



9/7/16 CMP Meeting with KFFJ

In attendance: Kate, Jim, James Kelly, Elizabeth Winters, David Waiter, Gretchen Barnes, Joanna Fuentes

Action items for FWM	Person responsible	Date assigned	Estimated completion date
Talk to Jim about going out and taking more relevant pictures in order to update the home page picture	Jamie	9/7/16	9/21/16
Add Kate as an admin to FB page for the Law Firm	Jamie	9/7/16	9/21/16
Work on setting up paid FB campaign	Jamie	9/7/16	ongoing
Add email icons to pictures on home page	Jamie	9/7/16	9/21/16
Send article list for newsletter to firm before scheduled date	Jamie	9/7/16	9/14/16
Action items for the firm			
Send FWM article about teen drivers	Kate	9/7/16	9/21/16
Take care of the billing information for FB campaign once it's set up	Team	9/7/16	Ongoing
Send pictures of completed office renovation	Team	9/7/16	9/21/16

Jim asked what is going on with FB. Jamie said the goal was initially to expand their reviews and likes.

Jamie suggested working on a more frequent posting schedule for Firms' FB profile page.

Jim asked if it's possible to set a schedule to post once per week, which definitely is!

Jim sent Avvo information to Jamie so he can take a look at the content.

Jamie will add Kate as an admin to FB page for the Law Firm.

Jamie recommend considering a paid campaign on FB page to get it in front of people. The cost would be \$5 per day and could run as long as the firm chooses. Jim agreed to try it for 30 days. Once Jamie sets it up Jim would just need to take care of the billing information directly on FB.

Kate mentioned hiring someone to be on the call and take care of doing some of the stuff on their site. Jamie suggested someone relatively young with social media, and web knowledge would be able to pick up quickly. It would also make it easier for FWM team to interact and work with them on a weekly basis.

Jamie went over traffic report and posts on content pages. Direct traffic improved from last month which is great! Top landing pages are mainly bio pages. Recently certain library articles and location page have been showing up as well.

Google made a great update last week and as a result very positive results have already been shown.

Jamie will add email icons to bio pictures on home page as well.

Jamie will send article list for newsletter to run by the firm before the scheduled date which is Tuesday, Sept 27th.

Firm will send pictures of completed office renovation.

Jamie will talk to Jim (he's the person who takes pictures for us) about going out and taking more relevant pictures to update the home page picture.

Kate will send FWM article about teen drivers to Jamie.