

Leveraging the Internet to Grow Your Practice: How to Market Your Firm in a Down Economy

Are you or your law firm wondering how to get the best bang for your buck in these tough times?

Then join us for this one-hour lunch seminar that focuses on uncovering the most important components in a successful internet marketing campaign.

Topics covered include:

- *Learning how to build, design, and manage a website that can convert prospects into clients*
- *Ascertaining how to insure your website can be found when a potential client is looking on a search engine*
- *Discovering the best use of Pay Per Click campaigns to increase client calls*
- *Discerning the tracking results of each effort*

Lunch CLE Program

Date:

Thursday, October 1, 2009

Time:

*Lunch: 12:30p.m.-1:00p.m.
Seminar: 1:00p.m.-2:00p.m.*

Place:

*The Graduate Club,
New Haven*

Cost:

*\$25 NHCBA Members
\$50 Non-Members*

Lunch generously provided by LexisNexis

***SPACE IS LIMITED!
RESERVE YOUR SEAT TODAY.***

Reservations are recommended. Call the office if you need special assistance. Full refund with 48 hour cancellation notice. Not eligible for NY MCLE. Pre-registration by September 30, 2009 is requested. Call 203-562-9652 or email NHCBAinfo@newhavenbar.org with questions.

Please reserve _____ place(s) for the LexisNexis Leveraging the Internet CLE Lunch Seminar on October 1, 2009.

Enclosed is \$ _____. (\$25 Members, \$50 non-members, \$16 law students)

Name: _____ E-mail: _____

Firm: _____ Telephone: _____

Make check payable and return by September 30, 2009 to:

*New Haven County Bar Association, P.O. Box 1441, New Haven, CT 06506-1441 Attn: CLE Seminar
Visa/MC/Discover accepted: include card number, expiration date, billing address, and signature.*