

THE ULTIMATE LIST OF

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Law Firm Marketing Ideas

Presented By:

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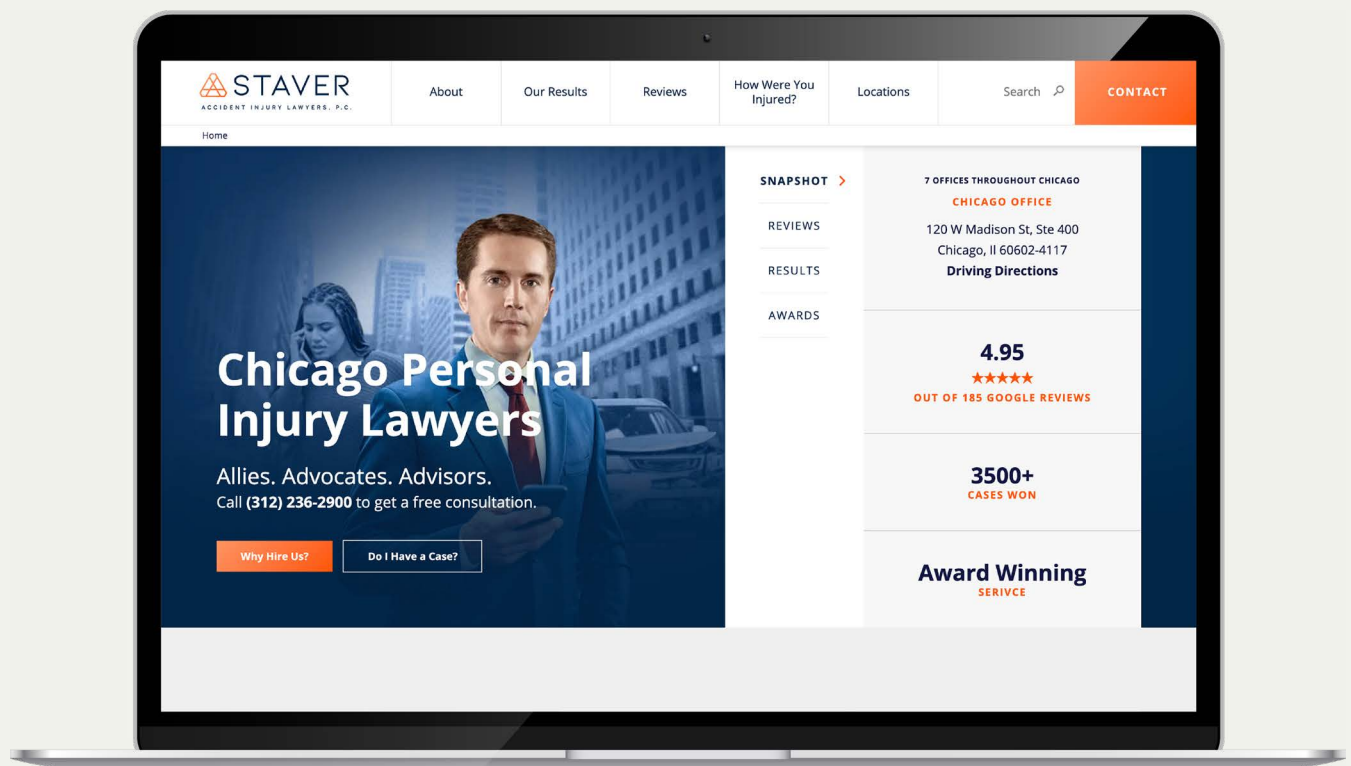
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Digital

Marketing is about connecting with your audience. With 81% of adults going online daily, the internet is an ideal place to make that connection.

First, you have to understand what platforms your target audience is engaging with, and stay on top of trends.



PAY PER CLICK

Whether through Google, Facebook, or legal directories like Avvo, PPC ads have a lot of ROI upside. You get immediate visibility, tight budget controls, easily tracked results, and they are highly targeted to your audience. On the other hand, there is a lot of competition and almost little to no longevity.

SEO

Considered one of the most important tools to rank higher, with SEO a lot depends on what you put in. Targeted keywords, building web authority through links, GMB listings, and focusing on localized/user friendly content are great ways to see results. But it can take time for Google to account for these efforts and there are near-constant updates to the Google algorithm.

SOCIAL MEDIA

Using social media, like Facebook, Twitter, LinkedIn, and YouTube can help your firm gain exposure, drive traffic to your site, and lets you personalize your brand. If you post consistently about relevant topics it can be a real asset, but managing a long-term social media strategy takes a lot of time and attention.

LEGAL DIRECTORIES

These are trusted resources for people actively looking for legal services. An attractive profile can generate a lot of interaction, but outdated information can be a turn off. So make sure your personal profile and firm info are up-to-date.

BLOGS

Blogs are a great way to provide valuable information while highlighting your expertise. Just make sure you're posting consistently to keep your audience engaged, and that your content is compelling enough that keeps readers interested. Think of the things clients regularly ask you and write blogs that address their concerns.

GUEST BLOGGING

An article that links back to your site has a lot of benefits. It shows your authority in the matter and introduces you to readers who may need your services - now or in the future. To make guest blogging work, find relevant web publications and build a relationship by pitching ideas or making yourself available if they have articles in mind.

EMAIL NEWSLETTERS

Some marketers consider email newsletters outdated, while others swear by them. We think they can be effective if done right. They certainly get the word out quickly if your firm has news to share, but they can quickly feel spammy and impersonal. Basically, everyone gets a ton of email so just make sure your newsletters, thank you messages, or any other e-campaign breaks through the noise by delivering content that your subscribers actually want.

WEBINARS & PODCASTS

Promoting and hosting content that speaks to the pain points of your clients can be engaging and memorable. It can also get shared and linked to from other sources. It showcases you as a thought leader, increases your reach, and is a lot more compelling than a traditional blog. However, creating high-quality video and audio is a technical process that takes resources, time, and commitment.

E-BOOKS & WHITEPAPERS

Developing long-form content that pertains to your practice and highlights how your firm is unique is another way to show you as a thought leader. An e-book is also a great way to give prospective clients helpful legal insights, a look into your personality and process, and reiterate why a lawyer is important. But as with all content, if the writing is subpar or fails to engage, it is easily dismissed.

INFOGRAPHICS

Visual content quickly conveys helpful messages to your audience. Examples include relevant statistics, helpful tips, legal checklists, important steps in a process, and a lot more. Infographics and other visual aids are useful because they are easily digestible and referenced by people going through complicated legal issues.

USER-FRIENDLY WEBSITE

Your website is the front door to your firm, so it needs to be welcoming and working. The landing pages should be visually appealing and easy to navigate. And since the majority of your leads are likely using their mobile phone, your website also needs to be set up for a great mobile experience. Your developers should be accounting for things like page speed, functionality, as well as looks.

Print

Offering clients something tangible goes a long way. Print marketing can form a personal connection, and provides another avenue to tell your story.



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THOSE AT RISK

Firefighters, military members, manufacturing plants, and those who live near airport and military bases.

WHAT'S HAPPENING


AFFF contains known carcinogens which increase a person's risk of cancer when exposed to large amounts over time.


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DIRECT MAIL

A highly-targeted and personalized mail campaign that involves quality mailers can get to potential clients fast and make your firm stand out.

LOCAL PRINT ADS

Advertising with your target audience in traditional, print publications can still be effective. It allows for easy access to a local audience, is tangible, and has a high retention rate. However, tracking results can be difficult, expanding your target reach becomes expensive, and making updates is cost preventative.

PAMPHLETS/BROCHURES

Informative brochures are useful to have in the office, and also work well at networking events and tradeshow. These don't have to be updated as frequently as other print materials, and can be geared to a very specific audience.

BUSINESS CARDS

Business cards let you market yourself, and are easily passed between possible clients for more impressions than you realize. Added features like your social media links or a QR code to book a consultation are also effective ways to show accessibility.

PUBLISH A BOOK

Being a published author is a slam dunk way to position yourself as a thought-leader in your area of practice. Just like with an e-book, this lets you go into incredible detail on a particular topic, like DUI law, expert witnesses in injury cases, or anything that puts you ahead of your competitors.

SWAG

Printing your firm's logo on items that folks can take with them and actually use shouldn't be underestimated. It's an easy way to remain top of mind for prospective clients, but remember everyone has a drawer full of keychains and stress balls no one uses. Get creative and invest in merch that people will enjoy using and relate to your industry, like a calculator for a bankruptcy firm or car air freshener for an accident attorney.

Outdoor

Outdoor advertising is a great way to generate brand awareness. Visually appealing ads can demand attention and be highly impactful for converting leads. Often the prices are reasonable and the exposure rate is high.



STREET FURNITURE

Options range from benches, kiosks, telephone booths, parking garages, and park furniture.

BILLBOARDS

Modern billboard options include static, digital and interactive.

TRANSIT ADS

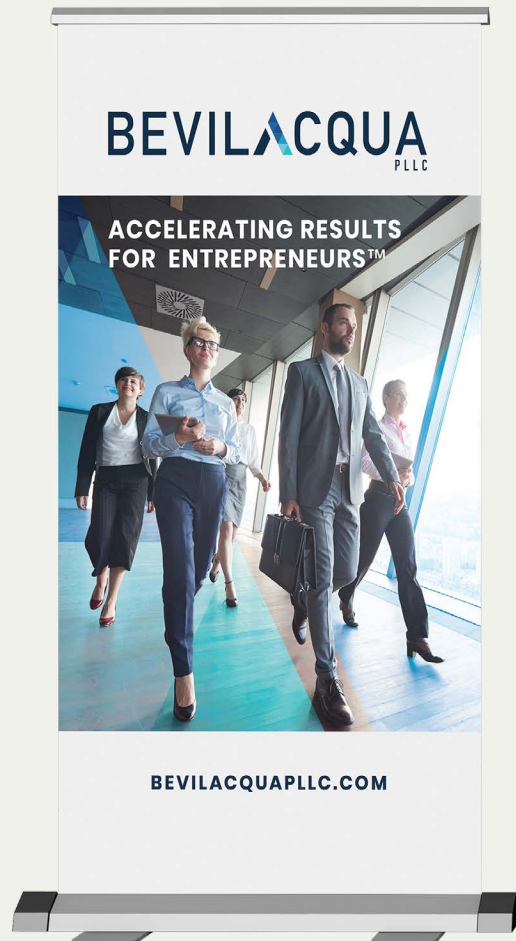
Depending on your location and budget, these include interior bus subway, and airport ads or more visible bus or vehicle wraps that act as a traveling billboard.

SPONSORSHIPS

Local sponsorships include publicly-displayed signage at schools, parks, gyms and more.

Events

Attending or hosting events brings you closer to the people in your community. Your goal is to be the go-to attorney for the area you specialize in. By interacting with your neighbors you are building relationships, trust and recognition.



LEGAL CONFERENCES AND SEMINARS

Whether you are a speaker or attendee, legal conferences are an ideal way to connect with your colleagues and build valuable relationships. Make sure to establish your social presence prior to attending so you can connect with other participants virtually and foster industry relationships after the event is over.

NETWORKING

Most cities have organizations such as a Chamber of Commerce or Bar Association. Become a member and attend events regularly. This lets you stay current on issues and forge new connections.

COMMUNITY EVENTS

Show that you are part of the community by sponsoring community outreach events like a 5K, food drive, or events that benefit people in your particular practice area . Giving back makes your firm more relatable, admirable, and authentic to those you want to represent.

TV & Radio

Although how we consume media has changed drastically over the years, television and radio advertising can still effectively reach certain audiences. But before committing to either, ask the station for details on demographics and the expected reach of your ad. Consider appropriate time-slots, and try to feature your ad multiple times a day.



GUEST APPEARANCES

Local TV and radio stations cover a range of legal topics where you can provide expert knowledge on air.

TELEVISION ADS

Typically a pricier option, but a television ads connect you with a broad audience and visually showcase your services.

RADIO AD

Make your ad personal by speaking on the ad yourself. Explore which local radio station closely aligns with your audience. High-traffic times make sense for personal injury firms, while a night time spot may appeal to someone recently arrested.

STREAMING RADIO AD

In addition to local stations, consider streaming platforms such as Spotify, Pandora or SiriusXM to launch your radio ad. This is especially helpful if you have practices in multiple states.

RADIO STATION SPONSORSHIP

Sponsor a program on air to gain exposure. The repetition of the show's endorsement builds brand awareness with an established audience.

YOUTUBE

With 6 out of 10 people preferring online video platforms to live TV, consider launching a YouTube pre-roll ad to reach your audience.

PR

Public relations can be a major contributor to your marketing success as an attorney. Always be on the lookout for new opportunities to provide insightful information to the public and spotlight your achievements.



DEVELOP RELATIONSHIPS WITH JOURNALISTS

Relationships with journalists, news anchors and the like can make you their go to resource for legal opinions, clarity, and helpful insights.

PARTICIPATE IN NEWS INTERVIEWS

People remember the faces they see on the local news and speaking as an expert is an excellent way to gain both credibility and exposure.

PROVIDE QUOTES

Bloggers and journalists seek quotes from credible sources for a well-rounded piece. Go out of your way to provide content for topics relating to your practice area.

PRESS RELEASES

Submit press releases on behalf of your firm. Examples include significant verdicts and results, expansions, and other updates. These are accessible to interested journalists and do a lot to build brand awareness.

FOLLOW AWARENESS DAYS

If an awareness day pertains to your services, reach out to your local news outlets. For example, they may be covering National Patient Safety Awareness Week (Mar. 11-17), and may want to include insights from a local medical malpractice attorney.

LINK YOUR BRAND TO A LOCAL CHARITY

This one is a win-win. You not only get to help your favorite charity, but your contributions and efforts could land you headlines.

Referral Marketing

SOURCES & CLIENTS

The relationship building required for referral marketing takes time, but the return is worth it. 84% of people trust recommendations from people they know, making referral marketing the most influential form of advertising. There are legalities and ethical codes that set parameters around referrals, so always consider these before executing a strategy.

“ Every time I've called, I've been asked how I'm feeling and how my medical treatment is going first. I've had every question answered as thoroughly and completely as possible, never been put on hold for more than about a minute, and all calls and emails are returned within less than a day. . . . I'd recommend them 100%.”

STEPHANIE N.



BUILD A REFERRAL NETWORK

Work on establishing an exchange of referrals with attorneys in your area, who you know and respect.

THANK YOUR SOURCES

Make your connections personal by sending holiday cards and thank you notes. This shows your appreciation and keeps you top of mind.

PROVIDE REFERRAL SOURCES WITH CONTENT

Supply your sources with business cards, pamphlets, and swag to share with potential clients that may cross their paths.

ENGAGE ONLINE WITH SOURCES

Like, follow, share and engage with your sources' digital presence. This mutual exchange keeps them aware of you and your appreciation for the relationship.

HAVE A PLACE ON YOUR WEBSITE FOR REFERRALS

Making things easy for people goes a long way. A section on your website that pertains specifically to referrals shows them how to make a recommendation and what to expect.

GIVE REFERRALS

Referral marketing goes both ways. Send other attorneys that you believe to be competent and reliable the cases that don't fall into your area of expertise.

ENCOURAGE CLIENT REFERRALS

Under Rule 7.2: [4] Paragraph (b)(5) it is permitted to provide nominal gifts as an expression of appreciation for client referrals. You can also encourage clients to leave a positive review online, and share their experience with their friends. Future clients read reviews and positive feedback is always helpful.

Don't Limit Your Firm

DEVELOP A STRATEGY

When it comes to legal marketing, there's obviously a lot out there. Some of what we've mentioned won't work for your firm or market. Others may provide a steady stream of qualified opportunities.

Striking the right balance is usually the key. But that means considering multiple angles and tactics. It's also important to consider periodic adjustments to correct issues and capitalize on new possibilities.

Legal marketing takes time, planning and honest evaluation. If you're looking for a little help or want to develop an expansive strategy for your firm, contact Postali to get started.

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