**Weekly Marketing Report – Week of 1/30/17**

**Social Media**

* Reviewing third-party articles for social media posting
* Posing regarding D. Gabor 2/10/17 360CBA live employment law seminar at 11:30 AM at the Hilton Garden Inn, Hartford/South Glastonbury
* Posting regarding S. Wilkes and L. Aber Advice on the Bice Article in Wolters Kluwer’s Practical Compliance & Risk Management for the Securities Industry
* Posting regarding MSW 1/31/17 IMCA International New Fiduciary Rule webinar
* Posting regarding Trump executive order on regulations freeze

**Website**

* Updating Website for D. Gabor 2/10 360CBA live employment law seminar at Hilton Garden Inn, Hartford/South Glastonbury
* S. Wilkes and L. Aber Advice on the Bice Article in Wolters Kluwer’s Practical Compliance & Risk Management for the Securities Industry
* Updating website for investment management law practice area information
* Email correspondence with S. Wilkes regarding information needed for investment management law practice area
* Phone conference and email correspondence with K. Coles regarding new website:
  + Font changes
  + Content updates

**External Marketing/Sales Tools**

* Phone conference with Nakesh Desai at RIABiz regarding digital marketing opportunities for WLG
  + Follow up phone conference with Graham Thomas to take place this coming week
* Updating Martindale-Hubble profile for Washington D.C. office information
* Phone conference with Avvo regarding attorney referral services
* Phone conference with J. Feaster regarding WBENC marketing Email correspondence with R. Levy regarding interview of MSW for Business Insider article on fiduciary rule executive order
* Email correspondence with D. Gabor regarding upcoming Lorman New Employment Law Requirements in Massachusetts live webinar
* Drafting WLG Business Development Marketing Plan
  + Phone conference with J. Davis regarding refining plan

**Newsletter**

* Drafting Newsletter regarding Trump regulations reduction executive order
* Phone conference and email correspondence with MSW and B. Salkin, etc. regarding Fiduciary Rule Executive order newsletter
* Drafting Trump fiduciary rule executive order newsletter
* Phone conference with Constant Contact regarding new generation of templates with automatic mobile friendly format
* Updating newsletter practice area description for newsletters

**Miscellaneous**

* Email correspondence with S. Wilkes regarding RIA daily reports
* Phone conference and email correspondence with P. Worrest regarding status of 20th anniversary party photo album
* Email correspondence with S. Wilkes regarding marketing of investment law practice area.

**Analytics**

* Updating Constant Contact
  + Two new contacts added
  + Two new media contacts added
* Posting to twitter:
  + 35 Posts
  + Our posted links were clicked on 69 times
  + Our posts were retweeted 13 times
  + Our posts received 32 “likes”
  + There were 2 media engagements
  + There were 5 profile clicks
  + Details of our posts were expanded 11 times by others
  + Our hashtags were clicked on 2 times
  + We added 7 new followers
* Updating LinkedIn profile
  + 19 updates posted
  + Our posts received 46 “likes”
  + Our posts were shared 5 times
  + You received one endorsement
  + 18 new connections added
* Posting to Facebook
  + 11 updates posted
  + Our posts received 11 “likes”
  + Our posts reached 47 people
* Posting to Google+
  + Two updates posted
  + One person added to our Google circle