SELDON ROSSER

Building Online Authority Masterclass

How to build an authentic online authority program
that supports your firm’s goals.

Masterclass Overview

1. Planning your authority program
2. Building your authority program
3. Implementing your authority program
4. Your authority roadmap

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Planning your authority program

What is Authority Marketing?

Leveraging **knowledge**
to build **reputation** and
increase **awareness**
in an industry.

Authority Can:

- **Amplify** your messaging
- **Attract** and **convert** new clients
- **Build loyalty** with existing clients

The Power of Authority

- Presents a human side to the business
- Demonstrate expertise
- Increase share of voice on important issues
- Connect with an audience on a deeper level
- Establish (or rebuild) trust and loyalty

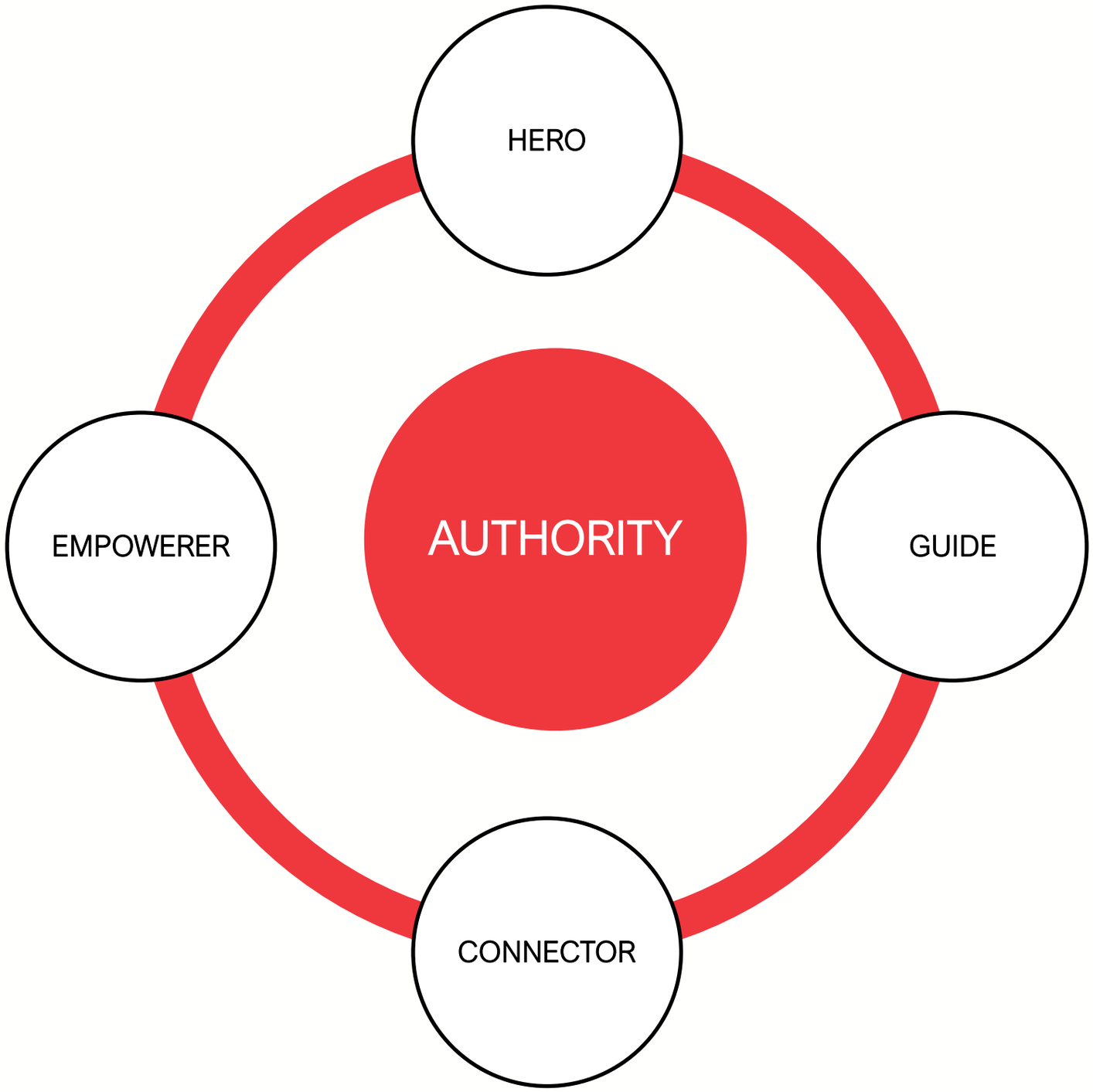
Uncovering The Expertise

- **Clearly defined**, limited in scope, well-articulated knowledge
- Easy to understand, **believable and relevant** to the target audience
- **Recognised**, published or cited in industry publications

Australia’s Social CEOs

Source AFR.com
As of 21 Feb 2018

The Authority Personas



The Hero

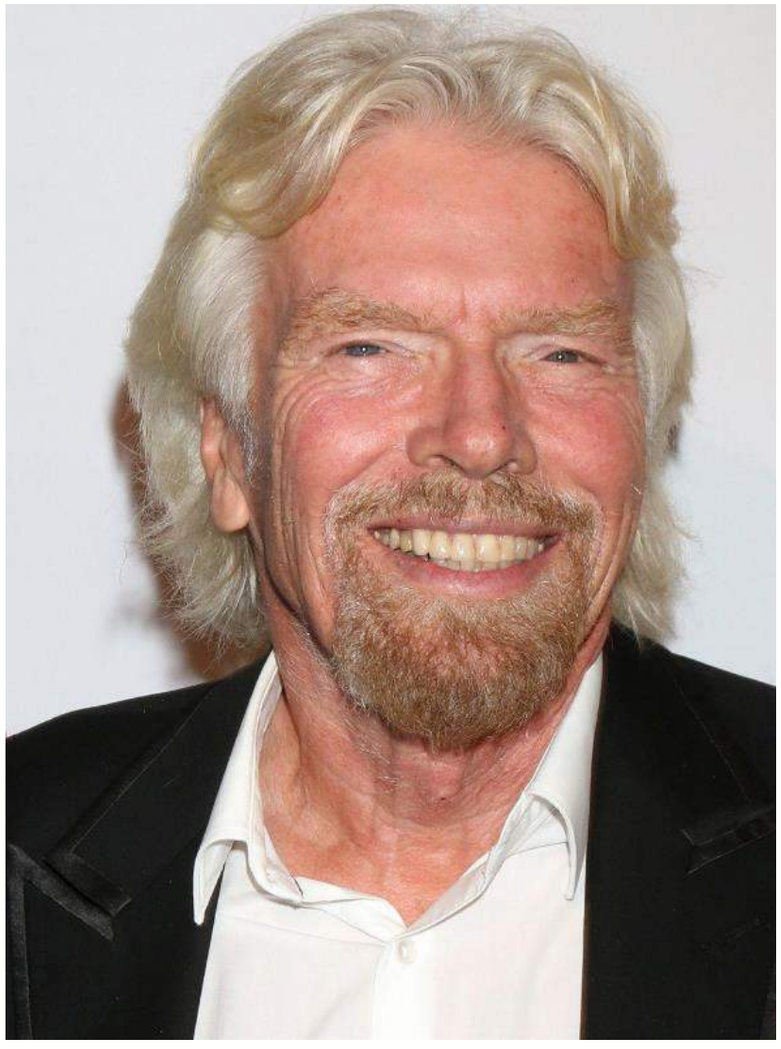
- High profile
- Thought leader
- Limited time

Likely to be:

A partner or CEO

Likely to build:

Brand awareness



The Guide

- Relatable
- Step by step process
- Feels accessible and real

Likely to be:

A fee earner

Likely to build:

Loyalty and interest

The Connector

- Empathy driven
- Listener
- ‘One of us’

Likely to be:

A marketing associate

Likely to build:

Engagement

The Empowerer

- Makes things happen
- Builds trust
- Focus on others

Likely to be:

Client services

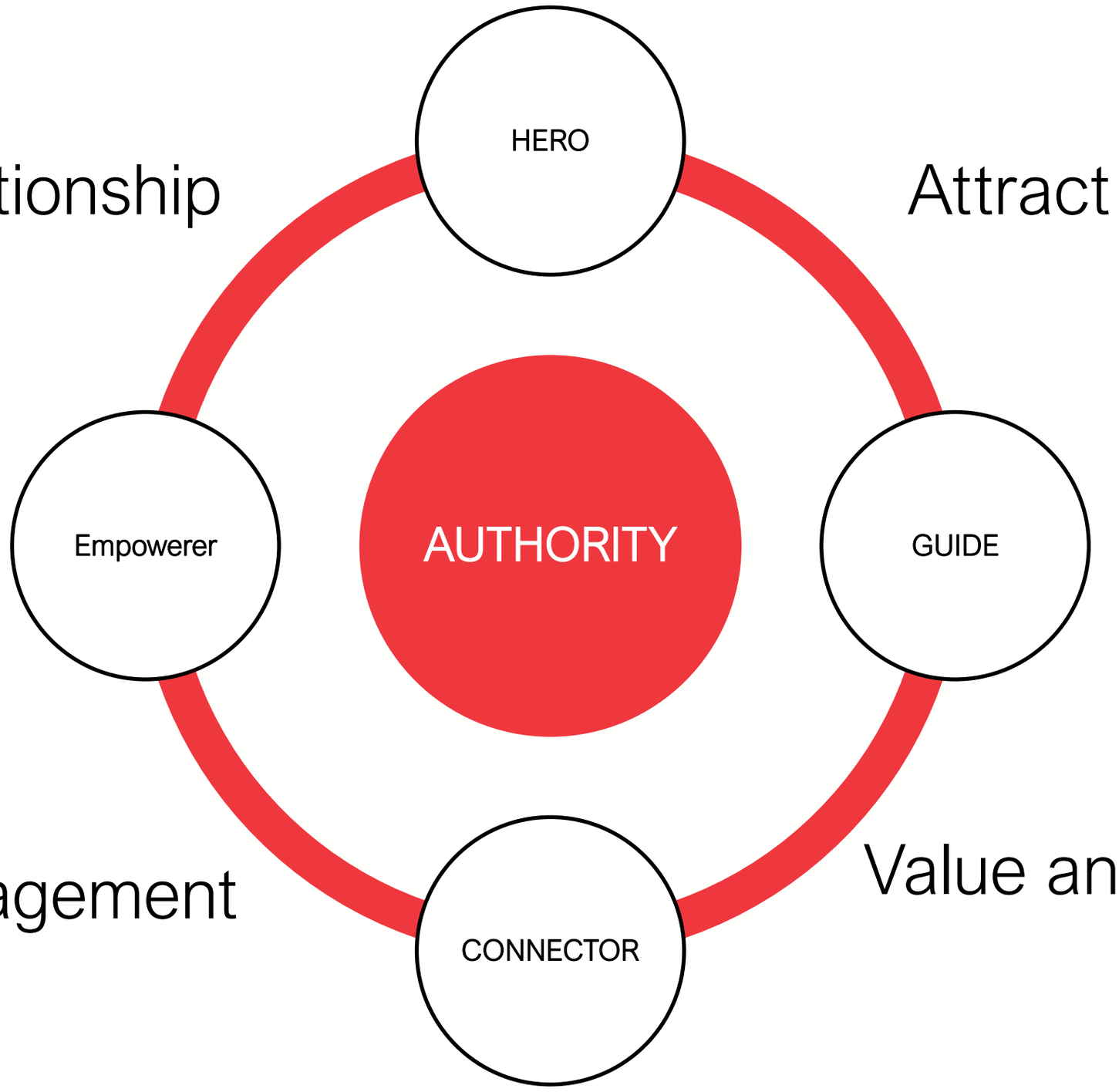
Likely to build:

Growth and trust

The Authority Journey

Deepen relationship

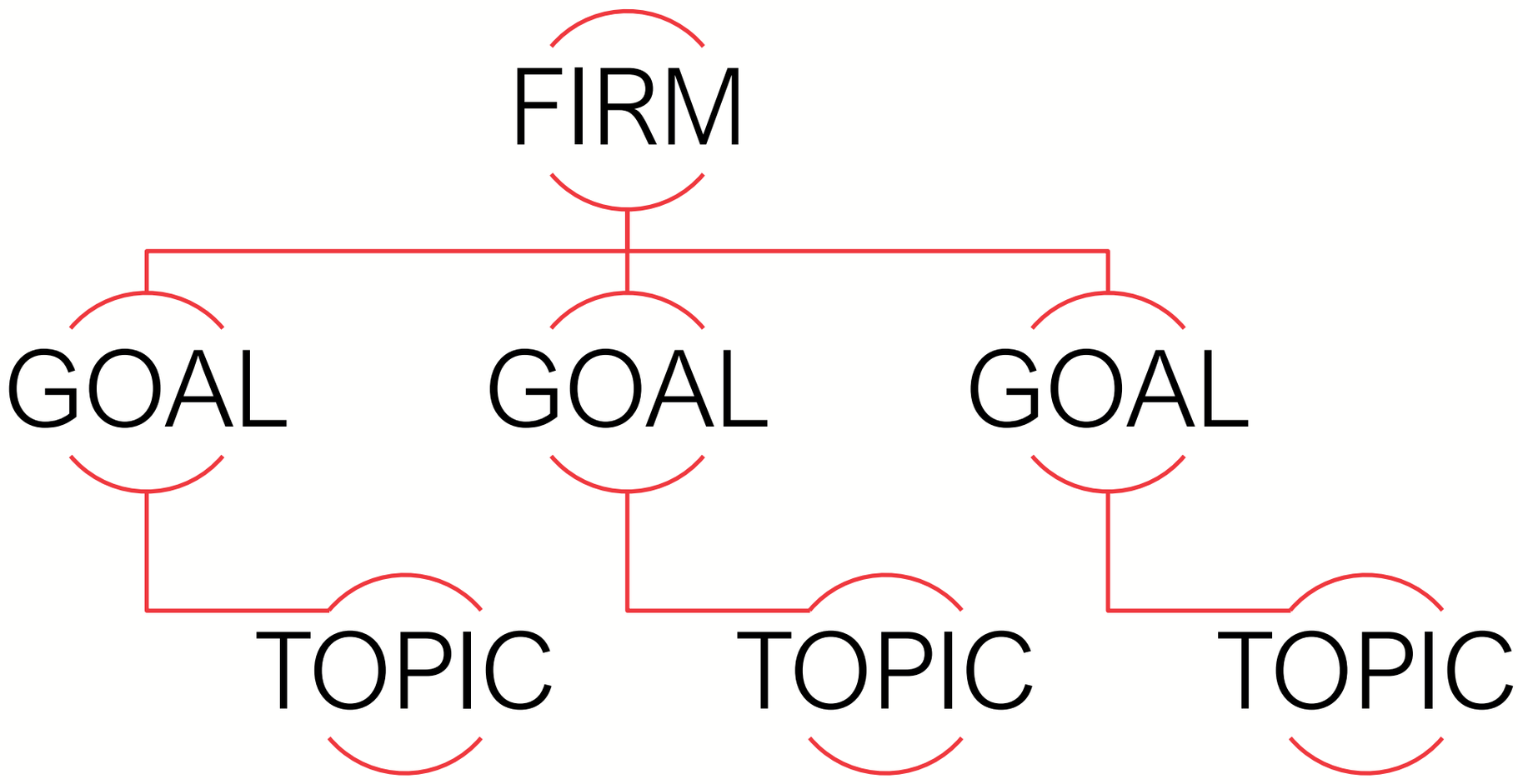
Attract attention



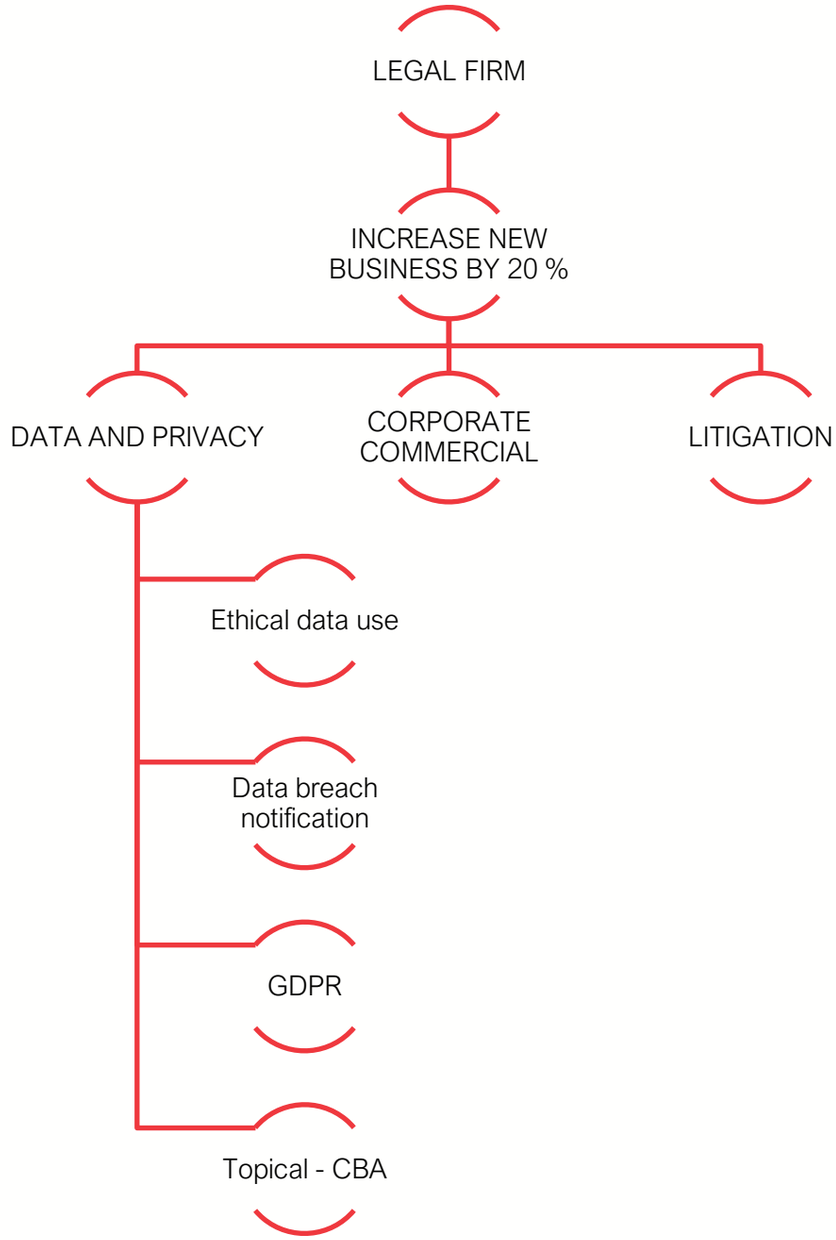
Create engagement

Value and Information

Aligning With The Firm’s Goals



Aligning With The Firm’s Goals



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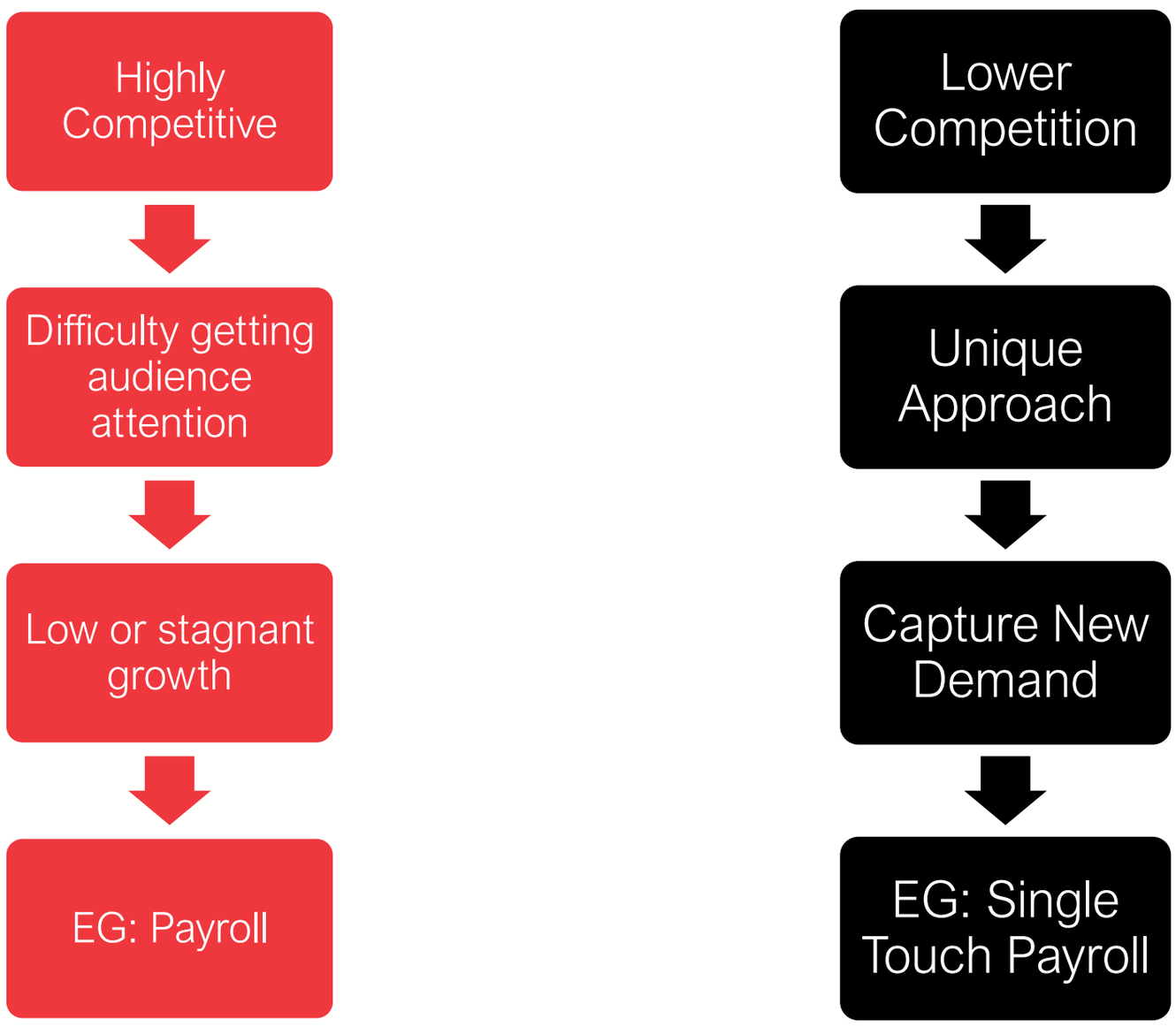
Building your authority program

Differentiators

- Simple concepts that people can easily remember and associate with your firm
- Topics not deeply entrenched with your key competitors
- How outsiders perceive your firm

Identifying Niches



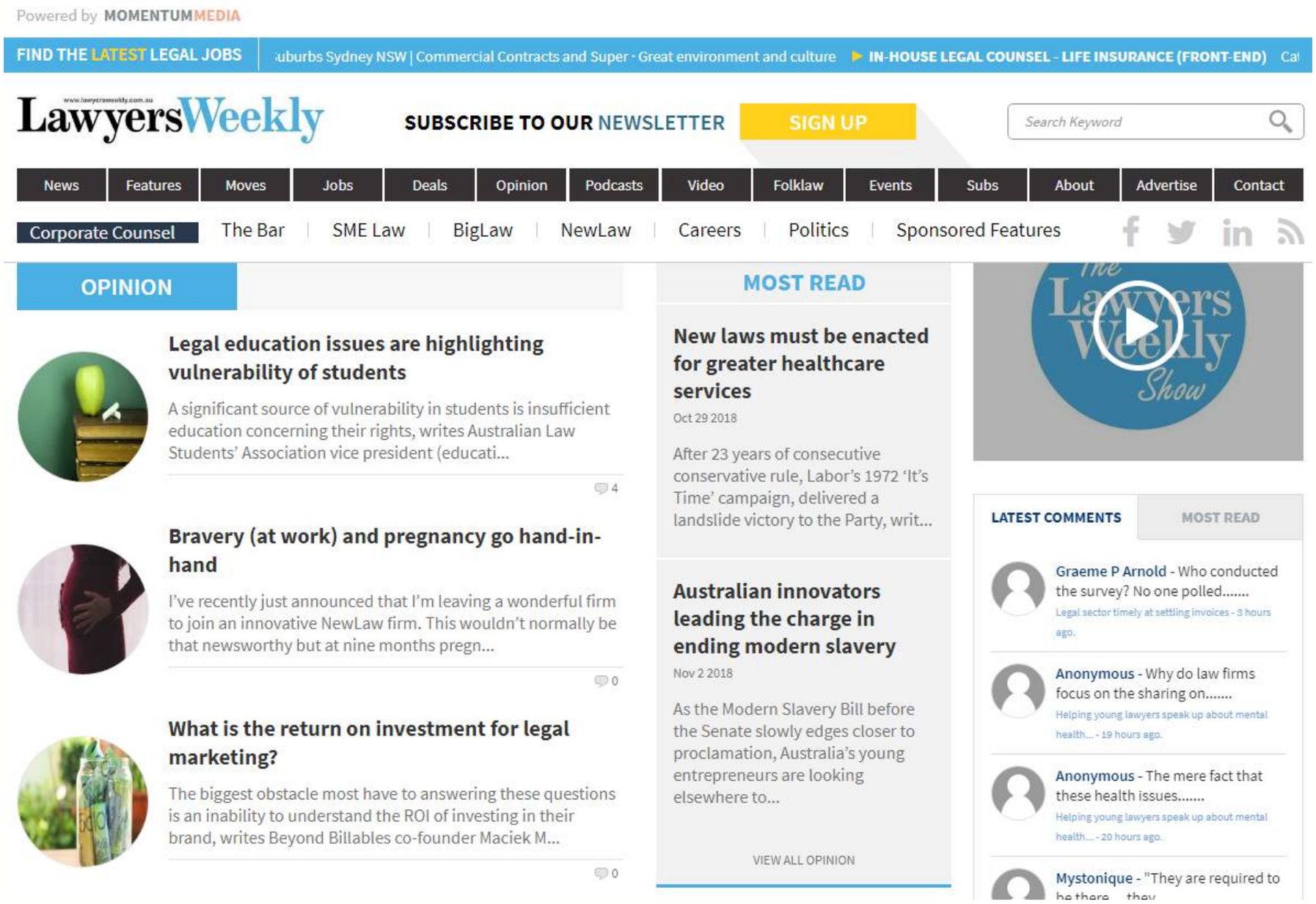
Research

1. Industry publications
2. Google
3. Answer The Public

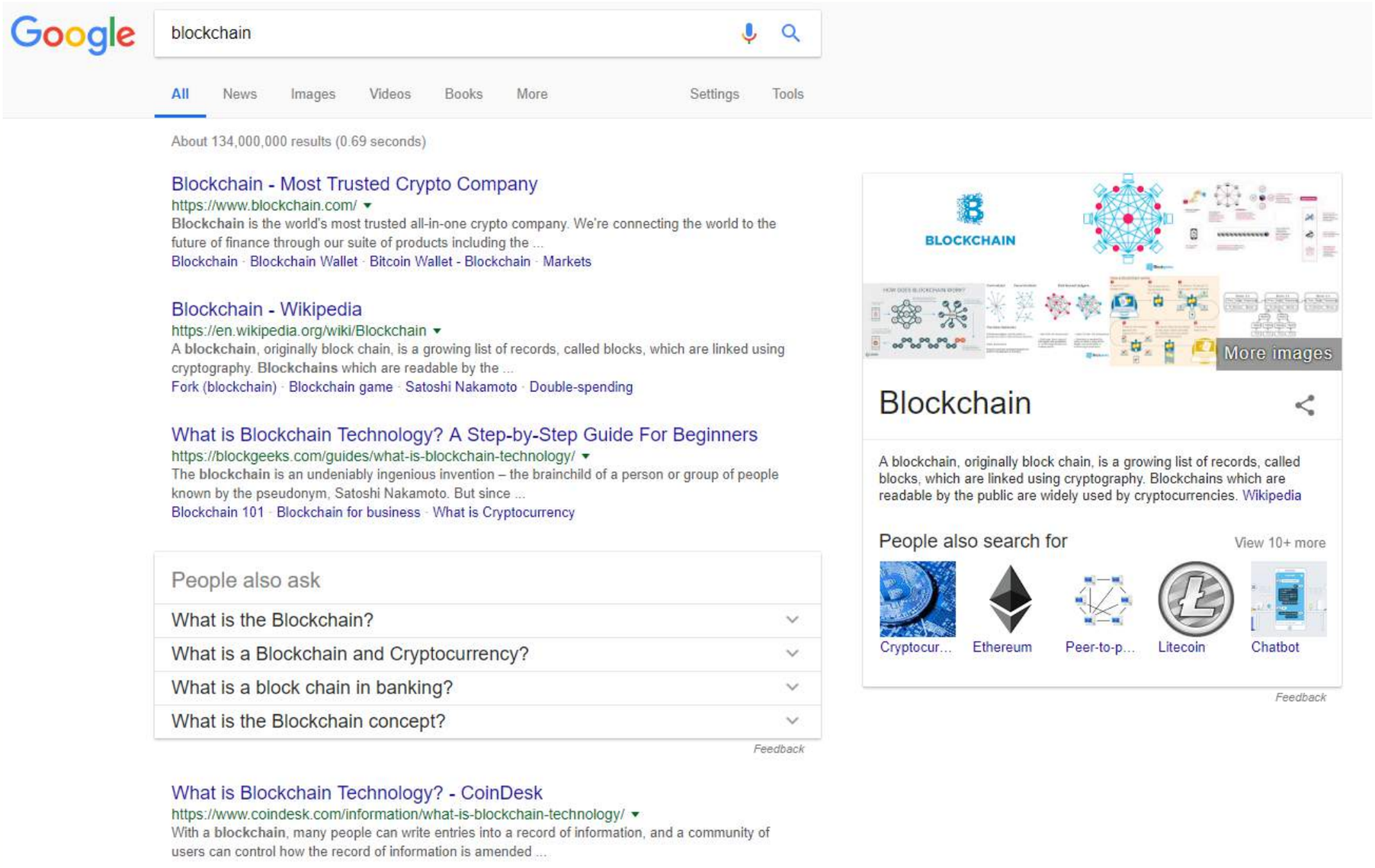
Remember: The broader the niche,

the more challenging it will be to build your authority!

Industry Publications

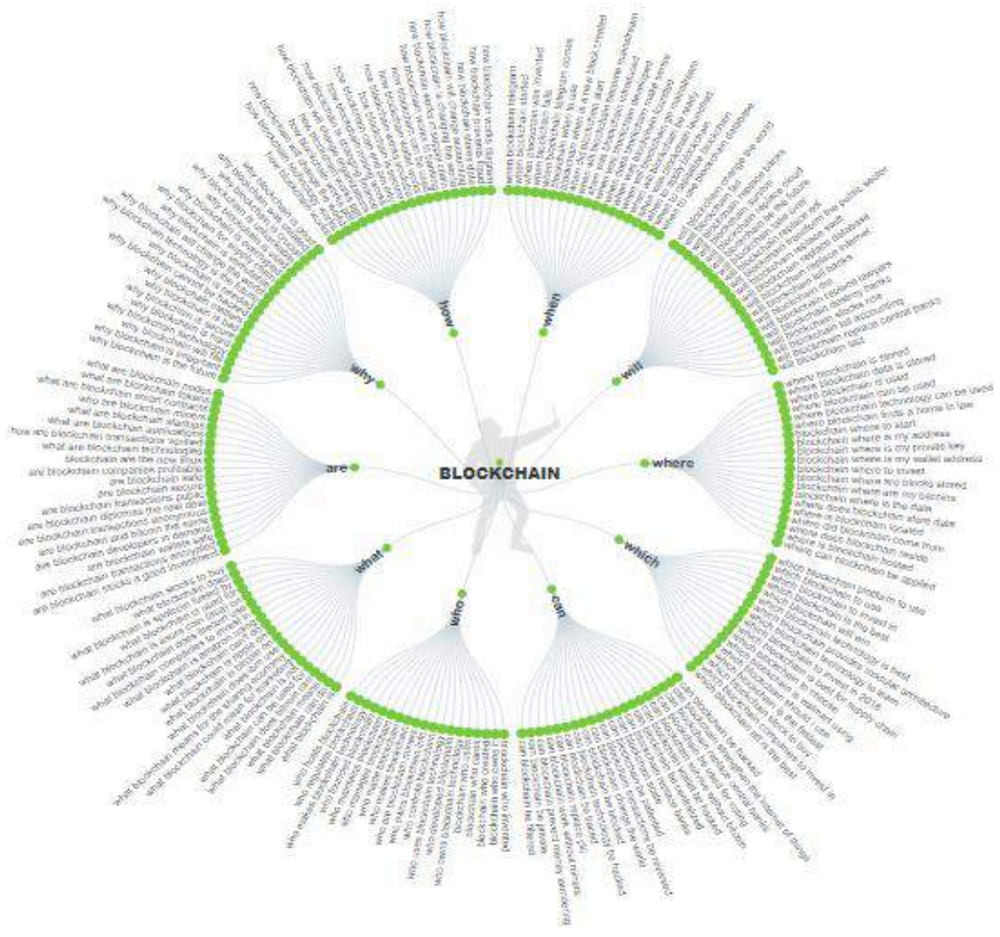


Google


Google
blockchain
All
News
Images
Videos
Books
More
Settings
Tools
About 134,000,000 results (0.69 seconds)
Blockchain - Most Trusted Crypto Company
https://www.blockchain.com/
Blockchain is the world's most trusted all-in-one crypto company. We're connecting the world to the future of finance through our suite of products including the ...
Blockchain · Blockchain Wallet · Bitcoin Wallet - Blockchain · Markets
Blockchain - Wikipedia
https://en.wikipedia.org/wiki/Blockchain
A blockchain, originally block chain, is a growing list of records, called blocks, which are linked using cryptography. Blockchains which are readable by the ...
Fork (blockchain) · Blockchain game · Satoshi Nakamoto · Double-spending
What is Blockchain Technology? A Step-by-Step Guide For Beginners
https://blockgeeks.com/guides/what-is-blockchain-technology/
The blockchain is an undeniably ingenious invention – the brainchild of a person or group of people known by the pseudonym, Satoshi Nakamoto. But since ...
Blockchain 101 · Blockchain for business · What is Cryptocurrency
People also ask
What is the Blockchain?
What is a Blockchain and Cryptocurrency?
What is a block chain in banking?
What is the Blockchain concept?
Feedback
What is Blockchain Technology? - CoinDesk
https://www.coindesk.com/information/what-is-blockchain-technology/
With a blockchain, many people can write entries into a record of information, and a community of users can control how the record of information is amended ...
BLOCKCHAIN
More images
Blockchain
A blockchain, originally block chain, is a growing list of records, called blocks, which are linked using cryptography. Blockchains which are readable by the public are widely used by cryptocurrencies. Wikipedia
People also search for
View 10+ more
Cryptocur...
Ethereum
Peer-to-p...
Litecoin
Chatbot
Feedback

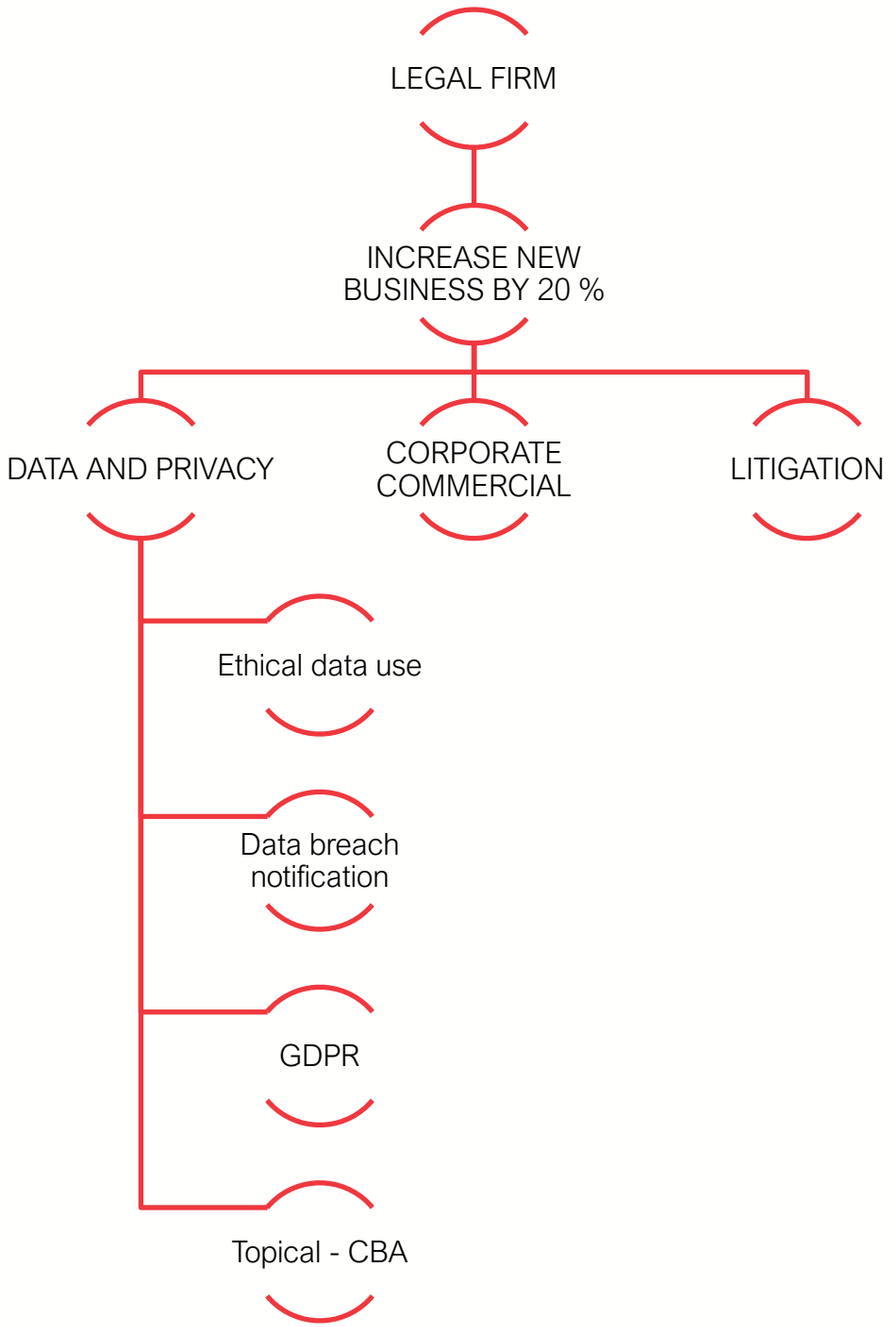
Answer the Public

RESULTS FOR **BLOCKCHAIN** (TOP) | QUESTIONS 195 | PREPOSITIONS 126 | COMPARISONS 99 | ALPHABETICALS 499 | RELATED 20

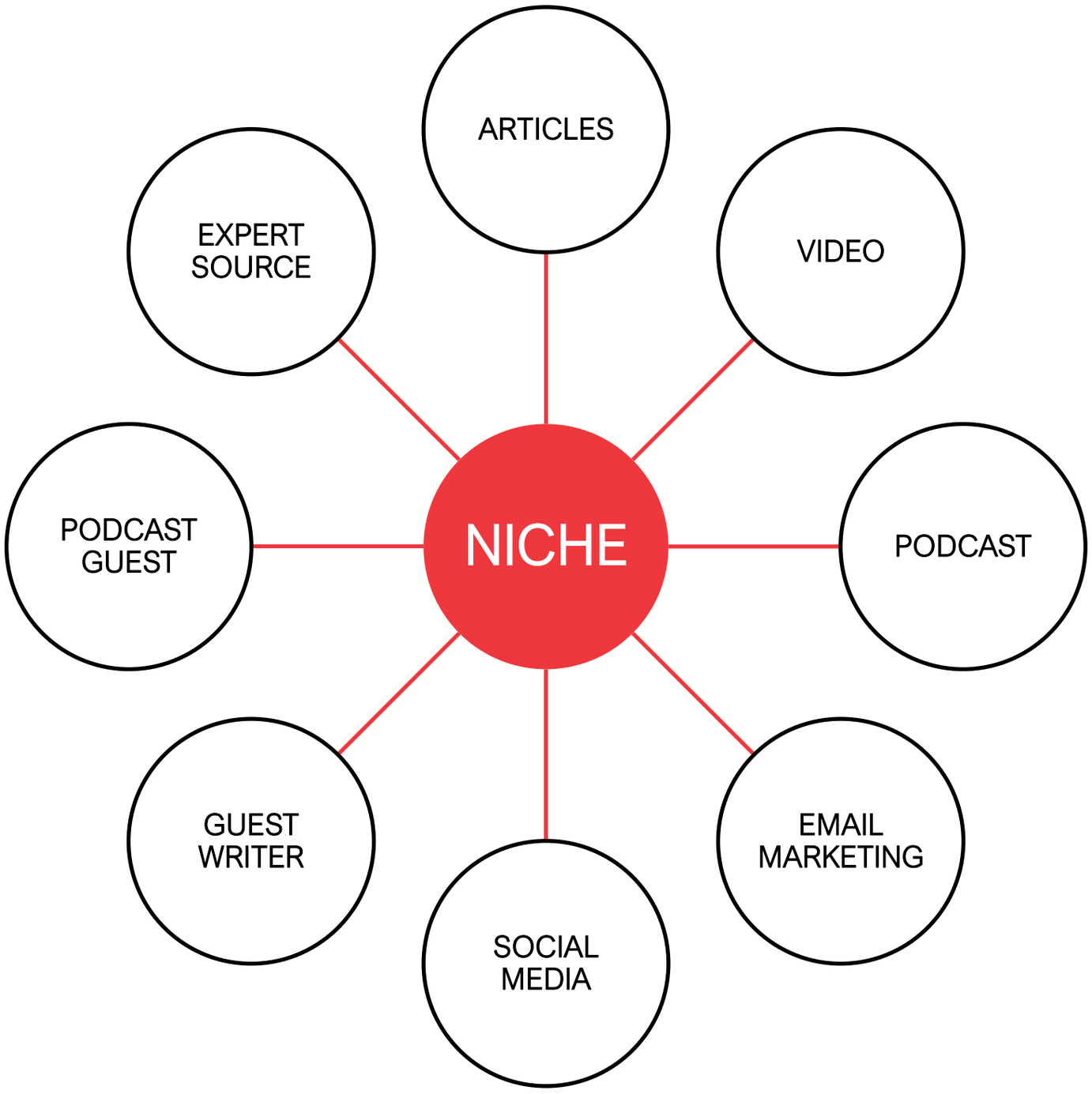


10	questions	when	when did blockchain start			
11	questions	when	when will blockchain become mainstream			
12	questions	when	when was blockchain introduced			
13	questions	when	when was blockchain developed			
14	questions	when	when does blockchain make sense			
15	questions	when	when was blockchain founded			
16	questions	when	when will blockchain go mainstream			
17	questions	when	when will blockchain be ready			
18	questions	when	when was blockchain launched			
19	questions	when	when to apply blockchain			
20	questions	when	when to capitalize blockchain			
21	questions	when	when to use blockchain database			
22	questions	will	will blockchain change the world			
23	questions	will	will blockchain fail			
24	questions	will	will blockchain replace banks			
25	questions	will	will blockchain survive			
26	questions	will	will blockchain replace cloud			
27	questions	will	will blockchain be the future			
28	questions	will	will blockchain take over			

Completing The Content Map



Content Marketing Toolkit



Choosing A Content Format

- Articles
- Videos
- Podcast

ANZ CEO Shayne Elliott during a Facebook live interview at ANZ headquarters Collins St Melbourne Pat Scala

Owned Promotion

- Email marketing
- Social media
- SEO

PR Tactics

CorporateCounsel
Subscribe to our newsletter
SIGN UP
Search Keyword
News | Moves | Opinion | Podcast | Features | Events | Jobs | Advertise | Contact | Lawyers Weekly
Home / Corporate Counsel / Law, the digital age and change to come
lexvoco
DO YOU HAVE CONTROL OVER YOUR WORK AND LIFE?
Join our freelancer community
JOIN US
Law, the digital age and change to come
BREAKING NEWS
Be the first to hear the latest developments across the legal profession
SIGN UP
RECENT PODCASTS
The Lawyers Weekly Show
LATEST COMMENTS
MOST READ
Munguy - The difference between a law school such.....
Graeme P Arnold - Who conducted the survey? No one polled.....
Anonymous - Why do law firms focus on the sharing on.....
CORPORATE COUNSEL | 30 OCTOBER 2018
By: Shanti Berggren — 1 minute read
0 SHARES
0 COMMENTS
In-house counsel need to determine what they will do differently and better than the generation that came before, asks Optus Legal general counsel Shanti Berggren.

Pitch Template

Dear [Name]

[Introduce self and include one line about your firm and the Authority writer]. I am familiar with [publication name] and would like to submit a guest article idea for your consideration.

I feel the content would be a good fit for your readership [explain why].

Working Title:

Main Points: [3-4 bullet points summarizing the key points]

[Name of writer] has additional article ideas as well if you are interested in receiving them.

Thank you for your consideration and I look forward to hearing from you soon.

Regards

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Implementing Your Authority Program

Getting Stakeholder Buy-in

- Use data to educate
- Find an example of a peer/competitor succeeding in this area
- Suggest running a pilot against one service area
- Involve the internal talent in the development process

Skills Needed For Success

- Research
- Strategy
- Editorial content
- Marketing content
- Promotion
- Analytics
- Implementation support

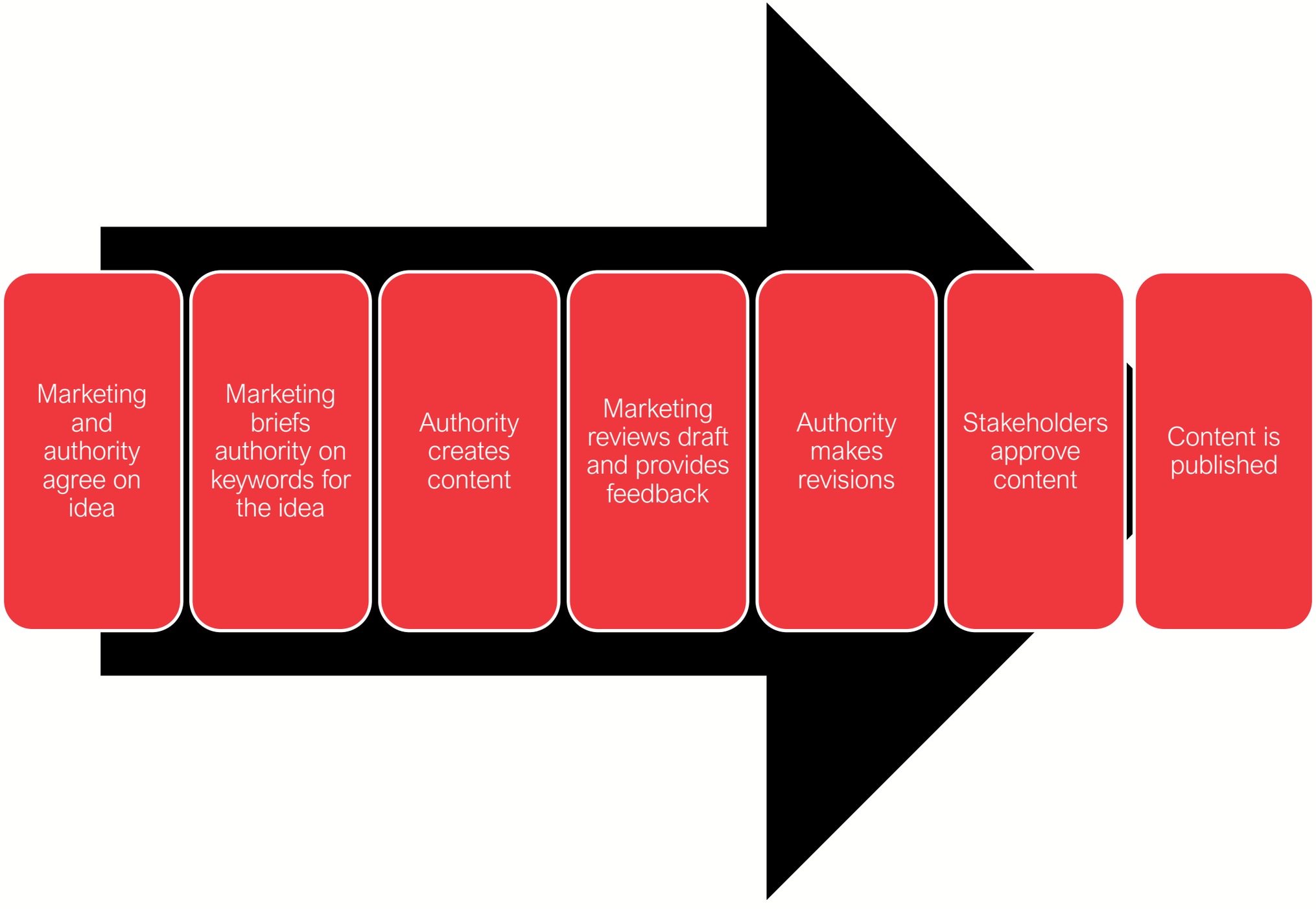
Goals and KPIs

- Align with your firm’s goals
- Set SMART program goals
- Establish KPIs for:
  - Website
  - Social Media
  - Email
  - Guest Posting
  - Earned media coverage
  - Impact

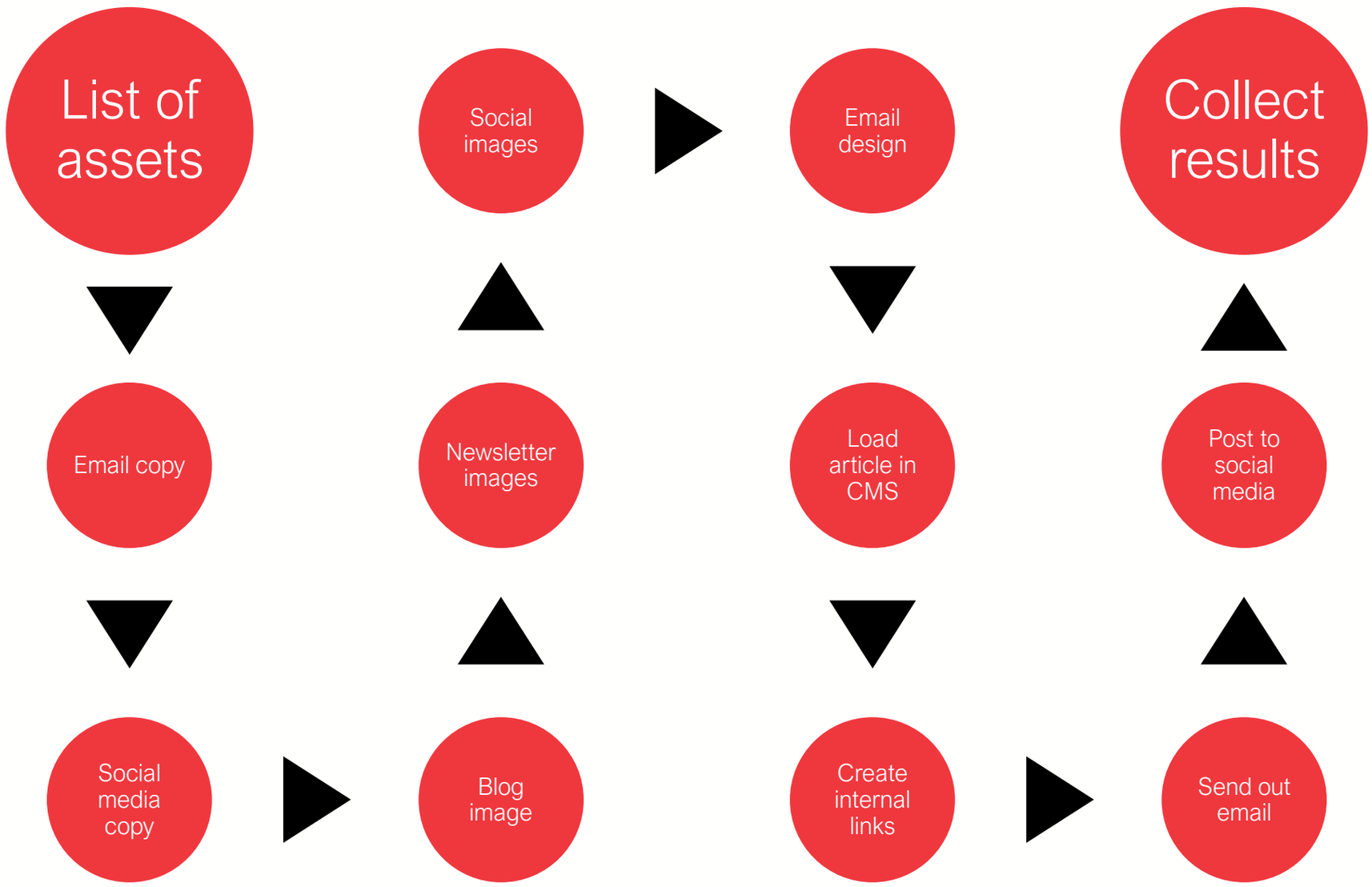
Content Calendar

MONTH	NICHE	AUTHORITY	CONTENT TYPE	TITLE	CHANNELS	DRAFT DUE	PUBLISH DATE
January	FBT	John Smith	Article	3 mistakes small business make calculating FBT	LinkedIn Twitter Newsletter Staff	5 January	15 January
February							
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							

Content Development Process



Marketing Process



Optimization

- Be realistic – results take time
- Which topics are resonating
- Which content formats and channels are resonating

Mitigating Risk

- Embed the **organizational goals** in the plan
- Build **owned assets** over shared assets
- Prepare **exit agreements**

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Authority Roadmap

Your Authority Roadmap

Plan:

What topical authority is available in your firm?

Are those topics aligned with the firm’s goals?

Who are the appropriate authorities for each topic?

Build:

What are the channels you will use?

What are the content formats you will use?

Implement:

Create the 12-month plan

Decide on goals and KPIs

Set milestones for review and optimization

Prepare for any risks so their impact is minimal

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Thank You