

Stem Legal
Monthly Retainer Service



'Building Web Profile for the Legal Industry'

Stem Legal's Retainer Service is our company's principal offering. It works as follows:

- Firms engage us on a monthly basis.
- The **cost** is \$2,000 USD, \$2,225 CDN.
 - Law firms with multiple offices or more than 250 lawyers may wish to negotiate increased levels of service.
 - Regional market exclusives are also negotiable.
- The retainer service includes:
 - 10 monthly service hours (see 'our approach' below)
 - Annual web marketing plan: tied to firm planning & objectives
 - Quarterly reports
 - Client priority email & cell phone access

Our retainer service is designed to be an outsourced product that will compliment your marketing operations, rather than compete with them. We pride ourselves on working with, *and taking direction from*, your firm's Marketing leadership.

Our approach includes:

- Comprehensive web marketing strategy
- Search Engine Optimization (aka SEO or SEM - Search Engine Marketing)
- Target audience profiling & competitor analysis
- Link building campaigns
- Content creation strategies
- Keyword research & analysis
- Website link architecture
- Law blog coaching & promotion
- Content syndication marketing (i.e. RSS)
- Website analytics & lead tracking
- Answering your questions & providing help when you need it.

The goal is simple: to increase online profile and web-driven business opportunities for your firm. We help evaluate your current web initiatives, design a strategic direction and then execute upon that strategy. For the cost of an administrative assistant, we help deliver increased profile, search rankings, media inquiries and new business.

Our tactics range from basic SEO and link building campaigns to profile building for your online content, such as law blogs or industry portals. ***When you do something online, we make sure it gets noticed.*** Think of our service as part web developer, part consultant, part PR agent, and part coach -- a complex role? Yes, we offer a wide vision for your law firm's online strategy.

If this sounds like a service that would fit your firm, please contact us.

For more information:

Steve Matthews
Principal, Stem Legal Web Enterprises
steve@stemlegal.com