probono.net

National Statewide Website Marketing Support

Though national support, PBN strives to help statewide website partners raise the visibility of their projects to consumers, volunteers, community partners, funders and other key audiences.

Template Press Releases Promoting Statewide Sites

Several times a year, PBN provides statewide website partners with model press releases that highlight statewide website resources on newsworthy topics. These press releases can easily be customized for local media outlets, used in program newsletters or distributed through new media channels. Planned press releases for 2010 include:

- LawHelp resources for tax season (February)
- National Volunteer Week (April)
- Pro Bono Celebration (October)

Know of other good "hooks" throughout the year? Let us know!

Statewide Website Search Engine Optimization

As part of LexisNexis' sponsorship of Pro Bono Net, a team of search engine marketing experts at LexisNexis has been assisting PBN with search engine optimization to help increase the visibility of LawHelp.org and statewide client sites in Google/Yahoo/Bing. In addition, LexisNexis's Search Engine Marketing director conducted a free webinar for Pro Bono Net partner organizations in November. Topics covered included: important dynamics of Search, how to make your site search engine friendly, and search optimization best practices, and more. The webinar was recorded and can be accessed at http://www.probono.net/link.cfm?13778.

Google Ad Words Campaign

PBN received a Google Grant in 2009 to implement an AdWords campaign for <u>www.lawhelp.org</u> and <u>www.probono.net</u>. Through text ads in Google search results, the campaign directs people in need of legal aid to resources on statewide LawHelp sites. A parallel campaign directs prospective pro bono volunteers to the National Pro Bono Opportunities Guide.

Training and Consulting on PR Strategies for Statewide Websites

In 2009, PBN's Director of Communication conducted a webinar for statewide website coordinators on conducting a PR and new media campaign. In addition, PBN staff are available to provide focused consulting on state PR and marketing strategies. Currently PBN is helping LawHelp.org/NY design a PR campaign around their LiveHelp launch.

New Media Strategies

Through www.probono.net/news and the @probono Twitter feed, PBN syndicates news related to pro bono, legal services and statewide website projects. Have a news item you want to reach a broad audience? Let us know and we'll spread the word!

Partnership with American Lawyer Media

ALM (publisher of *American Lawyer Media*) and Pro Bono Net are collaborating on a national marketing and volunteer recruitment campaign to encourage private attorneys to get involved in pro bono. Through this partnership, ALM provides print and online ad inventory across its legal publications. This allows Pro Bono Net and its partners to increase awareness of the resources available on statewide websites and to direct prospective volunteers to them. See page 2 for an example of how PBN worked with ALM to integrate <u>www.probono.net/NY</u> content feeds with the New York Law Journal's online pro bono portal.

Links to skinned

versions of the

probono.net/NY

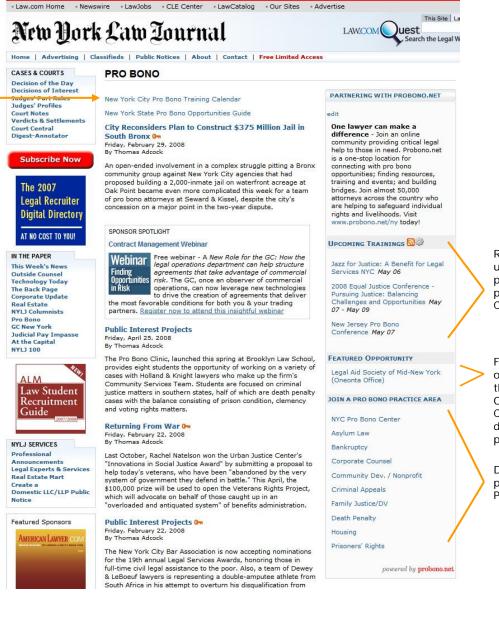
and Training

Calendar

Opportunities Guide

Probono.net National Statewide Website Marketing Support

The New York Law Journal website's pro bono page at www.law.com/jsp/nylj/probono



RSS feed of upcoming trainings posted to the probono.net/NY Calendar

Featured organization from the probono.net/NY Opportunities Guide. Changes dynamically when page is refreshed.

Direct links to probono.net/NY Practice Areas

Please contact Liz Keith, LawHelp Program Manager, at lkeith@probono.net / (415) 779-2806 or Pam Weisz, PBN's Director of Corporate Sponsorship, at www.ikeith.com / (212) 760-2554 x 485 if you are interested in pursuing a similar partnership with ALM or other potential regional marketing and recruitment partners in your state.