**Weekly Marketing Activity Report – Week of 1/23/17**

**Social Media**

* Reviewing third-party articles for social media posting
* Posting regarding 1/28/17 MSW DOL Fiduciary Rule – “Real Life Impacts to Your Practice” GRP Advisor Alliance National Conference, Phoenix, AZ speaking engagement
* Posting regarding 1/26/17 D. Pickle webinar for National Regulatory Service (NRS) - "DOL New Fiduciary Rule: Compliance Check-up,"
* Posing regarding D. Gabor 1/26/17 360CBA live employment law seminar at 8:30 AM at the Marriott Courtyard, Marlborough MA
* Posing regarding D. Gabor 2/10/17 360CBA live employment law seminar at 11:30 AM at the Hilton Garden Inn, Hartford/South Glastonbury

**Website**

* Updating website for S. Wilkes speaking engagement at Bay Area Securities Compliance
* Updating website for MSW DOL Fiduciary Rule – “Real Life Impacts to Your Practice” 1/28/17 GRP Advisor Alliance National Conference, Phoenix, AZ speaking engagement
* Updating website for 1/26/17 D. Pickle webinar for National Regulatory Service (NRS) - "DOL New Fiduciary Rule: Compliance Check-up,"
* Updating Website for D. Gabor 2/10 360CBA live employment law seminar at Hilton Garden Inn, Hartford/South Glastonbury
* Phone conference with D. Gabor regarding updating website for old webinar activity
* Phone conference and email correspondence with K. Coles regarding new website:
  + Pages for new attorneys
  + Adding D.C. office information
  + Color revisions

**External Marketing/Sales Tools**

* Updating Martindale-Hubble profile
* Phone conference with Avvo regarding attorney referral services
* Phone conference with WBENC regarding marketing package and icon/badge
* Phone conference with Mario of PRLeap regarding press release package opportunities

**Newsletter**

* Revising and distributing newsletter regarding WBENC certification, Washington, D.C. Office and new attorneys
* Drafting invitation for D. Gabor 2/10 360CBA live employment law seminar at Hilton Garden Inn, Hartford/South Glastonbury
* Phone conference with Constant Contact regarding new generation of templates with automatic mobile friendly format

**Miscellaneous**

* Phone conference and email correspondence with P. Worrest regarding status of 20th anniversary party photo album

**Analytics**

* Updating Constant Contact
  + Six new contacts added
  + Two new media contacts added
* Posting to twitter:
  + 30 Posts
  + Our posted links were clicked on 84 times
  + Our posts were retweeted 5 times
  + Our posts received 15 “likes”
  + There were 7 media engagements
  + There were 7 profile clicks
  + Details of our posts were expanded 9 times by others
  + Our hashtags were clicked on 7 times
  + We added 19 new followers
* Updating LinkedIn profile
  + 19 updates posted
  + Our posts received 34 “likes”
  + Our posts were shared 8 times
  + You received three endorsement
  + Five new connections added
* Posting to Facebook
  + 10 updates posted
  + Our posts received 13 “likes”
  + Our posts reached 66 people
* Posting to Google+
  + Two updates posted
  + Three people added to our Google circle