



# ABOGACÍA TRANSFORMADORA

FUIMOS PRESENTE. SOMOS FUTURO.



**XII** Congreso Nacional  
de la Abogacía **2019**

8-11 MAYO 2019 VALLADOLID

## SOFTWARE PARA PEQUEÑOS DESPACHOS

Eva Bruch - AlterWork





# ¿Cómo capta clientes el abogado tradicional?



## REFERENCIAS:

- Clientes
- Amigos
- Compañeros
- Asociaciones
- Formación



# ¿Cómo capta clientes el abogado digital?



## INTERNET:

- Google Adwords
- SEO
- Redes Sociales
- Web
- Email Marketing





WORDPRESS





**EMBUDO VENTA  
DIGITAL**



# YLAW GROUP

[HOME](#)[OUR PEOPLE](#)[OUR SERVICES](#)[AWARDS & PRESS](#)[BLOG](#)[LET'S CO](#)

## WHEN CHANGE IS NOT **A REALISTIC SOLUTION...**

[CALL US](#)

Featured on:



THE VANCOUVER SUN

THE LAWYERS  
WEEKLY

BarTalk

NATIONAL POST

TOP CHOICE  
WINNER



MORE





## WEBS FUNCIONALES

**#1** WEB NO PROGRAMADA

**#2** BACK OFFICE ACCESIBLE - WORDPRESS

**#3** ELEMENTOS INTERACTIVOS

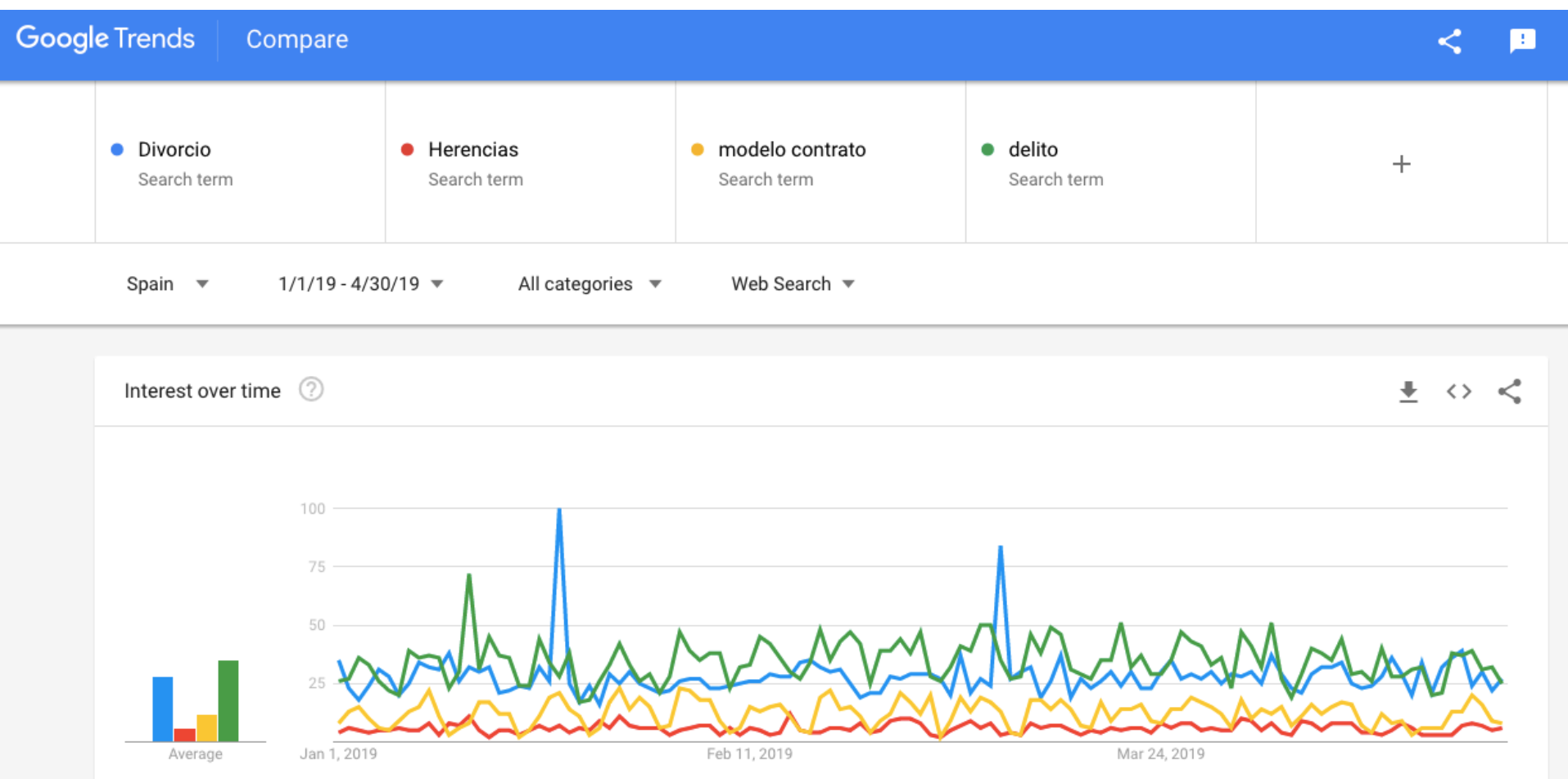
**#4** BLOG ACTIVO - CONTENIDO

**#5** RECURSOS DE VALOR PARA EL USUARIO

**TOP  
5  
CLAVES**



# ¿Qué vender? Google Trends





Google temporary storage building

About 1,940,000 results (0.12 seconds)

Advanced search

Instant is on

Everything  
Images  
Videos  
News  
More

Toronto, ON  
Change location

The web  
Pages from Canada  
More search tools

**SEM**

**SEO**

**SEM**

**Storage Building**  
Build your own storage building our prefab kits. Free quotes.  
[www.alliedbuildings.ca](http://www.alliedbuildings.ca)

**10ft - 20ft - 40ft Units**  
Portable Storage Containers for Your Home or Business - Free Quote!  
[www.mobilemini.com](http://www.mobilemini.com)

**Temporary storage building - Bulk Storage, Commodity, Waste.**  
Immediate Delivery. Free Quote.  
[www.allbeststructures.com/Storage](http://www.allbeststructures.com/Storage)

**Temporary portable garage carports all weather shelter portable ...**  
Temporary portable garage carports all weather shelter portable instant storage  
buildings with Galvanized steel frames ensure true All Weather instant ...  
Cars & Trucks - Canopies & Carports - Special Sale Items - RV's & Campers  
[www.sheltersofamerica.com/](http://www.sheltersofamerica.com/) - Cached - Similar

**Leader in Self Storage Building Systems - Trachte Building Systems**  
Design, manufacture and install self storage systems, mini warehouses. Includes a  
product portfolio and resource listings.  
Contact - Products - Calculators - Why Invest in Trachte Self Storage  
[www.trachte.com/](http://www.trachte.com/) - Cached - Similar

**Welcome to Temporary Warehouse Structures**  
Temporary Warehouse Structures provides portable warehouse buildings from 1000 ... In  
the past, when companies needed more storage space, they could rent or ...  
[www.temporarywarehouse.com/](http://www.temporarywarehouse.com/) - Cached - Similar

**Specialty Containers - Shipping containers for sale, self storage ...**  
Conterm offers 410 individual storage units in a variety of sizes. ... Conterm's full range  
of temporary portable buildings can be shipped anywhere Canada. ...  
[www.conterm.ca/specialty-containers.asp](http://www.conterm.ca/specialty-containers.asp) - Cached - Similar

**Relocatable temporary storage and temporary warehouse structures ...**  
"Portable Venues supplied Seabank with a temporary warehouse for on site storage of  
gas turbine components. The building was erected by very competent ...  
[www.storage marquees.com/](http://www.storage marquees.com/) - Cached - Similar

**Fabric tarp building-temporary shelter-garage canopy-canvas tent sheds**  
Sheltervision LLC is the leading provider of fabric storage structures including: fabric  
hoop buildings, portable garages, carports, temporary shelters, ...  
[www.portablegarageshelter.com/](http://www.portablegarageshelter.com/) - Cached - Similar

**Spaces Self Storage**  
The Newest and Most Modern  
Self Storage Toronto Facility  
350 Eastern Avenue, Toronto, ON  
[www.spacestoronto.com](http://www.spacestoronto.com)

**StorageMart Rentals**  
Safe, Clean & Affordable Storage.  
Speak With A Storage Expert Today!  
[www.storage-mart.com](http://www.storage-mart.com)

**Noble Movers**  
Short & long term storage. Free quotes available. Call today!  
[noble-movers.com](http://noble-movers.com)

**Prefab Building Sale**  
Storage, Workshops, Barns, Garages  
35 Yr Warranty. Fast Online Quotes!  
[www.crownsteelbuildings.ca](http://www.crownsteelbuildings.ca)

**Steel Buildings in Canada**  
Provider Of Steel Buildings for  
Canada. Call 1-888-888-7110.  
[tigersteelbuildings.com/canada](http://tigersteelbuildings.com/canada)

**Portable Sheds on Sale**  
Made in Canada! Custom Made Sizes.  
15 year fabric, Call Now to Save.  
[www.cover-tech.com](http://www.cover-tech.com)

**Outdoor Sheds Storage**  
Safe & secure outdoor storage.  
First month free. Download coupon.  
[www.jamessnowstorage.com](http://www.jamessnowstorage.com)

**Portable Buildings Canada**  
Canadian Made Portable Buildings  
Commercial, Industrial, Residential  
[cdnportable.com](http://cdnportable.com)

See your ad here



Overview

Enabled Status: Eligible Type: Search Budget: \$150.00/day More details

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

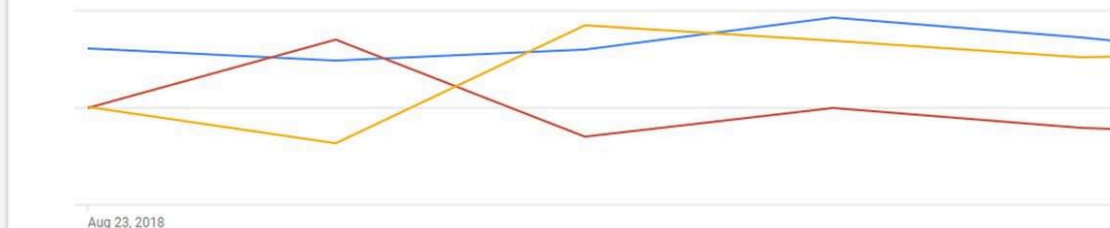
Change history

Drafts &  
experiments

Overview

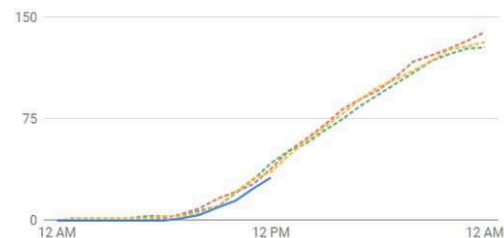
Last 7 days

Impressions	Conversions	Cost / conv.	Cost
6.46K	31.50	\$20.10	\$637



So far today, the ad group has 17% fewer clicks than usual

Today (Aug 30, 2018) compared to an average Thursday



Ad groups

	Cost	Conversions	Cost / conv.

ALL AD GROUPS >

Page 1 of 5

Edit keyword

Keyword

+

Match type

Broad match

Your ads may show on searches that include misspellings, synonyms, related searches, and other variants of all the following words: . Learn more

Max. CPC

\$ 1.22

To use the ad group default bid of \$1.66, leave this blank

Tip: To see whether to bid more or less for this keyword, compare its performance, such as cost per conversion, against other keywords.

CANCEL

SAVE



# ¿Qué hacer cuando llegan a mi Web?

OBJETIVO: Generar de una base de datos propia de potenciales clientes.





# Elementos interactivos:

## Descarga contenido

👉 "La innovación en la abogacía es ver algo que mucha gente ha visto y pensar de una forma que nadie ha pensado."

¿Todavía no conoces ♦ Los 11 secretos de la innovación en la abogacía ♦ ?

¡descárgatelo gratis ahora! ➡ [bit.ly/2to2bSP](http://bit.ly/2to2bSP)



<http://bit.ly/2to2bSP>





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Artículo

## Transformando el Negocio a través de la Voz del Cliente

II Estudio 'Operativización' de la Experiencia de Cliente

La Voz del Cliente se ha convertido en un pilar clave en la estrategia del 85% de las empresas españolas.

¡Quiero el estudio! >



Solicita una propuesta de servicio

Enviar formulario online

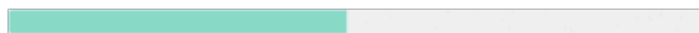
Conoce nuestros servicios

Customer transformation



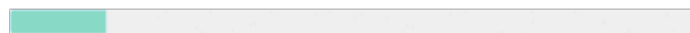
Open rate

41.5%



Click rate

8.7%



List avg 37.4%

Industry avg 13.6%

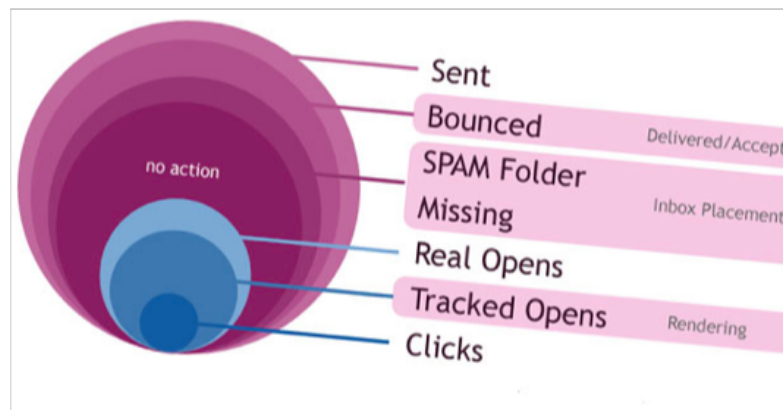
List avg 7.9%

Industry avg 1.7%

947 Opened	268 Clicked	8 Bounced	2 Unsubscribed
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mailchimp





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**iHola!**

Revisa nuestras últimas novedades del mes y mantente actualizado en las próximas tendencias de innovación y tecnología.

## CURSO DE TRANSFORMACIÓN DIGITAL

PARA PEQUEÑOS DESPACHOS

16 MAYO 2019 | BARCELONA

AlterWork – Via Augusta, 29

¡Últimas plazas!

¡RESERVA TU PLAZA AHORA! ➔

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**Our mailing address is:**

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*Thank You*



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