2023

ON-LINE MARKETING
MANAGER PROPOSAL

TTS

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EXPERT IN SOCIAL, POLITICAL & BUSINESS COMMUNICATION.

Aquiseaprende.com

DGO LEGAL
DE GIROLAMO - OYHANARTE LLP

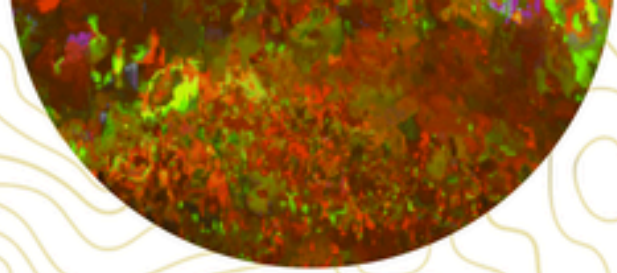
PRESENTED TO:

GIANFRANCO DE GIROLAMO

JULIO OYHANARTE

WWW.DGO.LEGAL
WWW.AQUISEAPRENDE.COM

ABOUT THE CLIENT



ODG MEDIA LLC & DGO LEGAL LLP

After a boom in recognition, the client, a successful team of immigration lawyers is looking to expand its reach.

Today they have two lines of business:

- A law firm dedicated to passionately and skillfully providing legal advice and representation to clients throughout the world.
- A communication center composed of several Social Media Channels with the handle @inmigraciontv, and aquiseaprende.com, a web page that offers payed curses and free guides.

THE PROJECT

Launch a new course: Social Media Marketing for Lawyers, with a center focus on TikTok as the axis of the strategy -being TikTok our most successful platform-.

Currently there is no dedicated webpage, marketing plan or brand evaluation. Building a successful product lunch requires a new rebranding, website plan and marketing strategy; our aim will be fully stablishing the brand to create a multi channel strategy that will do a cross promotion of all our products and promote the new course.

GOALS & OBJECTIVES

01 **Rebranding Aquí Se Aprende as an associate brand of Inmigración TV and a different product all together.**

02 **Separating and refocusing the existing media channels with new content while maintaining what worked.**

03 **Expanding our brand's reach, launching a new webpage with new products and creating new shows.**

04 **Product launch, new course on site and on multiple associated platforms, collaborations and distribution.**

STEP BY STEP

- Creating a brand identity focused on content creation.
- Establishing Julio and Gianfranco as influencers and opinion leaders.
- Separating the spanish media from the english media.
- Creating special content for each plataform focused on the target market.
- Hiring a new team for content creation, script revision and video edit.
- Developing a new content plan for dgo.legal and a more dynamic UX.
- Creating a new web page for aquiseaprende.com.
- Implementing new media channels and shows while gathering audience feedback.
- Developing the course and expanding its coverage.
- Creating alliances with other media channels and dedicated pages.
- Promoting the influencers' image and collaborate with other creators.
- Launching the course and associated products.

EXPECTATION

TODAY'S MARKET EXPECTATIONS

The most valuable resource for any brand is attention, everyone has everything within reach thanks to the internet. Responding to the markets rapid growth, a new form of marketing surged: inbound marketing.

INBOUND MARKETING IS A BUSINESS METHODOLOGY THAT ATTRACTS CUSTOMERS BY CREATING VALUABLE CONTENT AND EXPERIENCES TAILORED TO THEM, IT FORMS CONNECTIONS THEY ARE LOOKING FOR AND SOLVES PROBLEMS THEY ALREADY HAVE.

Today the brand offers free guides for work and tourism but it needs to do more. Most of our followers are not customers, they are fans, and fans require a lot more attention. Having fans also gives us the advantage to know that, whatever we do, we will have a response.

POTENTIAL MARKET REACH

We are fighting in three different fronts: **Online Courses**, **Social Media Content** and **Legal Practice**. Each market needs a different approach and has different competitors; at the same time, all of them can nurture each other and complement its advertising efforts.

TOP SOCIAL MEDIA SITES OF 2022

- FACEBOOK — 2.9 BILLION MAUS
- YOUTUBE — 2.2 BILLION MAUS
- WHATSAPP — 2 BILLION MAUS
- INSTAGRAM — 2 BILLION MAUS
- WECHAT — 1.26 BILLION MAUS
- TIKTOK — 1 BILLION MAUS
- SINA WEIBO — 573 MILLION MAUS
- QQ — 538.91 MILLION MAUS
- TELEGRAM — 550 MILLION MAUS
- SNAPCHAT — 538 MILLION MAUS
- KUAISHOU — 519.8 MILLION MAUS
- QZONE — 517 MILLION MAUS
- TWITTER — 436 MILLION MAUS
- REDDIT — 430 MILLION MAUS
- QUORA — 300 MILLION MAUS
- SKYPE — 300 MILLION MAUS
- TEAMS— 270 MILLION MAUS
- LINKEDIN — 250 MILLION MAUS

*MONTHLY ACTIVE USERS (MAUS).

ACTIVE CHANNELS



INFLUENCER ECOSYSTEM & COMPETITORS

A key aspect of the market we're in is that it is on the rise. There are a lot of relatively new channels and content creators focus entirely on law. It's easy to see them as competitors but the really smart strategy would be transforming them into collaborators. By building a multimedia communication/advertisement strategy we will become the information leaders and communication hub for all those channels, specially with the advantage that most of those lawyers are not specialized on immigration.

INFLUENCERS

ENGLISH

- @sdimmigrationlawyer
  - 343.3K Followers
  - 6.9M Likes
- @ethenostrofflaw
  - 219.7K Followers
  - 7.4M Likes
- @thelawyerangela
  - 1M Followers
  - 13.8M Likes
- @lawbymike
  - 6.9M Followers
  - 126.5M Likes
- @galawyer
  - 476.8K Followers
  - 20.8M Likes
- @thelawyer
  - 2.2M Followers
  - 44.3M Likes
- @legaleagle
  - 260.6K Followers
  - 4.7M Likes

SPANISH

- @lic.dacor
  - 3.4M Followers
  - 40.8M Likes
- @c_magazo
  - 1.7M Followers
  - 38.2M Likes
- @pepeluisflota
  - 1.2M Followers
  - 8.9M Likes
- @heribertomichelt
  - 793.3K Followers
  - 6.2M Likes
- @manuelcojab2.0
  - 531.4K Followers
  - 3.6M Likes
- @rajibtorres
  - 247K Followers
  - 2M Likes
- @alannmancera
  - 161.1K Followers
  - 3M Likes

ENGLISH

- LegalEagle
  - 2.64M Subscribers
  - Educational
- Law By Mike
  - 1.9M Subscribers
  - Tips and commedy
- Lawyer You Know
  - 164K Subscribers
  - Trends and advise

SPANISH

- Inmigración con la Abogada Erika Jurado
  - 352K Subscribers
- JessicaDominguezTV
  - 319K Subscribers
  - Educational
- Inmigración Jorge Rivera
  - 258K Subscribers

ONLINE MARKETING COURSES FOR LAWYERS

- Marketing for lawyers: new clients for tomorrow
  - MORLD Education
- The Lawyers' Marketing Academy.
  - Myrland Marketing & Social Media
- Attract & Nurture Healthy Clients
  - Lawyerist Media, LLC.
- Digital Marketing for Law Firms Certification
  - Good2bsocial

INVESTIGATION CONCLUSIONS

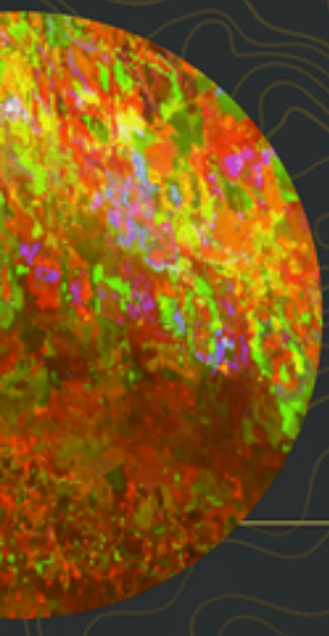
Since most of the relevant channels are relatively new none of them serve as a communication hub for the others; most follow the same design trends and don't have a clear and distinctive image. The most important competitors and posible collaborators are @lawbymike and @lic.dacor for TikTok and LegalEagle for Youtube.

Investing in content on other platforms and making a robust communication ecosystem is the best course of action.

Regarding content, most channels give tips or advise, which receive the most views, but the most successful channels do different types of content: lifestyle, humor, trends and theoretical analysis of popular media. Content is in itself a great sourse of revenue through sponsorship, advertisement, subscription and crowdfunding (Patreon, Ko-Fi and similar websites).

WEBSITE ANALYSIS

	AQUISEAPRENDE.COM	DGO.LEGAL
Domain Registration	2021-09-15 until 2026-09-15; 0.9	2019-10-11 until 2023-10-11; 0.4
Backlinks	178 total, 168 no follow, 77 referring	184 total, 59 no follow, 61 referring
Performance	12/100 mobile 80/100 PC High accessibility and SEO scores	34/100 mobile 72/100 PC Low accessibility and SEO scores
HTML Check	209 errors, 12 warnings, 83 messages	52 errors, 21 warnings, 162 messages
SEO Score	62/100; 42 issues	79/100; 192 issues
Daily Visitors	1700 visitors, 350 organic visitors	200 visitors, 41 organic visitors
Organic Keywords	824 total, 3 KWs on the first page	79 total, 1 KW on the first page
Comments	• Language is wrong on the code, • 9 pages have a low word count. • 7 pages with duplicate meta-tags. • 6 pages with duplicate <title> tags. • 1 page blocked from appearing in search engines. • 5 pages without a H1 heading and miss use of the H headings. • No meta-keywords assigned. • No Googlebot o Robots meta-tag. • Wrong description. • Sitemap miss use. • Blocked navigation on-page. • Empty blog. • Different design styles on different sections. • Two different web structures. • Intrusive pop-up. • Text blocks with no interactive elements. • Wrong ALT attributes on images. • Content needs better tropicalization. • Header UI is useless. • No optimized footer. • Web UX Redesign is imperative.	• Dynamic resizing doesn't work. • No ALT attributes on images. • 1 page has a low word count. • 4 pages with duplicate <title> tags. • 4 pages are blocked from. appearing in search engines. • 4 pages without a H1 heading and miss use of the H headings. • 29 pages with broken links. • Content needs to be updated. • Rework of the on-page SEO needed. • Design issues in several pages. • Static page is better to include interactive elements. • No optimized footer.





Welcome to the great.

AQUISEAPRENDE.COM

The heaviest advertising effort for the course is going to come from the social media channels and videos and, out of the two websites, this one is the one that needs the redesign the most, we're going to hit two birds with one stone by rebranding the web page as well.

This new version will become the hub for the influencer strategy and will have our videos front and center. We will have to reorganize its structure in order to create content specific for the web page and host beacon (which will also be redesigned) inside it, new landing pages will be created jut for that purpose.

The new website will also serve as a community center for all of our fans, any link they're searching for should be there, it will become: **INMIGRACIONTV.COM**.

A thorough evaluation of the URL is in order, changing the domain is a heavy business decision that can have huge implications on SEO but, even if it doesn't change, we will have to buy the new domain and link both sites; INMIGRACIONTV.COM needs its own web page and we will use it to track our fan's behaviour and interests.

The new web page needs to be an e-commerce and not just an informative site, there is where we will have all of our official merchandize for the video channels.

Finally a key aspect of the new advertising strategy is **collaboration**; our brand needs to be present, therefore, we will offer space in our website to other content creators, lawyers, courses or webpages and promote our site with all of them too.

"DON'T BE AFRAID TO GIVE UP THE GOOD TO GO FOR THE GREAT", JOHN D. ROCKEFELLER.

SOCIAL MEDIA & VIDEO CONTENT

ODG MEDIA is on a somewhat unusual situation, it technically has 10 active communication channels but it appears nowhere; DGO LEGAL, on the other side, has only 3 but it has a solid market penetration; neither is exploding its grasp on the market to create brand awareness. A simple Google search of the KW "ODG Media" will show lots of businesses with the same name that have nothing to do with us; we will start by making the brand present in all of out social media accounts (and on the web page too, of course).

All of the social media channels today are basically the same, pretty similar content, same tone, use and message, all to promote TikTok content; even the TikTok channels themselves are translated copies of each other. The new SMM strategy contemplates creating...

...exclusive content for each platform in order to incentivate our audience to follow us in all of them. Each account will have different dynamics, content, tone, use and revenue because each site has a different demographic, indicators and purpose. We'll offer a unique experience for everyone.

DGO LEGAL will also have its own dedicated social media channels with a somewhat different focus. DGO LEGAL will talk directly to other lawyers and potential customers; ODG MEDIA will communicate with pretty much any adult interested in immigration. Both need to collaborate constantly and communicate.

This is a heat map to show the relation between all of our social media channels and its contents:



ENGLISH CONTENT

Analysis of popular media from an immigration lawyer's perspective, lifestyle, tops and tier lists, interesting articles, educational videos, lawyer comedy, podcast and webinars, relevant news, show business and celebrities.

SPANISH CONTENT

Tips and advise, news, comedy, tops and lists, trends and day to day, did you know?, FAQs, community engagement, diversity (LATAM), life in the US, true life stories (no vas a creer lo que pasa después).

ENGAGEMENT MEDIA (DISCORD, REDDIT, TELEGRAM, WECHAT, TWITCH).

FAQs, community's contributors, audience participation, open discussion, tren topics, easy quick help, exclusive content, one to one, real time news, memes, audience recognitions, zings, prices, integration, real life events and activities.

TARGET AUDIENCE

Marketing and advertisement don't usually come easy for most lawyers, it's far outside their comfort zone and, because of the very nature of what they do, looking for new customers can feel like looking for trouble. The promise of the internet is to make every interaction faster and easier but it sure can be daunting and overwhelming. Professional success can really be found on the internet but the way to find that success is quite new and there are more lawyers find it than ever before; that growing market of visionary and dedicated law professionals that want to help as much people as possible is our target.

BRAND VALUES

Universality.
Inclusion.
Acuteness.
Sharpness.
Unity.
Tenacity.
Openess

KEY PEOPLE

BGO Legal Team.
Instructor.
Content Manager.
Mkt Manager.
Editor.
Production Team.
Sales Manager.
Community Manager.

IDEAL CUSTOMER

Lawyer.
30 - 50 Years old.
$6K - $12K USD/month.
Somewhat tech savvy.
High interest in SMM.
Outgoing.
Altruistic.

GOALS

Expanding the products we offer and launching a successful Online Marketing Course for Lawyers.

DELIVERABLES

Two formats for the same course:
Prerecorded.
Live, 6 - 10 weeks.

BRAND PERSONALITY.

WE ARE NOT TEACHERS. WE'RE HARD WORKING, EASY-GOING, BOLD INFLUENCERS THAT WANT TO ENLIGHTEN OUR PEERS AND SHARE OUR EXPERTISE TO CREATE A BIGGER COMMUNITY OF HELPFUL AND OPEN-MINDED LAW PRACTITIONERS

BACKGROUND

With the living experience of finding success in TikTok, the past courses we've published and the contact with other law practitioners we know the struggle and how to overcome it.

THE PROBLEM

There are many new layers dabbling in SMM and not enough guides or coaches to help them make full use of those contact tools.

There is also a high demand of easy to access legal advise but not enough qualified lawyers on-line.

THE SOLUTION

By being present and highly successful on the same social networks that they're trying to dominate we're making a statement and showing that we actually deliver.

By enrolling in the course and following us on SM, they'll not only learn what to do but also how to do it.

PRODUCT LAUNCH

DEC 12 - JAN 12

- Pre-production stage, scripts and content.
- Marketing preparations, investigation, drafting.
- Re-branding, redesign, new image.
- First announcements, content incorporation.

JAN 12 - FEB 12

- Production and development, first recordings.
- Public relations and partnerships.
- New image first impressions and corrections.
- Advertisement and promotions, wave 1.

FEB 12 - MAR 12

- Correction ands testing, final adjustments.
- Private test screenings and rehearsals.
- Final correction and new media launch.
- Advertisement and promotions, wave 2.

MAR 12 ONWARDS

- Product launch in-site and on associated pages.
- Evaluation and damage control.
- New media integrations.
- Ongoing advertisement and maintenance.

ABOUT THE CUSTOMER

EMPATHY CHART

WHAT DO THEY THINK/FEEL?

"It's imposible to compete in TikTok".
"I have nothing to share on SM".
"That's only for young people".
"There's no way you can make real money with that".

WHAT DO THEY HEAR?

"Going viral is just luck, there's no chance vs the ones already there".
"Only scammers make money online".
"Anyone can become viral over night easy, I have over 4K followers!"

WHO ARE WE EMPATHIZING WITH?

A brilliant lawyer struggling with his sales process after the pandemic; he's trying to study email marketing techniques but he's unfamiliar with all the mkt lingo and tools.

PAINS

"What if I never make it?".
"How can I start if I don't have many friends on SM?".
Terminology never heard before.
Difficulty finding authenticity.

GAINS

New unexplored market opportunities
A community of followers.
A stable income in sponsorships.
The opportunity to study their market with valuable insights.

WHAT DO THEY SEE?

"Common people" trending.
Lots an lots of paid advertisements online at all times, everywhere.
Content about anything for everyone.
Everyone in their phones everyday.

WHAT DO THEY SAY?

"I don't actually need social media, I've doing fine without it".
"My daughter's on TikTok but I've never found it's appeal".
"I don't have time for that".

CUSTOMER JOURNEY

A multichannel advertising strategy considers that the customer can start his journey from many different sources; the objective is giving our audience enough content to entice them and keep them on a constant feedback loop until they finally become a part of the community. The route can vary but it should generally follow this line:

1 CONTENT MARKETING

The user sees something that he likes, gets a response for a question they had, searches for entertainment, follows a trend or is socially pressured .

2 ENGAGEMENT MARKETING

The user familiarizes with our content, follows our accounts and searches for our community; at this point he's a fan or sees us a information leaders.

3 MONETIZATION

At this point we are part of the customer's life, he's looking for a way to put his money where his passion is, he trusts the brand and is ready to buy.

TOP LEARNING WEBSITES

SKILL SHARE.
EDAPP.
THINKIFIC.
EDX.
COURSERA.
PODIA.
KAJABI.
MASTERCLASS.

AVAILABILITY

THE PRERECORDED VERSION OF THE COURSE SHOULD BE AVAILABLE ON EVERY POSSIBLE PLATFORM, ALTHOUGH THE WEBSITE IS OPTIMAL, OTHER PAGES DEDICATED TO MAKING ONLINE COURSE HAVE A EXPLODABLE MARKET FOR US AND USUALY WORK WITH CONTENT CREATORS.



CURSE CONTENT

6 WEEK PLAN

01

INTRODUCTION

Basic concepts.
Glossary of terms.
What's SMM?
Thinking like an advertiser.
Branding.
How to be creative?
How to do online research?

02

FIRST STEPS

Metrics and KPIs.
First posts, edit in-app.
How to build content?
Social media channels, whats the difference?
Trend following, should I?
Finding your style.

03

READY TO EXPLORE

The elements of Legal Mkt.
Should I do it?, learn to cut.
Unique Sales Proposition.
Difficulties in legal marketing.
Most common mistakes.
Community Management.
Learn to collaborate.

04

TIME TO WORK

Plan for the future and specialize.
Social Media Channels the what and why.
Training and educating your audience.
Best practices.
Learn to fish, CTAs.
The power of "free".
Internet culture.

05

TIME TO FIGHT

Storytelling for your audience.
Video mkt, the power of Tik Tok.
Content Marketing, on the know.
Engagement tips and metrics.
Community building.
SEO and SEM crash course.
Good design - bad design.

06

MAKE WAVES

You're popular, now what?
How to monetize your audience?
Sponsorships, all you need to know.
How to diversify.
The importance of geography.
Brand awareness and expansion.
Test your might

THANK YOU!

DO SOMETHING
TODAY THAT
YOUR FUTURE
SELF WILL
THANK YOU FOR.

DON'T HESITATE TO CONTACT ME!
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2022
12/5