

## Marketing Intern

**Marketing Intern** – Habiger & Associates Elder Law Office (HAELO) seeks an intern for its Marketing operations. HAELO is a regional law firm, with clients in 27 counties south of Interstate 70. The firm has an extensive direct marketing operation. As part of its marketing operation, it sends out approximately 4,500 newsletters each month to its clients, prospects, and referral sources.

The intern selected will have the opportunity to learn about, train in, and work with the following operations:

- ✓ Work with “rain making” attorney to manage our overall marketing operations.
- ✓ Assist with integrating CRM through <http://Infusionsoft.com>.
- ✓ Assist with implementation of email marketing through <http://Infusionsoft.com>.
- ✓ Work with the staff of <http://FosterWebMarketing.com>, our website host.
- ✓ Assist with maintenance of our website, <http://HabigerElderLaw.com>.
- ✓ Assist attorney with use of our website’s Dynamic Self Service (DSS).
- ✓ Assist with adding content, previously created, through DSS to our website.
- ✓ Assist with production and distribution of monthly snail-mail newsletters.
- ✓ Assist with transition of monthly snail-mail newsletters to email newsletter.
- ✓ Have access to web video libraries, produced by Infusionsoft and Foster Web Marketing, on a wide variety of marketing strategies and techniques and to learn from these “real world” marketing firms.
- ✓ To the extent the foregoing have been mastered (and depending on the intern’s desire to advance his or her knowledge base): assist our consultant with coding and integrating Time Matters [our practice management system (<http://TimeMatters.com>)] with our various document production software packages ... all based on Hot Docs (<http://HotDocs.com>).

Send resume and cover letter to Richard Habiger, Habiger & Associates Elder Law Office, 200 North Emerald Lane, Suite 100, Carbondale, Illinois 62901.