



The Agile Approach at Consultwebs:

Changes Your Firm Can Anticipate





| We'll dive in details about the changes...

...your firm can anticipate in the next sections, but here is a basic rundown of what happens:

+ Step 1

Once both Consultwebs and the firm come to an agreement, the law firm pays a single monthly payment covering:

- I. Set up fees
- II. Monthly management fees
- III. Advertising budget

+ Step 2

Through reporting dashboard LawEval clients will see their campaign analytics and how much is being spent on each ad platform on a monthly basis.

+ Step 3

The team sets up the campaigns and launches once they're ready to be deployed.

+ Step 4

Once your campaigns launch, the magic happens! This is where Agile comes to play. Through Agile we'll be able to constantly review performance, budget and make sure we're maximizing your advertising campaign performance.



"We're going to provide our clients with recommendations, budget and strategy based on what we know about that client, their business goals, what we know about that market, etc. This also includes performance of past campaigns, reutilizing the data we have on past performance, and create predictive results that go into creating our campaign recommendations."

- Matt Smyers, Senior Digital Advertising Advisor at Consultwebs



A Team of Digital Advertising **Specialists On-Board**

Consultwebs recognizes that the most profitable digital advertising campaigns need a team of specialists working meticulously on the constant optimizations that today's dynamic advertising needs.

To accomplish that, you get a team of experts who will work on your firm's campaigns:

-
- + Social Media Manager / Specialist
 - + PPC Manager / PPC Specialist
 - + Project Manager
 - + Lead Designer / Designer
 - + Digital Advertising Advisor
 - + Director of Digital Advertising
-

Please note: The color-coding is to make it easier for you to visualize who's in charge of what throughout the launch and management procedure.

Once your firm decides to go agile, the plan of action begins with:

- A. The launch procedure**
- B. The management set-up procedure**
- C. The management execution procedure**

Although more is happening behind the scenes, **here's what your firm can anticipate in these 3 initial stages:**



Stage 2 | The Management Set-Up Procedure

As part of the launch process, the **PPC Specialist** and **Social Media Specialist** will place recurring management tasks in ClickUp, the **Consultwebs** internal project management platform. Although every task will have the appropriate expert in charge, the **Director of Digital Advertising** will oversee all parent tasks.

At this stage, the management set-up process includes:

- + Facebook and Instagram management set-up
 - + Audio campaign management set-up
 - + Google Ads, LSAs, YouTube & Display management set-up
-

Stage 3 | The Management Execution Procedure

Your firm's assigned **Social Media Specialist**, **PPC Specialist** and other team members will help optimize for LSAs, Google Search, Display and YouTube. They will also set up the new campaign cycle. Because agile is dynamic and data-driven, they will also review the data points, which include but aren't limited to:

-
- + Cost per lead
 - + Cost per 1,000 impressions
 - + Amount spent
 - + Video views
-

After this, the digital advertising campaigns will change accordingly.

On top of that, the **Digital Advertising Advisor** in charge of your account will hold monthly meetings to discuss campaign performance and reallocate the budget as needed.

In addition to the steps described above, there's more happening behind the scenes. Agile marketing is designed to embrace and facilitate any and all changes your digital advertising campaigns need on the go.



Stage 1 | The Launch Procedure

What your firm can expect after the kick-off call:

- + The **Digital Advertising Advisor** creates a template including tasks required for setup.
 - + Subtasks are then assigned according to the group of experts. For example:
 - The **PPC Specialist** is in charge of PPC, Display, LSA and YouTube advertising campaigns.
 - The **Social Media Specialist** is in charge of Facebook, Instagram, and Audio Ads.
-

Depending on the Agile package your firm picks, these are the platforms integrated:

- | | | |
|--------------------------|-------------|---------------|
| + Facebook and Instagram | + Audio Ads | + Google Ads |
| + LSAs | + YouTube | + Display Ads |
-

In each of these launches, your firm can expect actions like:

- + Creating ad accounts that will be used throughout your campaign.
 - + Designing ad creatives and writing ad copy.
 - + Building out campaign targeting.
 - + Writing scripts and recording audio (when audio ads are involved).
 - + Revising creatives and getting final approval.
 - + Launch!
-

Other team players also have a role in these steps, e.g., the **Project Manager** and the **Lead Designer**. Specifically, the **Lead Designer** will create the graphics for ad campaigns.



If you'd like to see your firm's **agile** in action...

++

...we're here to guide you

every step of the way

