**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