



Virtual Marketing Actions

- Eblast/Posts About Business Open & Virtual Options
- Create and Mail a Branded Emergency Contact Card
- Review of Clients Accounts with the client
- Create and Mail Branded Fidget Spinners
- Quarterly Newsletter/Law Updates
- Create Website Blog Content
- Thank You Notes to Clients
- Online Survey: Referral Requests
- Thank You to Referrals
- Facebook/Twitter/LinkedIn Posts
- Update Online Profiles
- Host/Co-Host Targeted Webinars
- Use Your Practice's Facebook Page as a Resource to Publicize Referrals
- Send Articles to Referral Sources
- Fantasy Football League
- Beer/Wine/Bourbon Club Membership
- Online Poker Tournament
- Online Talk Show
- Podcast
- Article in Local Paper/Magazine/Trade Publications
- Teach a Class Virtually, e.g. cooking, gardening, etc.
- Sponsor an Online CLE
- Order Promotional Products
- Branded Thumb Drive
- Online Reading Club
- Online Workout Club
- Virtual Movie Watch Party
- Donations to Local Hospitals, Assisted Living Facilities, Veterans Groups, Schools, Community Centers
- Discounts for Veterans/Active Military/First Responders/Teachers
- Send Baskets of Appreciation/Gifts
- Send lunches and dinners to top referrers of business, when they pass do charitable donations to food bank in their names
- Minimum ten to fifteen text messages to top business contacts per day
- Minimum ten phones calls out a day.

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