

## LACFLA Divorce Options Marketing Strategy

### Included as a Member Benefit!

#### (Details Below\*)

Included are:

1. Topics/Images
  - Topics are created for each event
  - Licensed Images are found for each event
2. Zoom Meetings
  - Create zoom meeting for each DO Workshop
3. Website
  - Event is put on website event page with registration link for Zoom
4. Blog
  - Blog is created for event and posted on website
5. Facebook
  - Event is created on Facebook page
6. Meetup
  - Create Meetup Account
  - Create Meetup Group
  - Create and send a notice that will go out to the group reminding them of the event and to register for the Zoom link.
7. Social Media
  - Any social media posts that are done on the groups' platforms will be shared on LACFLA's social media platforms and linked back to their registrations.
8. Newsletter
  - One newsletter per month will be created and sent out to their list as a reminder for their DO workshops scheduled for that month
9. Patch & Craigslist
  - Create an account on Patch and Craigslist for each group
  - Add event(s) to both sites
10. NextDoor
  - Create a message monthly for each group's members to post on their respective NextDoor accounts

\*Cost: \$75 / month with a 12-month commitment for all "whole member" LACFLA practice groups

## Questions? Just ask!

Any practice group who would like additional services can request a custom quote.

Services provided by Nickey Hollenbach, Personal Touch Concierge Service®

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