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MARKETING

Integrated Marketing
That Advocates For Your Firm



Advertising

Effective advertising is often the missing link when trying to grow your practice. Targeting your message where your ideal client spends their time is paramount. Advocati Marketing shares in your goal of growing your law firm and client base. We know incorporating advertising into your overall marketing strategy is essential to achieving your goals. When you partner with Advocati Marketing we will develop a customized advertising strategy that will exceed your goals while staying within your budget.



For more information, or samples of our work, please visit our website at:

ADVOCATIMARKETING.COM

Digital Advertising

Digital advertising is an extremely effective way to connect your firm with prospective clients online. Advocati Marketing will develop a custom strategy that will deliver a high return on investment for your firm by generating leads, building awareness for your firm, and driving traffic to your website. Our Creative team will create eye-catching graphics that stand out from your competition and our Advertising team will place your ads in the most effective channels to ensure your ads leave a lasting impression where your prospective clients are. After creating your advertising campaign, our team will evaluate the ads performance ensuring your running campaigns are optimized.

- Pay-Per-Click Ads
- Search Advertisements
- Display Advertising
- Social Media Advertisements
- Video Advertisements
- Retargeting (Remarketing)

Print & Direct Mail

Direct mail and print advertising are extremely effective ways to engage with clients, spread awareness for your firm and get referrals from colleagues. If your firm caters to clients who are less likely to respond to Internet marketing, then a direct mail campaign is essential. The team at Advocati Marketing will handle everything from list purchasing, designing your mailpiece, creating engaging content, printing, and mail house services.

TV & Radio

Compelling commercials not only leave a lasting impression, generate a response from potential clients, but also help establish your firm as an authority. Even though today's consumption has changed, its effectiveness has not. Advocati Marketing's knowledgeable team has the skills to develop compelling commercials to your target audience. We will do everything from helping set your goals, communicating your budget, determining your target audience, writing your script and developing your advertisement. So whether you choose TV advertising, radio advertising, or both, Advocati Marketing is here to help you manage your campaigns, purchase media, and analyze your results for the highest ROI.

Digital Advertising Samples

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About 23,100 results (0.50 seconds)

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Keith Williams Law Group | Your Motorcycle Accident Case | Motorcycle Accident Lawyer...
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Google

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About 328,000 results (0.62 seconds)

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 Estate Planning Attorneys

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Planning for your estate can be overwhelming. Being equipped with the latest information and resources is the best way to simplify this process.

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- The Benefits of Planning - Save Money and More
- Essential Planning Packages Designed to Suit Your Needs
- Changes in Beneficial Law
- Death and Taxes
- How to Best Prepare for Your Estate in a Changing Environment
- Minimizing Frustration During the Probate Process
- Maximizing the Assets You Can Pass on to Your Loved Ones

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Branding

Creating a cohesive brand identity for your firm is important when appealing to people who need your services. Branding is the distinctive design which differentiates your law firm from its competition and makes your firm memorable to prospective clients. The way you present your firm is paramount in getting a potential client to take the time to find out how your firm can help them with their matter.

Yes, your law firm is an extension of you, but it is also a business. Your branding needs to be a consistent representation of your firm for any touch point that influences someone's view of your firm. Your logo, website, business cards, social media are some of the branding elements that need to have a unified look and feel.

The team at Advocati Marketing takes the time to get to know you, your firm, and the vision you have. We also research your target audience to help build your strategy. Having this deep understanding of your firm is pivotal to your firm's success. Our creative team then takes our findings and crafts your firm's identity.

We want you to be unique so people remember you!



For more information, or samples of our work, please visit our website at:

ADVOCATIMARKETING.COM

Logos

Your logo is the face of your law firm. Often the first impression of your firm, your logo captures a prospective client's attention and differentiates your practice from your competition. In order for your logo to best represent your firm, Advocati Marketing gets to know your firm, assesses your competition and gets to know what your ideal client is. Your logo sets the foundation for which your brand is built. The colors, logos, and fonts you pick are carried through to your marketing materials including letterhead, business cards, website, etc. forming your firm's brand identity.

Stationery & Folders

After meeting with prospective clients, your printed marketing materials are the lasting impression of your firm. Advocati Marketing's design team will also create custom letterhead, stationery, and other printed marketing materials that align with your branding. Make sure you stand out and your literature best represents your firm.

Displays and Signage

When your firm hosts or participates in events, you have an opportunity to generate new leads, strengthen your connection with your clients, and engage with the community to establish your law firm as an authority. When representing your firm at events your signage should and have them get to know your firm and the services you offer. Advocati Marketing will make sure your firm is on display with the appropriate signage!

Logo Samples



Stationery & Folder Samples



Displays & Signage Samples



Marketing

The marketing professionals at Advocati Marketing will help you develop a comprehensive marketing strategy that will generate leads and attract new clients. We use a combination of traditional marketing methods in combination with modern technology to reach as many potential clients as possible. We will help you establish a brand identity for your firm that makes you stand out among your competition, allowing you to rise above the crowd and achieve greater recognition in your field.

No matter where you are in your marketing journey, our team can help you. If you are just starting out, we will work with you from the ground up, helping design a logo for your law firm, designing and developing your website to maximize the amount of traffic you receive from internet searches, and develop an ad campaign to generate new leads.

We can also assist you with creating and promoting special events, such as fundraisers and grand openings, and can even help you with putting on Continuing Legal Education (CLE) seminars and webinars. We will guide you from beginning to end to give your firm the best chance possible to grow and succeed.



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Brochures & Guidebooks

Inform clients about your firm with a brochure or guidebook that has both quality content and an eye-catching design. These are great resources to have available at trade shows, conferences, seminars, and consultations or to include in a mailing. Brochures and guidebooks can be used as a downloadable resource on your website and capture new leads.

Email Marketing

Email marketing creates an opportunity to maintain relationships with clients and build relationships with prospective clients. While email marketing is extremely effective, you need to know who (you should send it to), what (you should send), and when (it should be sent). Your audience expects relevant emails on how your services can benefit them. When done right, email marketing for law firms convinces prospective clients that you are the right choice for their needs. Advocati Marketing will help implement your marketing and customer engagement campaign that aligns with your clients' goals. Our on-staff attorneys will write legal content while our design team creates eye-catching emails.

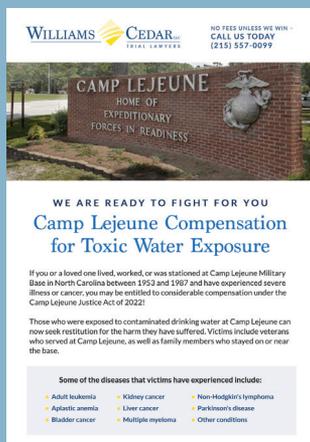
Social Media

Social media is a powerful tool to include in your marketing strategy. Failing to create a presence on social media creates a missed opportunity to expand your online visibility and connect your firm with the community. The team at Advocati Marketing will manage your social media accounts, assist with lead generation and develop your advertising strategy. Whether your firm needs to establish social media profiles or maintain your existing profiles, our team will create organic content highlighting your service areas, use photos and videos, share your courtroom successes, and more to engage your followers. You already have a lot on your plate. Let our experts make your social media successful!

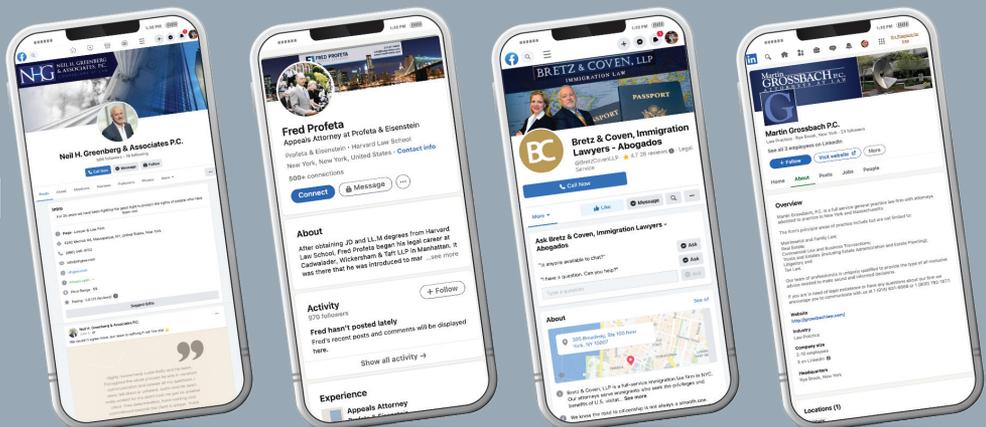
Brochure & Guidebook Samples



Email Marketing Samples



Social Media Samples



Print & Digital Newsletters

Newsletters and E-newsletters are a great way to market your firm. Not only are they cost-effective, but they help establish long-term relationships. Advocati Marketing will handle everything from creating a layout that is consistent with your brand identity, to our on-staff attorneys developing legal content, and distribution. When you partner with us, you will have a professional newsletter that delivers a high ROI.

In addition to custom content newsletters, Advocati Marketing offers content creation services from our library. All content is drafted by our staff attorneys for many practice areas. Check out our brochures and guidebooks!



For more information, or samples of our work, please visit our website at:

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Print Newsletters Benefits

- Guaranteed Delivery
- High Response Rate
- Longevity
- No Technology Needed To Read
- More Personal
- Drives Traffic To Your Website

Digital Newsletters Benefits

- Fast Delivery
- Cost-Effective
- Easily Track Response
- Shareable
- Drives Traffic To Your Website
- Accessible From Any Device

Print Newsletter Samples



Digital Newsletter Samples

McGuire, Peltz & Bennett PC THE FIRM NEWS & RESULTS BLOG

NEWSLETTER: OCTOBER 2022 EDITION

Greetings From McGuire, Peltz & Bennett PC

Firm News

Christopher P. McGuire, Esq. receives EBV Leadership in Law Award
Senior Partner Christopher P. McGuire, Esq., was given the prestigious award of Leadership in Law® by the Long Beach Business Times. The Leadership in Law award recognizes the recipient's economic, educational, and social contributions to the community. The award is presented to individuals who provide leadership in their field and contribute to the greater good of the Long Beach area.

McGuire, Peltz & Bennett are pleased to announce the addition of Sarah Castle to the Firm in June of 2022
Ms. Castle is an experienced litigator and mediator. She is a Certified Mediator by the American Arbitration Association and a Certified Mediator by the California State Bar. She is also a member of the California State Bar's Family Law Section. She will be working with the firm's family law attorneys to provide legal representation to clients in family law matters, including divorce, child custody, and child support. She will also be working with the firm's mediation attorneys to provide mediation services to clients in family law matters.

Recent Firm Accomplishments

Christopher P. McGuire: Mr. McGuire has been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. He has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. He has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times.

Mary C. Peltz: Ms. Peltz has been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. She has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. She has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times.

Ben J. Bennett: Mr. Bennett has been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. He has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times. He has also been named a "Top 100" lawyer in the Long Beach area by the Long Beach Business Times.

SEPTEMBER 2022 NEWSLETTER [Visit Website](#)

Legal News [More News](#)

Big-Rig Truck Wrecks Usually Mean Big Injuries
All those big rig wrecks heading north on American highways and interstates are an important part of American life—after all, their powerful engines carry the goods that are essential to our nation's families.
[Read More](#)

By Dr. Keith Williams

Protecting Kids Against Choking Hazards
Some of the product recalls from the Consumer Product Safety Commission that we list in this newsletter are a product intended for children but have been recalled due to being identified as a "choking hazard." These products often appear to be safe.
[Read More](#)

By Troy Jones

A Little Local History: History Of Historic Homes
Many times, I drive by old, historic homes and wonder about the stories they could tell if only they could talk. Often, they're able to correct myths and rumors, or even bring history back to life that we've long ago.
[Read More](#)

By Jim Shook

We truly appreciate you referring your friends and family to us. We promise to always take good care of them!

Recalls – Consumer Safety Alert

2022 Baby Strollers: The U.S. Consumer Product Safety Commission (CPSC) has issued a recall for certain baby strollers manufactured between February 2021 and February 2022. The recall is for certain baby strollers manufactured by the following companies: Baby Trend, Evenflo, and Graco.

Infant French Toy Jumping Beans, Bouncers, Rockers, Baby Strollers and Bikes: The U.S. Consumer Product Safety Commission (CPSC) has issued a recall for certain infant French toy jumping beans, bouncers, rockers, baby strollers, and bikes manufactured between February 2021 and February 2022. The recall is for certain infant French toy jumping beans, bouncers, rockers, baby strollers, and bikes manufactured by the following companies: Baby Trend, Evenflo, and Graco.

Children's Tables Imported by Livens Home Textiles, LLC: The U.S. Consumer Product Safety Commission (CPSC) has issued a recall for certain children's tables imported by Livens Home Textiles, LLC. The recall is for certain children's tables imported by Livens Home Textiles, LLC. The recall is for certain children's tables imported by Livens Home Textiles, LLC.

Small Kids Wrecker Pallet Trucks: The U.S. Consumer Product Safety Commission (CPSC) has issued a recall for certain small kids wrecker pallet trucks manufactured between February 2021 and February 2022. The recall is for certain small kids wrecker pallet trucks manufactured by the following companies: Baby Trend, Evenflo, and Graco.

Intergate Air Fryers and Air Fryer Ovens: The U.S. Consumer Product Safety Commission (CPSC) has issued a recall for certain intergate air fryers and air fryer ovens manufactured between February 2021 and February 2022. The recall is for certain intergate air fryers and air fryer ovens manufactured by the following companies: Baby Trend, Evenflo, and Graco.

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WELCOME TO OUR FIRM'S September 2022 Newsletter

Featured Stories

Camp Liquorice Cakes Can Now Sue For Contaminated Water Exposure
Camp Liquorice Cakes, a popular vacation destination in the Pocono Mountains, has filed a lawsuit against the Pocono Mountain Area Water Authority (PMAWA) for contaminated water exposure. The lawsuit alleges that PMAWA's negligence caused the contamination of the camp's water supply, which resulted in the death of a child.
[READ MORE](#)

PFAS Contamination Found in Residential Wells of Bonner Township, Pennsylvania
A recent study by the Pennsylvania Department of Environmental Protection (PA DEP) has found that per- and polyfluoroalkyl substances (PFAS) are present in residential wells in Bonner Township, Pennsylvania. The study found that PFAS levels in the wells were significantly higher than the state's maximum contaminant level (MCL).
[READ MORE](#)

Firm News

Final Approval of Partial Class Settlement Granted in Hooper PFAS Case
The U.S. District Court for the Eastern District of Pennsylvania has granted final approval of a partial class settlement in the Hooper, Pennsylvania PFAS case. The settlement covers the cleanup and removal of PFAS from residential wells in Hooper, Pennsylvania.
[READ MORE](#)

Shauna Friedman Joins "The Power of Attorney" Podcast to Discuss Elder Abuse, Prison Abuse Case
Shauna Friedman, a partner in the Philadelphia office of Williams Cedar Real Lawyers, will be a guest on "The Power of Attorney" podcast. She will discuss elder abuse and a recent prison abuse case.
[READ MORE](#)

Legal News

New Law Ends Mandatory Arbitration for Social Assault and Sexual Harassment Claims
The U.S. Supreme Court has ruled that mandatory arbitration agreements are unenforceable for claims of social assault and sexual harassment. This decision is a significant victory for victims of these types of abuse.
[READ MORE](#)

Website Design & Development

Investing in a website design that is tailored to your specific practice area is crucial to increasing engagement and interest with your firm. Advocati Marketing will design your website that will make a powerful first impression and generate and convert new leads.

When you partner with Advocati Marketing to design and develop your website, you get a team for your project. We are marketers, designers, and developers that build engaging, aesthetically pleasing, mobile-friendly, and optimized attorney websites. Our team takes the time to understand you, your firm, your ideal client and the goals you want to accomplish with your website.

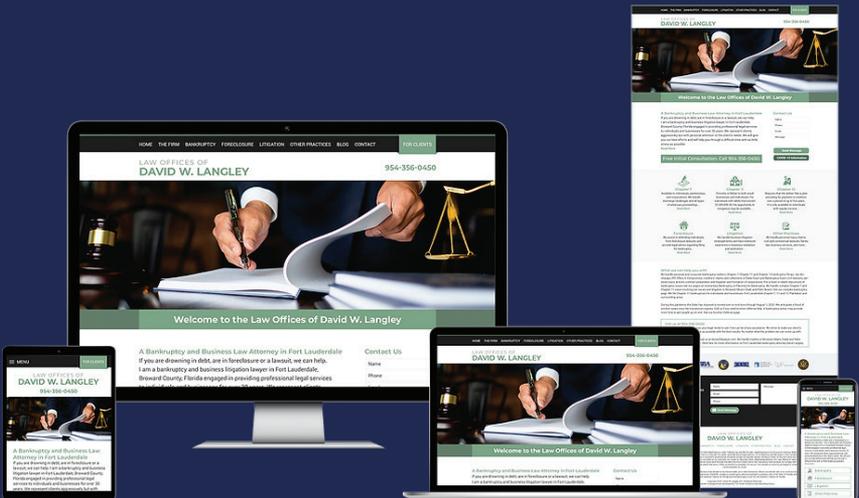
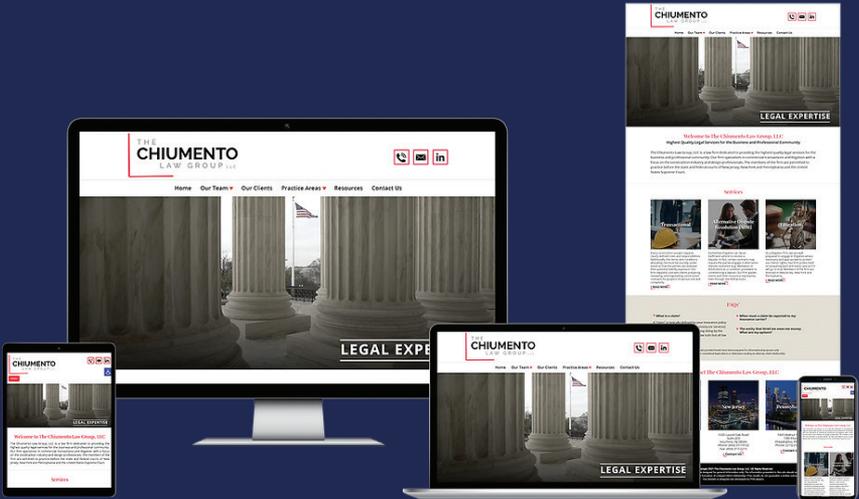
Your website will be professional-looking and designed for user experience. With easy-to-navigate features, website visitors will be able to find the information they need. Whether you are a solo practitioner or a large law firm with many practice areas, our team will develop a website that generates business for you.



For more information, or samples of our work, please visit our website at:

[ADVOCATIMARKETING.COM](https://www.advocatimarketing.com)

Website Samples



Video Production

Incorporating video into your firm's marketing strategy is no longer if, but how.

Video has become the popular choice for content consumption today. Whether your message is meant to educate, create an introduction to your law firm, promote services, or something else, it is hard to deny how powerful video marketing is. Videos are more memorable for prospective clients to retain the information you are sharing and also create an opportunity to build trust and share information easily. Advocati Marketing will help you balance storytelling and promotion to capture your ideal client with engaging video content.

Quality video content can be used in a multitude of ways including digital advertising, social media, on your website, and television advertisements. Being both entertaining and visual, videos can build brand awareness, help your law firms expand your client base and increase revenue.

When you engage Advocati Marketing with your video project, you will gain access to our extensive image and music library. We handle all aspects of production to create video and audio content for television, radio, social media and clients' websites. Services include:

- Storytelling & Scripting
- Casting Voice & Acting Talent
- Photo/Video Production
- Photo/Video Editing
- Ad Buys & Placement



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Video Samples



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Public Relations

A public relations (PR) strategy should have a key role in your firm's marketing plan since it can directly impact your law firm's growth. Advocati Marketing will help your firm build credibility and trust with prospective clients and referral sources. Developing a well-thought out and consistent PR strategy, your firm's image will be enhanced and help generate brand recognition and new leads. Afterall, prospective clients are looking for a firm that is knowledgeable and one they can trust.

Based on your goals and objectives, our team will develop a customized, integrated plan that uses traditional, digital and social channels to connect your message with your target audience. An ongoing PR program can also serve as the foundation for creating excellent content for use on a law firm's website and social media platforms, helping them to communicate with and nurture fans and followers, while also assisting with search engine optimization.

Drawing on our extensive experience, Advocati Marketing will put your firm in front of your target audience across multiple channels, with the right messaging to maximize your reach and drive optimal results.

Take control of how your firm is perceived with a strategic PR plan.

Media Relations and Publicity Opportunities:

- Press Releases
- Media Relations
- Events
- Community Affairs & Outreach
- Crisis & Reputation Management
- Successes in the Courtroom



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Press Clip Samples



Media Coverage Samples





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