



Webo SaaS

**LOYALTY & REFERRAL MARKETING,
ECOMMERCE AND MORE
FOR LAW FIRMS**

A WEBO EBOOK

ONLINE MARKETING FOR LAW FIRMS: THE OPTIONS

There are a number of options for online marketing including:

- Search Engine Marketing
 - Search Engine Optimisation to secure a high search engine result ranking
 - Pay Per Click (PPC) to secure a high ranking by out bidding others for the top spot on a search engine results page.
 - Users search for keywords or for answers to keyword phrases.
 - The Search Engines rank results on the basis of relevance, popularity and a variety of ever changing criteria embedded in an undisclosed algorithm.
 - Search Engine Marketing works given that there is demand that can be reached at a positive ROI.
- Email Marketing
 - Blast campaigns to purchased email lists are a thing of the past due to legislative and regulatory changes.
 - Communicating with Opt-in client lists that meet the requirements of the POPI Act and European GDPR requirements are still viable however clients need to be canvassed and better still, they should have the option to opt-in to e-mail correspondence.
- SMS Marketing
 - One to one or one to many via bulk SMS.
 - Opt-in and opt-out management is required to meet privacy requirements and while it is not free it is easy to use.
- WhatsApp Marketing
 - Group Chat between the whole group or between Admin users.
 - The group size is restricted to 256 users.
 - There is likely to be group list sharing as it is a collective platform.
- Content Marketing
 - Above all the content must be: fresh, relevant to targeted audiences, an interesting story and the presentation needs to be appealing.
 - Content presentation options include:
 - Apps, Articles, Blogs
 - Case Studies, Ebooks
 - Flipbooks, Infographics
 - Landing Pages, Newsletters
 - Online Magazines
 - Online Press Releases
 - Online Reviews, Online Testimonials
 - Podcasts, Reports, Slide Sharing
 - Social Media Pages
 - Tagged Images
 - Videos, Webinars and White papers
- Social Media Marketing
 - Success lies in the ability to get audiences to connect, look and to chat.
 - To achieve this you need to market to demand or to create demand by addressing solutions to targeted pain, problems or frustrations.
- Affiliate Marketing
 - Marketing is outsourced to Affiliates who market for a success fee.
- Associate Appointments
 - Brand distributors or agents are appointed as independent suppliers of services within a formal referral supply chain.
- Referral Marketing
 - Law Firms have always grown by Reputation and Referral.
 - Referral Marketing can Build Reputations and Accelerate Referrals.
 - Success lies in the ability to Attract, Delight and Reward users with relevant rewards.



PREFACE

eBook Objective

Set out below is an in-depth review of loyalty and referral marketing that covers how the Webbo LPM package augments and enhances implementation through automation software. The impact of referral marketing integrated with social media sharing has the potential to generate a significant shift in digital marketing trends. You can do it the easy way with our software or you can do it manually. The choice is yours. Read on for the facts and credible opinions on Loyalty and Referral marketing. This 10 minute read will give you insight on the fact that digital marketing is driven by possibility and not by historical trends.

Definition

“Referral marketing is a structured and systematic process to maximize word-of-mouth potential,” according to Wikipedia. “Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service, and the value and benefit the supplier brings to them and people they know. Referral marketing takes word-of-mouth from the spontaneous situation to one where maximum referrals are generated.”

The Webbo SaaS Package (Software as a Service)

The Webbo Loyalty & Referral Programme Marketing (LPM) package includes a loyalty, referral and digital marketing toolset. It is hosted on the Webbo servers in the USA with 3rd party encryption, 24/7 malware monitoring, cloud proxy firewalls and daily enterprise backups. Clients subscribe to a sitebuilding software service and benefit from the above protection and support while enjoying dedicated internet access at their own URL and at a Webbo URL. It is like having a shop in a mall where there is passing traffic.

In addition to the LPM the SaaS enables the building of an eCommerce platform to sell packaged services and digital products, such as forms and template contracts.

It also offers online workrooms and online data storage portals. Many legal services are process driven and the provision of online podcast, video or slide show process briefing rooms would save time and be client friendly.

Back office support to online meeting rooms and online meeting packs offers the option of a new secretarial service.

INTRODUCTION

This eBook explores the benefits of referral marketing so that you can determine if loyalty and referral marketing is for you. It also explores the unique benefits of the Webto SaaS LPM (Loyalty & Referral Programme Marketing) software solution.

Before you can enjoy the many benefits of a referral program, you need delighted clients. Satisfied clients are the key to loyalty and referral marketing; without this, your programme will not be effective in establishing brand loyalty, engagement and client list growth. It's simple, happy clients are loyal and are likely to make referrals but unhappy clients do not.

Referral marketing is a user-centric, strategy that enables satisfied clients to introduce the benefits of your services to their friends and connections. The effect of referrals is that they will accelerate your growth and turnover plus it increases client retention and loyalty. The focus of a SEM (Search Engine Marketing) strategy shifts from SEO and PPC to trusted recommendations from friends and connections. The power of referral marketing to grow a client list is second to none. Ask around and you will discover that structured referral marketing strategies are rare and few have taken the easy way to grow their practices by automating their referral programmes. Referral Marketing is akin to Content Marketing but driven by delighted Clients.

“Testimonials are nearly as good as money in the bank, but referrals really are money in the bank.”

Jay Conrad Levinson (Guerrilla Marketing, 4th Edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business)

“Word of mouth is the primary factor behind 20 percent to 50 percent of all purchasing decisions.”

Jonah Berger, Contagious: Why Things Catch On



REFERRAL MARKETING

User Experiences

Suppliers process inputs for outputs by following processes (the what) and systems (the when). The supply of many services entails a controllable sequence of steps. When provided to a user they will have an impact and influence an outcome that drives the user experience.

Client experiences are the intangible value that the client enjoys and benefits from your services.

Technical specifications aside, the client experience is what potential clients value. The result of the services is what gives meaning and value and sharing the joy that the value brought is what influences others to want to do the same.

Shared client comments, reviews and testimonials are powerful social influencers in informing pre-purchase expectations and these opinions shape a potential client's decisions.

We value the subjective opinions of friends which is why they are an effective social influence on service expectations and hence on legal advocate, attorney or legal advisor appointment decisions.

Information Needs and Channels

An effective marketing strategy needs to address information Push, Pull, Engagement and Promotion. The Webo LPM referral and loyalty programme addresses these needs within a tried and tested framework. Successful marketing campaigns need to give attention to the foundations needed to build and drive a campaign.

The Webo PeP and the LPM

The LPM has a focus on digital marketing. The PeP (Performance enhancement Programme) has a focus on enhancing business performance. The PeP has been tried and tested in a variety of countries and has time after time produced what have been described as impossible turnarounds. The PeP is not a quickfix. You can read a published case study & reviews on an eBook available on Amazon. The LPM is a fast track marketing framework that has a focus on referral and loyalty marketing to drive revenue growth. The PeP is a bonus to Webo SaaS subscribers.

Shared Opinions

In a nutshell, shared opinions drive sales. Your clients will talk to their friends about cherished experiences as it is human nature to do so.

A study from Texas Tech University confirms that: 83 percent of users are likely to share a product or service after a good experience. Yet only 29 percent actually do. That means that an average of 45 percent of users who would otherwise share do not share.

Marketing can be expensive and time-consuming. Referral marketing is anything but this. In fact, referrals are the cheapest and most effective form of marketing and shouldn't be ignored. In its simplest form, referral marketing doesn't cost a dime.

Texas Tech Today

Satisfied customers have something to share but generally do not do so if it is not easy to do while enjoying the experience. Incentivising customers may help but "quick and easy" sharing is essential.

"the sale is not complete until the customer is so happy that he or she confidently makes referrals."

John Jantsch (Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar)

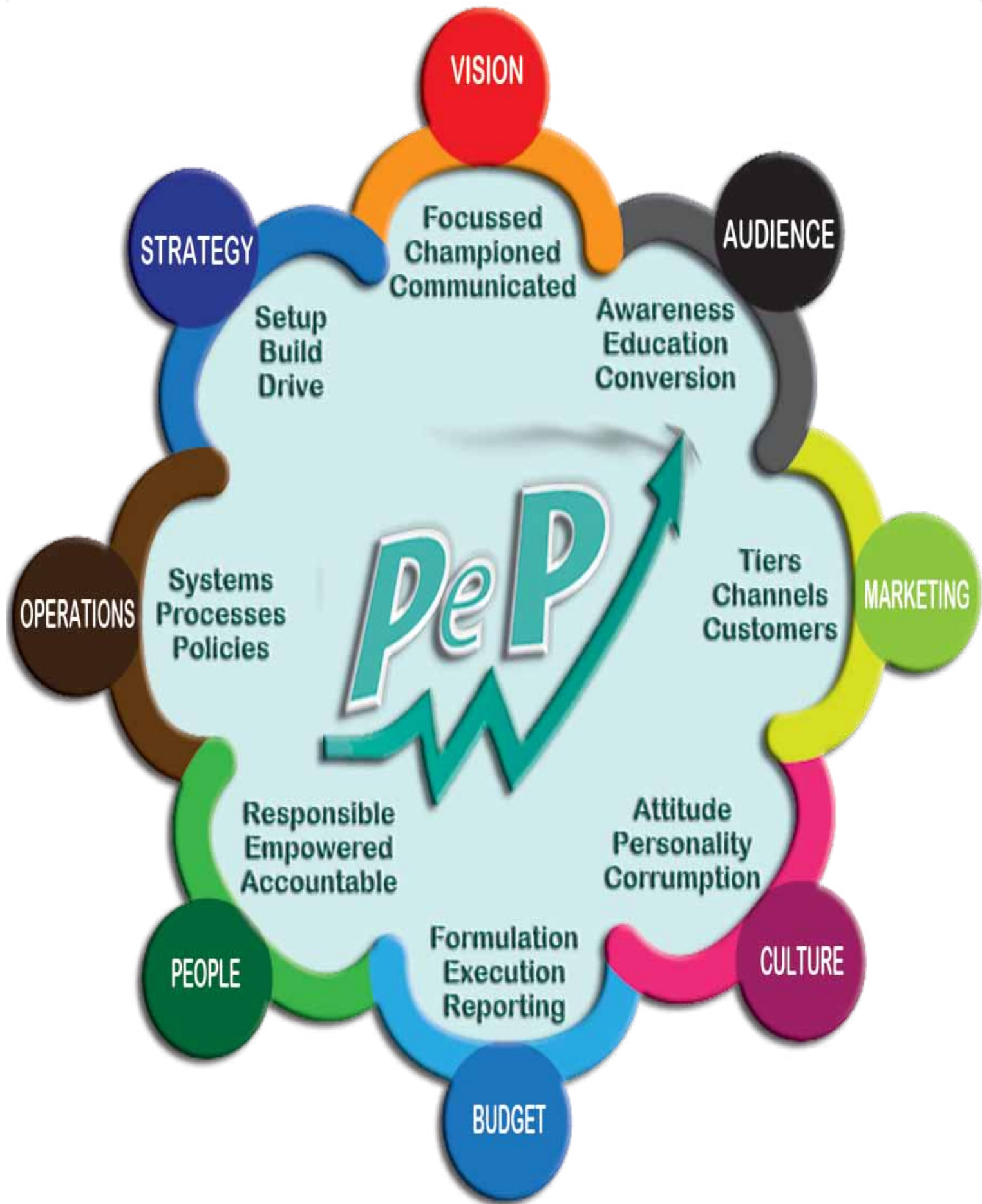
Convenience and Ease of Use

The Webo Loyalty & Referral App puts the opportunity to share on the phones of your clients. Earning an incentive plus the gratitude of a friend is only a couple of clicks away on a PC or on the phone that is in their pocket. Apart from the need for it to be easy to do the information shared must be worth talking about and be relevant to the recipient. If it is topical but not relevant to a potential client it will not be of value to them.

Statically studies have found that between 70% and 86% will share when it is worth their while and it is easy to do.

Thus:

- For every 100 customers,
- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends.
- This referral will then reach: 70% x 338 people x 100 customers = 23,660 referrals in the first step.
- In the next step the reach explodes but suffice to say that the local reach will be saturated.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the internet will be reached.
- Suffice to say that with the Webo App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.



Formal, Measured Multi-Channel Marketing

With the Webo LPM system your marketing strategy will boost client advocacy with your incentives to drive revenue growth in a measurable way. The Webo 4 Channel Marketing System with “ Channel Fusion” allows your brand to leverage multi-channel word-of-mouth advocacy. The best part is: crafting a 4 channel referral program is not complex. You can utilise the Webo SaaS on a DIY basis or on a B4U basis. Our preference is a built with you option in which YOU DRIVE and WE NAV along an agreed Roadmap such as the one on the opposite page. All options are supported so that you can get your clients to grow your business ASAP.

According to Wharton, referral customers have a 16 percent higher lifetime value than non-referred customers.

Plus, they will love your brand because they will have a direct link from the bookmark button on their phone screens to the App. This direct link will establish and build a relationship via the App where clients can add reviews, share comments with social networks, monitor #hashtag engagement, link and engage on your blog, find items of interest that are worth sharing and more. In addition, the App will build your audience via generic and social share promotions.



A recent Heinz report showed that companies with formalized referral programs experienced 86 percent more revenue growth in the last two years, compared to the rest.

The above exemplifies how sustainable and effective refer-a-friend or refer-a-business connection programs are at driving brand awareness and in creating new client appointment opportunities.

Many large international businesses have a marketing strategy based on Referral Marketing. But first: what is not a referral programme? A referral program is not a one-time

interaction between a brand and a consumer. Nor is it marketers dangling a carrot in front of consumers, enticing them with “win big” promises. Neither is it affiliate marketing, where 3rd-party sites do the work for your marketing team and you pay them a bounty. Instead, referral programs are built upon genuinely enthusiastic, customer-get-customer interactions that equally rewards all parties involved. There is a science to making referral marketing programs succeed.

Brandon Gains, Contributors: Referral marketing: The secret weapon that should be in your arsenal.



The Webo SaaS Loyalty & Referral programme structure has two layers; a client segmentation layer and a referral status layer.

Client Segmentation

The Webo SaaS Loyalty & Referral App offers client segmentation. Clients can be segmented into three categories such as corporate, private and public sector clients. Each category title can be customised.

In a professional programme segmentation is normally based on who the client is rather than what they do. Demographic segmentation is useful as like minded clients with different needs may respond to different special purpose offers and rewards. Referral incentives should be targeted to specific groups to enhance their effectiveness. Incentives should be designed to showcase your services rather than to promote recommendations from clients that are not genuine.

Client Referral Status

Membership of a Referral Status is awarded on the basis of what the client does. There are three status levels; Advocates, Advisors and Ambassadors

- Advocate status is awarded to those that share items listed on the App with friends on social networks.
- Advisors: are those that write reviews on your App.
- Ambassadors: are those that e-mail a qualifying item to a qualifying person who takes up the offer with the result that the offer is made available to the sender and the receiver.

Objectives

Terms and conditions may be set which must be met in order for the referring client and the prospective client to receive their rewards. These might be a sign-up, account activation, a purchase, or something else. Where a referral reward takes the form of a voucher and that voucher is redeemed by an administrator then the reward will be activated in the accounts of both the referring client and the prospective clients' accounts. To redeem these vouchers further terms and conditions may be required.

Where rewards are valuable fraudulent redemption may be a concern. The Webo SaaS redemption process can be based on printed vouchers or on online redemption in a client's account. When a client wishes to redeem a reward the client will typically access their online customer loyalty and referral account and present the private account to the Administrator. The Administrator will be able to review the purchase history and the voucher's validity in the account before entering a PIN number to redeem it. If the reward, for example, has as a condition that the account is a new account then access to the account enables the Admin to determine if the person is indeed a new customer. On the other hand if a specified qualifying transaction is required then access to the client's account will enable validation.

In short, conditions need to match the value of benefits. Some systems that process credit cards, set as a requirement, that a new credit card is used for payment. This option is not available on the Webo SaaS eCommerce platform as all credit card payments are processed on an off site secure banking portal.



SOCIAL SHARING

Sharing on Showcases Apps & Blogs is similar:

A. Share the App

B. Share a Whitepaper

1. Select Share the link
2. Register
3. Select a Social Media Platform
4. Add a comment and submit



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REFERRAL MARKETING

Adding a Referral:

1. Select: Add a Review
2. Register
3. Add your review and submit



Targeting and Incentives

How can one target clients and what's the most compelling incentive you can offer? There are a wide variety of possibilities including the following as potential incentives to consider:

- Fun and entertainment: Quizzes, Competitions, Lucky Draws, Giveaways, Free Gifts that may be offered by teaming up with a local club, school or NGO, etc.
- Information: How to guidelines, Newsletters, eBooks, Articles, Brochures, White Papers, Community WhatsGood Pages
- Simplifying Regulations: Articles that summarise or which include Infographics or Graphs, Checklists, etc.
- Events: Invitations to Workshops and Guest Speaker Presentations
- Guidelines that Educate or Review: Videos, Written Opinions, Audio Podcasts or Slide Shows that brief clients on legal processes involved in finalising specified matters such as divorce, custody suits etc.
- News: Topical Press Releases
- Reality: Case Studies, Success Stories
- Referrals: Comments, Reviews, Pro Bono/Free Consultations

You will need to draw on your understanding of your clients. Only appealing offers drive shares. Try selecting a valuable and compelling incentive specifically matched to your best customer's needs or to frequently asked questions. More often than not the most compelling benefit will not be a financial discount. Recognition and VIP status coupled with service benefits are normally highly desirable professional rewards. Double-sided rewards that deliver equal benefits to both sender and receiver have been found more effective than single-sided rewards. User altruism and the will to improve a friend's situation is a fundamental aspect of a compelling incentive.

Automation

Effective referral programs are driven by referral programme software. The Webo Loyalty & Referral App is underpinned by convenience as it is an App on a phone or a PC bookmark. In this regard the market place is competitive. Where the Webo Loyalty & Referral App is one of a kind, is that it is further underpinned by an advanced 4 Channel Marketing system with channel fusion. Designing a user experience hinges upon optimising what the end user sees and how they interact with the referral program. The Webo Loyalty & Referral App channels Push and Pull engagement and it promotes information delivery. The 4 channels are able to cover all the marketing bases as the system is an advanced site builder, a viral blog builder, an App Builder with Social Media integration and Comment Syncing. Optimising across channels in a way that is seamless is what Channel Fusion delivers.

Discovery

How likely are your clients to find your referral program? The App is promoted to all customers who sign-up for a private social media account where they can track and edit on-the-record comments and reviews and they can opt-in for email and SMS messaging. In a client's private online account they can follow their loyalty benefit transaction history and they can select specific benefits for on phone redemption. Clients can print tickets, coupons or vouchers for presentation to the suppliers of these rewards eg a voucher for the green fees at a golf day.

Sharing and Sign-up

Sharing and sign-up are made simple by way of pop-up messages that inform clients what they need to do.

Where does one start?

Start by e-mailing the link to the App to all clients with instructions on how to add the button to the home screen on their phones and explain that the page can also be bookmarked on a PC or laptop.

An important process is to routinely verify the fact that you are meeting the expectations of your clients who are satisfied with your services.

Satisfaction verification can be explored by phoning the client to ask for feedback. Alternatively, the SaaS Quiz Webpages are ideal for gathering feedback.

Consider building an Online Quiz such as the one outlined in the right hand column. E-mail a client at a point when a feedback request has been reached such as upon reaching a milestone or upon completion of an engagement. Once the quizpage has been sent and has been completed and submitted by the client the SaaS will offer a spreadsheet download of responses. You should reply to the client and discuss suggestions and any action that you will take so that the client knows that you are responsive and open to suggestions.

Another use for the quizpage functionality is to explore client needs. Build online feedback forms that explore client needs, problems and desires by stacking questions where the next question is determined by the answer to the preceding question. In this way clients can answer say, a simple five question survey, that offers thousands of options yet the client only answers 5 questions.

In a 5x5 question stack where a question is asked that has 5 options and each succeeding question has 5 options the survey will cover 5 options in layer 1, 25 in layer 2, 125 in layer 3, 625 in layer 4 and 3125 in layer 5. It is unlikely that this many options will be available but the point is that the quizpage can explore the range of possibility that may exist in the demand for services by clients.

Dear Client

Feedback Survey

Thank you for appointing us to represent you in the matter that has just been finalised. We would appreciate feedback on your experience as a client of ours.

1. Were you satisfied with the services that you received from us?

- Yes or - No

If the Answer to 1. is Yes, then the next question to pop up could be:

2. Based on your positive experience, on a scale of 1 to 10, would you be prepared to recommend our services to your friends and business connections? Please select a likelihood number below.

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

If the selection is 8, 9 or 10 then ask:

3. Please can you provide us with the name and contact details of one person that you can refer us to.

In addition, please can you suggest any way in which you believe that your client experience could have been improved.

If the answer to 1. is No, then the next question to pop up could be:

2. Based on your experience, on a scale of 1 to 10, would you please rate the service that you received from us. Please select a number below.

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

In addition, please can you suggest any way in which you believe that your client experience could have been improved.

Thank you for your time and for the feedback.


Regards
"Attorney, Advocate or Advisor"


Keys to Referral Marketing Success


- You have an established reputation for meeting client expectations who are delighted by the results, impact or outcomes attributable to the services received.
- You have a vision, strategy, communications plan and a roadmap (see below) that maps out what you are doing and what you will do next to build your reputation and accelerate your growth.
- You have identified and have segmented the client audiences that you have or which you wish to attract.
- You have researched the demand for services by each client segment and you know where to target each segment.
- You are aware of the short-term value and long-term value of existing clients and of prospective new clients.
- You have tested the relevance and value or desire of segmented audiences for knowledge based give-aways to ensure that clients will want to talk about them and will be prepared to add reviews and share the link on their social networks in return for valued incentives,
- You keep refreshing give-aways and incentives so that clients are encouraged to open the App to find what is new in line with regular release dates.
- You establish and build your relationships via your Apps, blogging, messaging and social media engagement.
- You survey satisfaction and
- you ask for referrals.





Online Meeting Rooms

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Online PC & On Phone meeting rooms stacked with meeting pack content enables pre-meeting preparation
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Meetings deliberate, take/record decisions and action plans
- 

They are as secure as your password
- 

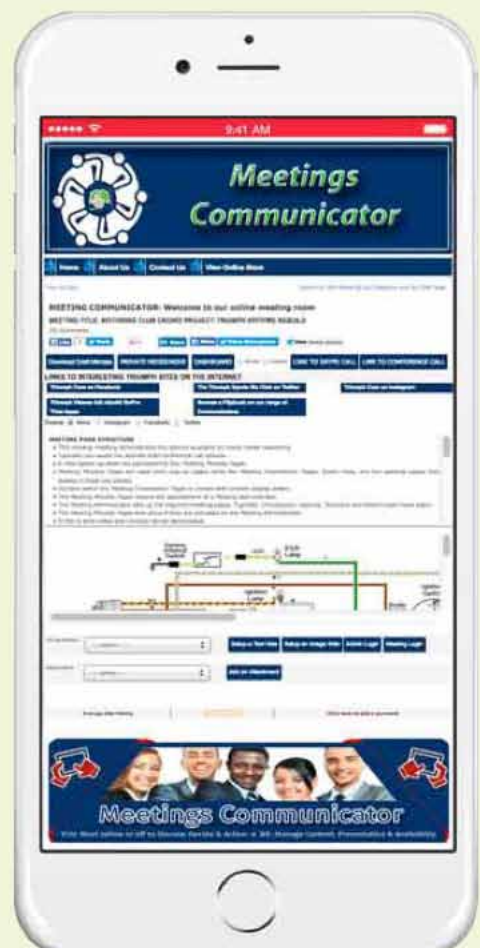
They can be facilitated by a live "back office" taking minutes that are displayed on an online meeting wall.
- 

Facilitates expert, witness inclusion via conference call dial up as well as private one on one and "open" chat plus on record comment register.

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Online Meeting Pack App

Links to documents, videos, picture galleries, meeting rooms, etc.





Online Meeting Rooms and On-Phone or PC Meeting Pack Apps

- Online meeting rooms can be permanently open, with no set meeting duration and they can be scheduled to open at a set time on a set date.
- Attendees can access an online meeting room with any browser on a PC or with a Smart Phone.
- There is no limit to the number of meeting rooms that are set up. (Fair usage norms apply)
- The online meeting room can be accessed by an unlimited number of attendees.
- Attendees can upload documentation, open linked files, review flipbooks, complete quizpages, text or image polls or play audio podcasts, watch videos or image libraries that can be updated live by attendees or by invitation.
- Polls that display instant results can be set up during a meeting to gather vote counts on decisions.
- Attendees login and open the online meeting room page that has back office support for a Meeting Administrator to type up the meeting minutes during a live meeting.
- Attendees can record on record formal comments as is required for company board meetings or they can use the Dashboard comments functionality in deliberations eg for one to one private text chats or for open text chat messages to all attendees.
- Meeting Admin's have access to minute, action plan, case file and other templates plus they can create and save custom page templates.
- The online meeting room wall can display up to five pages at a time.
- Attendees refresh their screens to review the current status of the minutes, decision and action tables etc.
- All reference documentation will have been distributed by way of a meeting pack App and the meeting page displays live links to reference documentation, data libraries etc.
- Where an online meeting room is used as a private workroom dedicated to a specific case or engagement all information would be available as an accessible data library.
- Where an online meeting room is used as a client-attorney briefing room all relevant information needed to brief and record the engagement history, such as meeting minutes, would be available.
- Where a meeting room is a public meeting room such as for public company AGM's, class action community meetings etc,full social media integration can be activated.
- Where meetings are private they can be set behind password gates and all documents can also be set behind password gates,



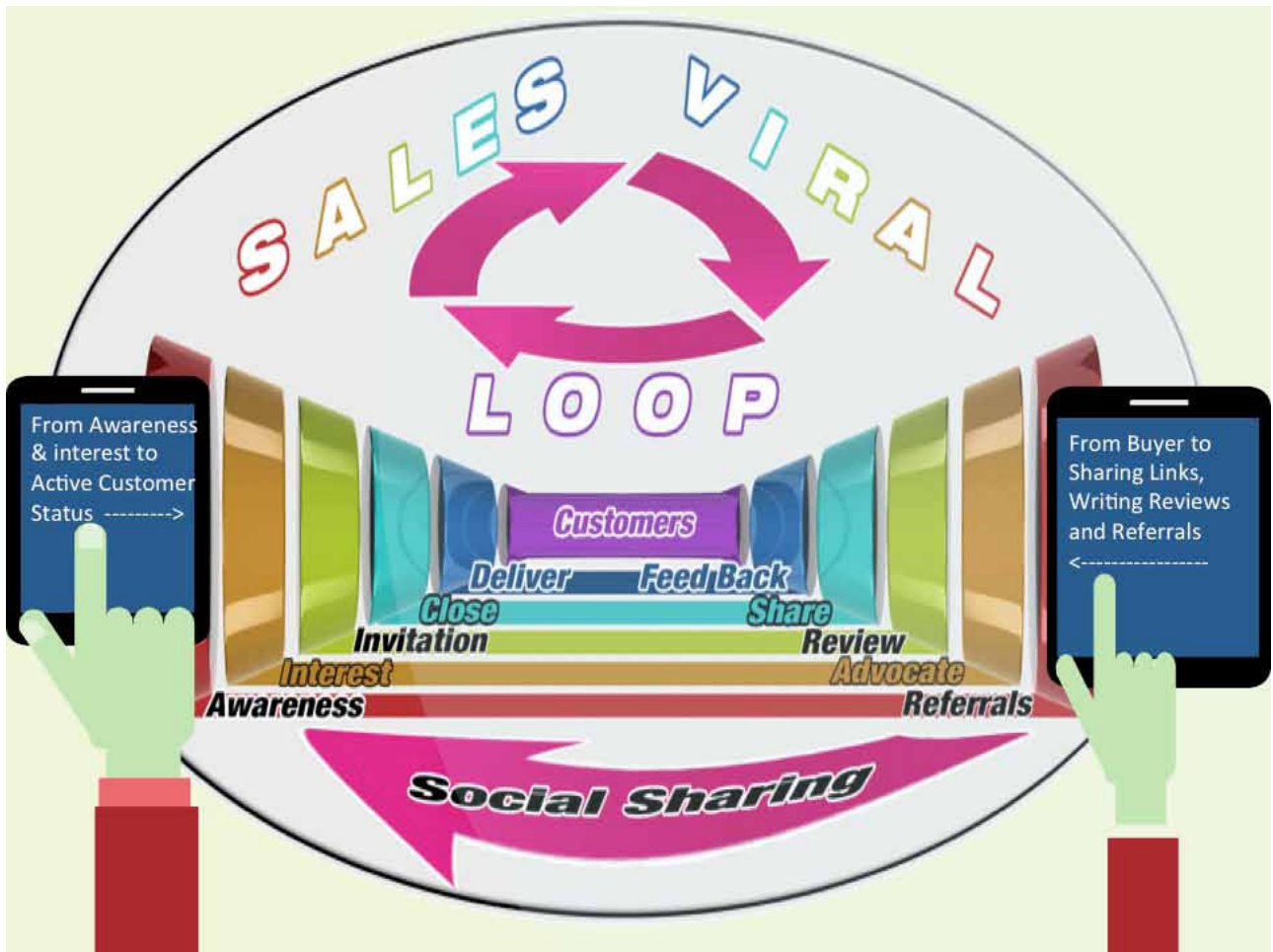
- Online meeting rooms can also be set up as topic reading rooms or as briefing rooms on core practice areas that involve set legal processes.
- Meeting deliberations and collaborations can be managed by way of:
 - Text messaging agreement and opinions on polls that follow the agenda that is on display in the meeting room by way of the attendees having logged in to the meeting room page. The meeting's Chairperson proposes an agenda item and attendees text opinions. Failing consensus, the matter can be finalised with a snap poll.
 - Being logged in to the meeting room and in addition, being logged in to a group Skype chat that may or may not include video. The free version of Skype allows up to 25 participants in a group chat and the online meeting room is fully integrated with Skype.
 - The online meeting room is also fully integrated with FCC video conferencing for up to 1,000 attendees. Meetings can be recorded for playback and sharing, video meeting administration is advanced and attendees can dial in to a local number from locations in many countries in the world or they can login by way of an internet link from a phone or PC.

Online Meeting Rooms PC Version

The screenshot shows a tablet displaying a meeting room interface. The interface includes a header with 'MEETING COMMUNICATOR: Welcome to our online meeting room', a meeting title 'ALL OPTIONS MEETING', and a list of participants. Below this is a navigation menu with options like 'Download Link Below', 'PRIVATE MESSAGES', 'SHARE/CHAT', 'LINK TO SKYPE CALL', and 'LINK TO CONFERENCE CALL'. The main content area is titled 'The ALL OPTIONS Meeting - LINKS TO SUPPORTING MEETING PACK MATERIALS' and contains several columns of links for documents, presentations, and other resources. At the bottom, there are sections for 'The "All Options" Meeting' with a description, a 'Share Here' section with social media links, and a 'Quick Polls' section with buttons for 'Share a Text Vote', 'Share an Image Vote', 'Admin Login', and 'Meeting Logon'.

Callouts from the text on the right point to specific features in the interface:

- Pre-recorded audio submission
- Download Minutes
- Social Media Integration for Public Meetings eg AGM's
- In meeting one on one & one to all text messaging
- Skype Call & Video Conferencing Options
- Video, Documents, Presentations, Galleries etc
- Agenda, Decisions, Action Plans etc
- Login, Voting Options, Adding Attachments, On Record Comments



Loyalty & Referral Communicator App

Every entry on the App has a one click option to Read More and to add a Review or to Share with your Social Network. You can also add comments that will be sync'd to Facebook.

Introduce your Areas of Focus with options to Review & Share

Offer eBook Downloads for Reviewing & Sharing with Friends & Connections

Offer curated links to Industry News related to your Areas of Expertise

Offer curated links to Topical Stories making the News Headlines

