



Learn Easy, Essential Marketing Basics On Your Lunch Hour.

Trying to get more clients? Of course you are. Way too busy to learn how to do it? Just about every lawyer is. That's why we've packed the essentials into four quick lunch hours throughout October. Pick and choose or attend all four while munching on your favorite sandwich, and **come away with simple, effective steps to market your firm** you can put to work right away.

Tuesday Oct 10

12-1 pm



Content Marketing — What, How, Where, and Why It Matters to Your Law Firm

Zoom Webinar

Cost: \$25. [REGISTER »](#)

Join us to learn the essentials of content marketing, how to craft engaging content, and how to distribute it effectively. We'll cover topic and post ideas, platforms, tools, and services and show you how to measure success. Whether you're just starting or refining your strategy, this session will give you powerful takeaways to leverage the digital landscape. Don't miss this opportunity to unlock the potential of content marketing for your law firm. *Presented by Adriana Linares, SDCBA Technology and Practice Management Advisor, and Ron Marcus, SDCBA Director of Marketing & Outreach.*

Tuesday Oct 17

12-1 pm



Let AI Create Your Marketing Content: Inspiring Ideas and Practical Examples

Zoom Webinar

Cost: \$25. [REGISTER »](#)

Join us to transform the way you communicate and elevate your law firm's digital presence with AI-powered content! Discover how innovative AI tools like ChatGPT, Google Bard, Canva, and Microsoft Design can help you produce compelling social media posts, ads, and content to engage your potential clients. Learn how to prompt AI assistants to generate content closely aligned with your vision to get results. Explore examples of attention-grabbing blog posts, social media updates, and captivating ad copy enhanced by an AI assistant. *Presented by Adriana Linares, SDCBA Technology and Practice Management Advisor, and Ron Marcus, SDCBA Director of Marketing & Outreach.*

Tuesday Oct 24

12-1 pm



Brand Out to Stand Out — Don't be a Commodity

Zoom Webinar

Cost: \$25. [REGISTER »](#)

How do you differentiate your law practice from the countless other lawyers and firms offering the exact same service offering? **With brand.** When all other things are equal, a strong brand wins every time. We'll show you how to easily create an absolutely unique, compelling brand that can win the hearts and minds of clients away from the other commodity offerings. *Presented by Adriana Linares, SDCBA Technology and Practice Management Advisor, and Ron Marcus, SDCBA Director of Marketing & Outreach.*

Tuesday Oct 31

12-1 pm



Clinic: Give your Current Marketing a CHECKUP

Zoom Webinar

Cost: \$FREE. [REGISTER »](#)

Wondering if your website, social media, email campaigns, or other marketing are actually working? Are there easy ways to make your marketing much more effective? LET'S FIND OUT! Join our Halloween Marketing Clinic and let marketing expert Ron Marcus and law firm business expert Adriana Linares give your marketing program a full checkup. In just minutes, we'll give you suggestions that you can use right away to boost your brand and attract more clients. *Presented by Adriana Linares, SDCBA Technology and Practice Management Advisor, and Ron Marcus, SDCBA Director of Marketing & Outreach.*

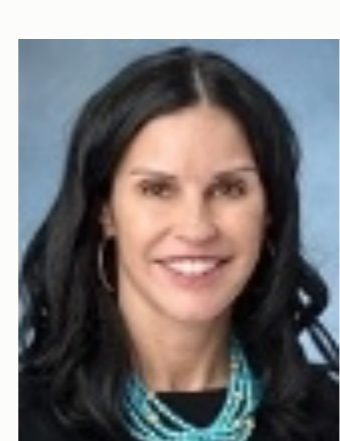
What to Bring:

- Your burning questions
- Creative ideas
- Logos, graphics, and designs
- Websites or landing pages
- Sample social media posts
- Sample emails you've produced
- Other creative marketing content you've produced

What You'll Gain:

- Real-time feedback and constructive suggestions
- Expert insights tailored to your unique needs
- Tips for improving your creation
- Interactive discussions with fellow attendees

Presenters:



Adriana Linares
SDCBA Technology and Practice Management Advisor



Ron Marcus
SDCBA Director of Marketing & Outreach