



Law Firm Marketing Playbook

11 Steps to Successfully Market Your Law Firm

A step-by-step process to help you launch your law firm to impressive heights, increase conversion rates, and improve the bottom line.



Competition in the legal industry is fierce. To rise to the top, you need a solid law firm marketing strategy to attract new clients, expand your book of business, and solidify existing client relationships.

Effective law firm marketing strategy mixes proven methods to formulate a game plan that encompasses the following:

- *SEO*
- *Digital marketing*
- *Old-school billboard ads*
- *Social media*
- *Copywriting*
- *Communication tools*
- *Blog writing*
- *Website development*
- *Branding*
- *And more to structure a balanced approach*

The key element, however, of every law firm's marketing strategy (and any industry for that matter) is automation. With intuitive software like Lawmatics — complete with marketing automation tools — law firms can work smarter, not harder to achieve their marketing goals.

In this ebook, we'll walk you through a step-by-step process that will help you launch your law firm to impressive heights, increase conversion rates, and improve the bottom line.



The Evolution of Law Firm Marketing Automation Technology

Constructing and launching a modern law firm marketing strategy might seem like an uphill battle at first, but with the assistance of automation software, you can achieve your marketing goals with ease.

CRM (client relationship management) for lawyers has become more and more prevalent in recent years. With a legal CRM system, a skilled digital marketing team, and a well-devised strategy, you will finally start to see the needle move in the right direction.

Whether you have a solo law firm or are a thriving, established practice, reviewing your law firm's marketing strategy might seem like a daunting task at first. However, with automation technology and proper reporting in place, your chances of success increase substantially.

80% of marketers credit their success to marketing automation

– Lenskold Group



How Do You Market a Law Firm?

A firm law firm marketing strategy takes the guesswork out of business development efforts by offering structure and direction. It becomes a wide-scale collaborative process that typically involves the use of several marketing teams working together on web content, social media, and advertising.

The approach of each law firm will differ based on the firm's size, area of expertise, and geographic location but the actual building blocks of the marketing plan will remain the same across the board and include:

Drafting a detailed picture of the legal services offered by the law firm



Determining your target audience



Outlining business development goals along with a projected period for success



Developing a marketing strategy geared towards reaching the target audiences to achieve the firm's particular goals



Working within a marketing budget



11 Steps of Successful Law Firm Marketing Strategies

Before you develop your law firm marketing strategy, it's important to sit down with your team and answer the following questions:

- *What types of clients does your firm serve every year?*
- *How many clients does your firm serve?*
- *Do you generate leads online, and if so, how many?*
- *What strengths and weaknesses does your law firm have?*

Review your current marketing strategy and weigh their performance over the last year. Categorize the marketing efforts by email, print advertising, digital tactics, and more. With a clear understanding of what has been working and what hasn't, you can approach the following marketing tactics more effectively.



Step One

Build Your Law Firm's Brand

Branding is building your law firm's personality and identity using law firm marketing strategies.

The fundamentals of branding are more than expensive letterhead or premium business cards. In a nutshell, branding makes your firm memorable.

Step Two

Craft Your Unique Selling Proposition (USP)

Your firm's unique selling proposition(USP) is an integral part of all law firm marketing strategies. You want your message to be simple to understand and something that will linger in a client's memories. Focus on the needs of your clients and draft your message.

Let's take a moment to look at successful branding messages/slogans. Many of the ones listed below are not geared towards law firm marketing strategies but are still useful examples.

- ***Nike - Just Do It***
- ***Williams Parker, Sarasota, FL.-The Art of Law***
- ***Red Bull - Red Bull Gives You Wings***
- ***The Levoritz Law Group - A 'Shark' in the Courtroom***
- ***AT&T - Your World Delivered***
- ***De Beers - A Diamond is Forever***
- ***Novack and Macey, Chicago - Small but Mighty***
- ***Fisher Phillips - On the Front Lines of Workplace Law***
- ***Lawmatics - Grow Your Firm Like a CEO***

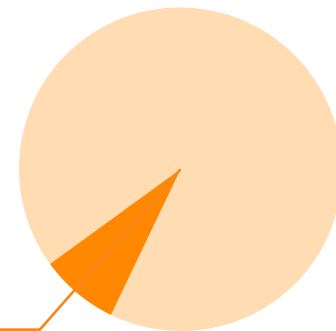
Once you have picked your USP then it's time to launch your messaging across all your channels such as social media, website, offline literature, and professional networks.

Step Three

Determining Your Budget

All consumer-facing law firms should have a marketing budget. You'll want to figure out how much you want to invest in your marketing initiatives and stay within the budget's limits.

The SBA recommends that small businesses allocate 7 to 8 percent of their gross revenue for marketing and advertising.¹



Step Four

Construct an SEO-driven Website

In the digital era, a good website is a foundational tool for most businesses. Search engine optimization (SEO) is key to driving traffic to that website. When laying out your law firm marketing strategy, you'll want to pay particular attention to every aspect of the website design.

- *Design the site using quality images*
- *Clearly state the services you provide*
- *Outline your practice areas*
- *Highlight any awards and recognitions*
- *List your experience*
- *Feature an easy-to-find CTA with complete content information*

With these core elements in place, you can then start implementing your marketing strategy to drive traffic to the site. The key to robust website traffic is SEO. Your website must gain first-page recognition by the search engines to pull in traffic or all your marketing efforts will be worthless.

By choosing the right focus keywords for your website and making sure every page is optimized for these keywords, you can use Google search to your advantage. This will lead your target customers straight to your site where you can then funnel them through your marketing campaign.

¹ — <https://smallbusiness.chron.com/marketing-expensetosales-analysis-73246.html>

Step Five

Set Up Free Profiles On Review Sites

Your website is a crucial way that clients will find your law firm online, but review sites are a critical first step that potential clients use when looking to hire a new attorney. Some common examples that you can use to bolster your online presence include:

Discuss potential online sources when planning your law firm marketing strategies.

■ Google

■ Yelp

■ Your state bar listing

■ Martindale-Hubbell

■ Lawyers.com

■ NOLO

■ YP.com

■ Avvo.com

■ Justia

Step Six

Harness the Power of Social Media

Social media is king in the digital era.

It packs a lot of power and influence.



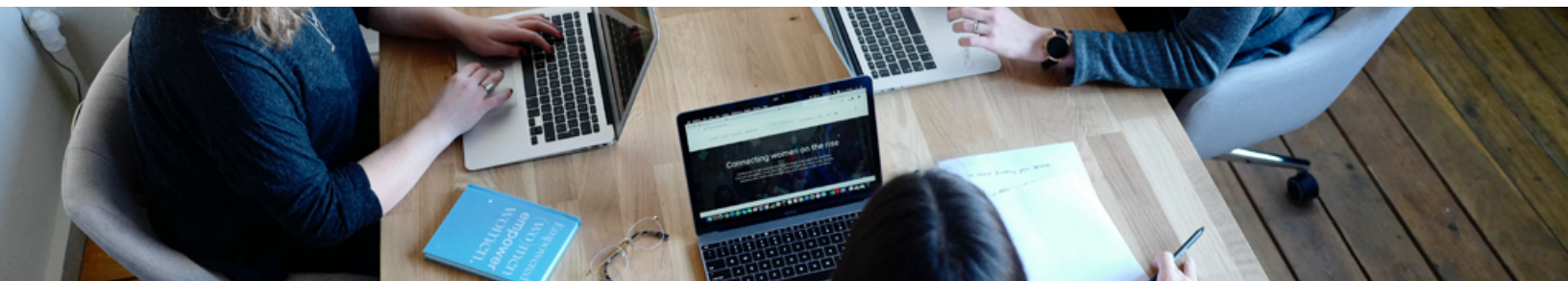
Facebook, Twitter, Instagram, and LinkedIn are just a few of the powerhouses that you can leverage to boost your firm's online presence.

Step Seven

Create a Blog

Blogging is a great way to give your firm credibility by providing your potential and current clients with updates on issues that are important to them.

The content that you publish showcases your firm's expertise, provides valuable answers to common client questions, forms trust, and is also excellent for SEO to drive traffic to your website.



Step Eight

Obtain Positive Online Reviews

Once you have created an online presence with complete profiles, then clients can start leaving reviews of your firm. Reviews are critical.

In a [2019 Legal Trends Report](#), it was found that would-be legal clients carry out a great deal of research when hunting for a law firm and one of the integral places they start is with reviews. Both quality and quantity count. If you have no reviews people won't take you seriously. If you have an ongoing string of complaints then clients might start to avoid your firm. Make sure to ask all clients who had a positive experience with your firm to leave a review on your preferred site.

Step Nine

Network and Develop Your Firm's Book of Business

Attending bar and other networking events is a terrific opportunity to get your name out there and build your brand. It's also a valuable opportunity to generate referral leads.

Fellow attorneys who refer your firm are a wonderful way to develop your business and experience revenue growth. You can also benefit from exchanging marketing strategies and ideas.



Step Ten

Don't Discount Old School Marketing Methods

The best law firm marketing strategies still include some traditional marketing tactics.

- Billboard ads can appeal to would-be clients, especially in metropolitan areas where they gain high exposure.
- Radio and television advertisements can work for the right firm.
- Direct mail campaigns can be valuable channels for certain practices (just be sure to follow your state's rules of professional responsibility).

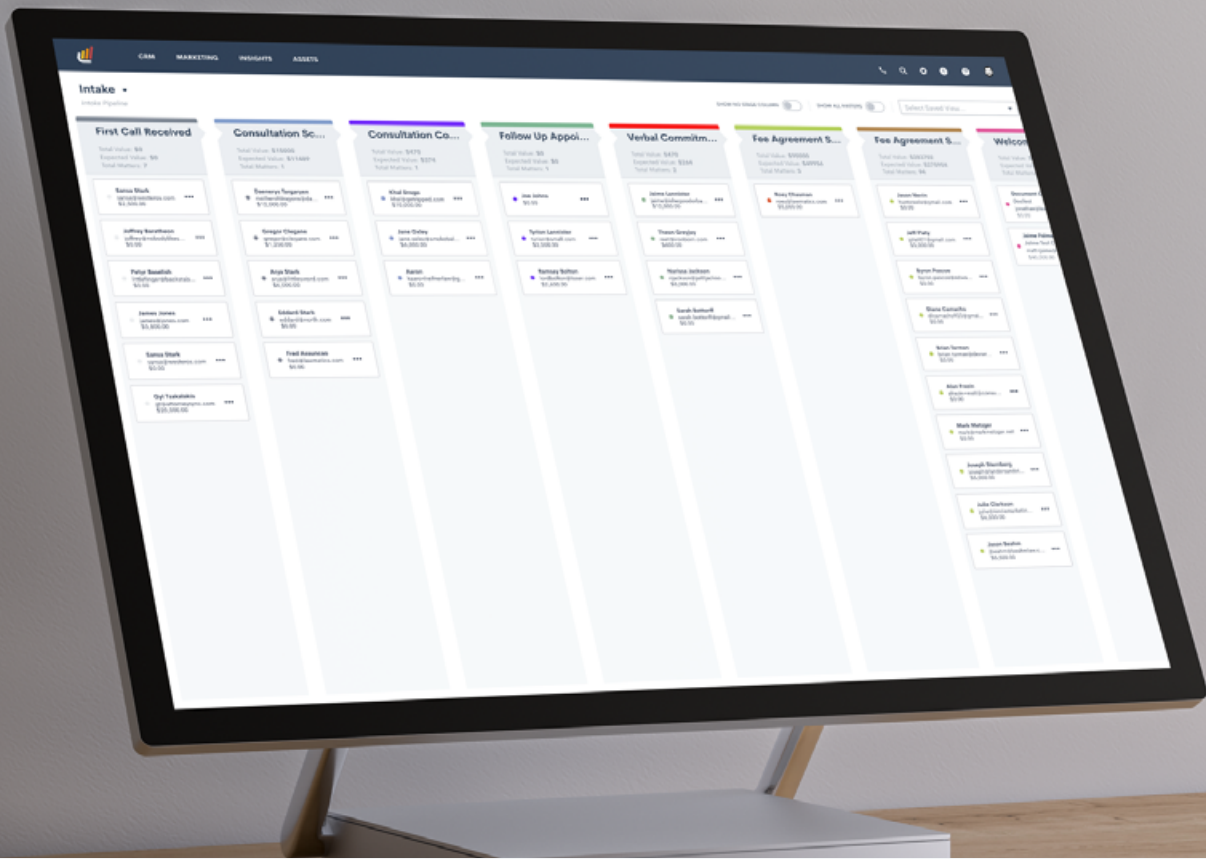
Step Eleven

Track and Measure Your ROI

If you do not monitor your ROI, then you'll have no idea if your marketing efforts are a success or a failure. You'll want to focus on law firm marketing strategies and tactics that are successful and discard or refine ones that are not performing well.

[Law firm data analytics](#) help you stay on top of your ROI so you can track your law firm's digital marketing efforts.





Leverage state-of-the-art technology with Lawmatics!

If you are ready to embrace state-of-the-art automation software for law firms then check out Lawmatics when outlining your law firm marketing strategy. Lawmatics offers law firm CRM for attorneys who want to take their firms to the next level by leveraging state-of-the-art technology.

Contact us to learn more about our legal automation software. Lawmatics CRM lets you make all your marketing strategies a reality.

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