

# Lawyers

The Best Tactics and Strategies to  
Employ for Law Firm Marketing



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# Marketing

As a lawyer, you would be aware of the importance of marketing your law firm. You cannot expect to attract new clients if you have not been positioning yourself as a skilled and experienced lawyer in the market. Yet, while marketing appears easy on the surface, there is a chance that your efforts might not bear the results you are hoping for.

The reason some lawyers are unable to attract new clients is that they are not using the right tactics and strategies. You don't just have to market your law firm but market it using the right channels and with the right strategies.

So, what are the best tactics and strategies to employ for law firm marketing?

Here's a look at a few:

### **Choosing the Right Channels**

The dynamics of law firm marketing have changed significantly over the years. Today, the emphasis is more on online marketing than the conventional means of promoting a law firm. However, online marketing is a crowded field and capturing the attention of potential clients is a major challenge.

The key to overcoming this is viewing your business from the perspective of a client. Otherwise, you are just building a house without a proper blueprint. You cannot set up an online marketing campaign only to discover you got it wrong.

Online marketing is more about than just building a website.

You have to be innovative to gain an edge over your competitors. Your online presence is based on your website but you need to focus on posting quality content as well.

You need hundreds of well-written pages that cover the topics of interests of your clients. Provide them with the information they need to understand what you offer and you are more likely to capture their interest.

We can help you in this endeavour for just \$1.20 a day.

Join our network of small law firms and we will give you access to thousands of pages of unique pages targeting different areas of the law.

## **Measuring the Results**

The rule of thumb when it comes to law firm marketing tactics is that if you cannot measure it, don't use it. Use analytics to track the progress of your marketing efforts.

Every dollar you spend on marketing should be accounted for and you should have a clear idea of whether or not you are getting the results you desire from your marketing efforts. When it comes to measuring results, there is a difference between clicks and conversions.

You may place ads online but that doesn't necessarily pique the interest of your target audience. Even if you receive calls after placing an ad, it is possible that they are from people who are seeking more information about your law firm and who are not necessarily looking to hire you right away?

Thus, you have to highlight your expertise when marketing your business to build credibility and increase the number of conversions.

Cultivating Referrals Social marketing is more important than ever. You are more likely to generate qualified leads through word of mouth than any other marketing methods. Hence, you have to incentivize referrals. Give your clients a clear call to action when you want them to refer your business to their social circle. Also, you can offer rewards and/or discounts to clients who refer your business to others and you get new clients. And you should look beyond clients when it comes to referrals. Get industry contacts and related parties to act Get industry contacts and related parties to act as referral generators for you as well.

## **Spending Appropriately**

The marketing budget for your law firm depends on your turnover. Generally, the lower the turnover, the more you have to spend on marketing. The range for marketing budgets is 10% to 30% of the gross income. Several factors influence the final figure, including;

- Who will manage your marketing
- Your foundation
- Your current position and your end goals
- How your assets are maintained
- The level of competition for your law firm Your marketing budget will go towards taking your website to the top search engine rankings.

Potential clients only look at the first couple of results. If you are listed below that, you will not find many takers.