

## 2016 Marketing Guide for Family Lawyers Available Now!

*Divorce Marketing Group is releasing advance copies of the 2016 Marketing Guide for Family Lawyers on November 2, 2015.*

TORONTO, ON (October 31, 2015) — [Divorce Marketing Group](#) is a one-stop marketing agency offering products and services to help divorce professionals generate referrals, attract quality clients, convert prospects to clients, and stand out from their peers. Divorce Marketing Group is the publisher of [Family Lawyer Magazine](#), [Divorce Magazine](#), and six divorce-related websites, including [DivorcedMoms.com](#) and [TheDivorceSchool.com](#).

The second edition of the *Marketing Guide* provides family lawyers and other professionals working in the divorce arena information on how to market their practice in the Internet and social media age. Successful modern marketing has many facets; smart family lawyers will get on board with the new realities or risk being left behind by their competitors.

“Online, prospective clients see a very crowded and competitive marketplace; one where it is difficult to distinguish the best and most-experienced family lawyers who provide great service, from the less-experienced ones whose services are mediocre,” says Dan Couvrette, CEO of Divorce Marketing Group. “This *Marketing Guide* provides a roadmap to help family lawyers establish an effective marketing plan for their firms.”

The article “15 Signs You Are Throwing Your Marketing Money Away” highlights the mistakes family law firms are making when marketing their practice. This article warns against spending money on empty promises – such as unscrupulous solicitors who promise top-ranking on Google, or to bringing thousands of “quality” visitors to the client’s website.

Other helpful articles in this *Marketing Guide* include:

- Losing Business One Client at a Time
- Designing a Marketing Plan
- Video Marketing for Family Lawyers
- How Good is Your Website?
- Social Media & Online Marketing
- Stand Out from Your Peers: Exceed, Distinguish, Connect
- Branding Your Family Law Firm

### MARKETING GUIDE 2016 FOR FAMILY LAWYERS

#### Marketing Your Family Law Firm

Video Marketing for Family Lawyers

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Designing Your Marketing Plan

Social Media and Online Marketing

Branding Your Family Law Firm



[www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com)





To receive an advance electronic copy of the *Marketing Guide for Family Lawyers*, please email Dan Couvrette at [DanC@DivorceMarketingGroup.com](mailto:DanC@DivorceMarketingGroup.com).

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Since 1996, [Divorce Marketing Group](#) has been the only agency specializing in marketing family lawyers, divorce mediators, divorce financial analysts, business valuers, therapists, and other divorce professionals to separated and divorced individuals. With more than 75 years of combined experience serving this niche, the team at Divorce Marketing Group helps their clients reach their target market 100% of the time.

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