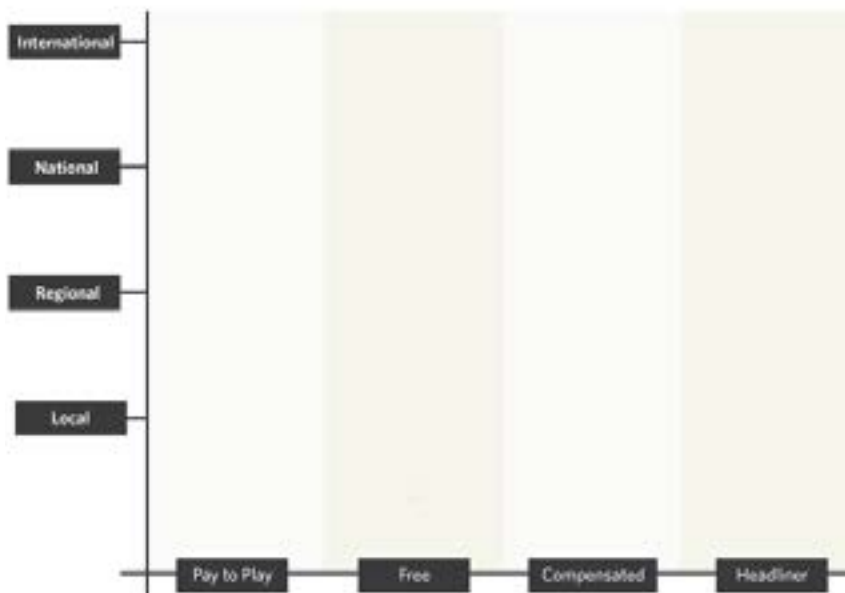
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## Section 3: Speaking Opportunities



Indicate which level you or members of your firm are at now and where you would like to be.

### Speaker's checklist:

- Offer to speak
- Include a speaking bio on your website
- Put photos of you speaking on your website
- Create a speaking reel
- List your past speaking engagements

Speaking Engagements to Pursue

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Presentation Topic Ideas

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# Section 4: Networking

## Events to Target

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## Prior Preparation

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## Actions to Take During Events

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## Following Up After the Event

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## Section 5: Email Marketing

### Emails Containing Educational Content

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### Email Containing an Offer

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## Summary

*Start revamping your marketing strategy by implementing these tools that have proven to be effective and profitable. Refer back to your worksheet to develop your marketing plan and use these techniques to their fullest potential.*

### About the Visible Firm<sup>SM</sup> Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Firm Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth firms ever conducted, the Visible Firm Program will ground your marketing in science and leverage your firm's expertise to draw in the right audiences.