

Lift Legal
Marketing

Roadmap to
Law Firm Marketing



Roadmap to Success.

If you have been caught out doing some 'random acts of marketing' – a newsletter here, a Google ad there, and a business Facebook account that's been dormant since 2015 – you're not alone. Many law firms fall into this trap and put marketing in the "too hard" basket.

Marketing for a law firm is a process. It involves developing a strategy which gives your firm a roadmap to success.

Marketing is an absolute necessity if you wish to promote your law firm to attract new clients and retain existing clients. But it's not as daunting a process as it may seem.



Using gold-standard strategies as highlighted in this eBook, we show you what works and how to do it successfully. Our 8 steps to success outlines what to do in a coordinated strategy to help grow your firm.

Common Marketing Mistakes.

All too often we see law firms make marketing mistakes that can cost them money or even damage their brand. What is important to remember is that marketing is not an event – it requires consistent execution to grow awareness of your brand and drive new leads.

Some common mistakes we see are:

- Advertising in a local paper or radio station as the default position. Not only is this an expensive exercise, it may not drive any new clients.
- Go beyond 'cup of tea' marketing. We often find law firms sponsoring local chambers or sporting events. Again, this strategy is very costly and targets the mass audience, rather than your specific target market.
- Sending an annual Christmas Card. While this is a good idea, this shouldn't be the only communication you send to your clients each year. Regular communication is key to successful marketing.

- Relying on word of mouth – a ‘Claytons’ law firm marketing strategy. The issue is not that word of mouth referrals are not a good way to get work – they are. Relying solely on relationship marketing to grow your firm is time consuming and leaving it in the hands of people who have no idea how to market your firm can be risky. The world has changed – so should your law firm marketing strategy.
- Lack of objectivity or awareness towards marketing ideas – and for good reason. You are a Lawyer and this is your profession. Having a marketing professional or agency to drive the strategy is always a good starting point, to fully understand new and developing strategies.



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#1 Create Two Marketing Ecosystems.

This tried and tested method is the winning formula for marketing success. If you find yourself trapped 'doing it yourself', then it's time to consider using an outsourced marketing professional that acts as an extended arm to your business, while you continue to work with your clients and build relationships.

The end results of implementing this strategy are more leads, more time for you to focus on your clients and raising brand awareness.

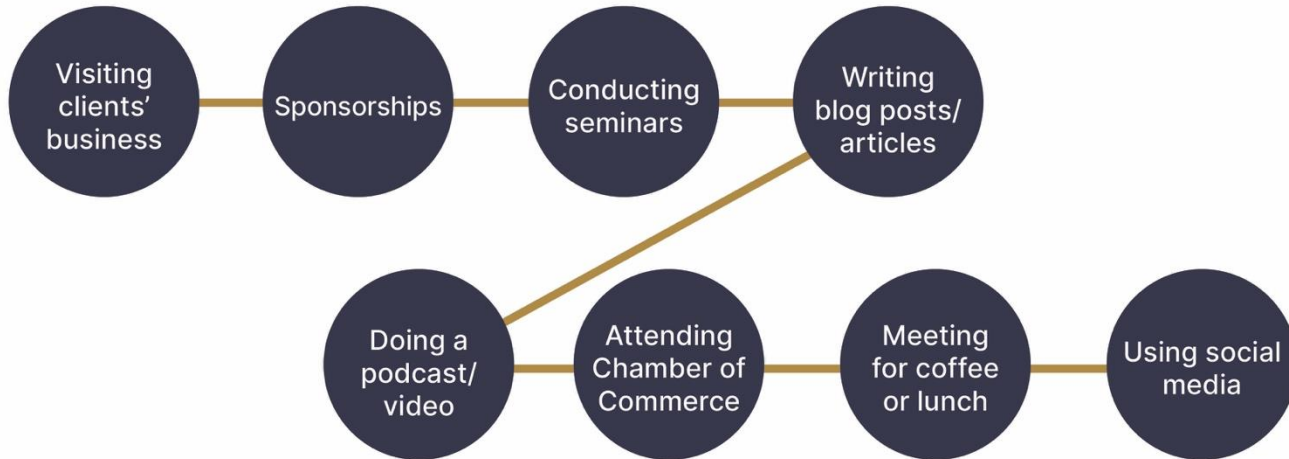


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#2 What is Relationship Marketing?

Relationship Marketing isn't just sponsoring your local football team or attending a chamber meeting, it is a wide spectrum of activities that can help strengthen your brand, and ultimately your relationship with a client.

Below are a few examples of the activities involved in this strategy.



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#3 Your Website is Key to Your Growth.

Regardless of your firm's size, type or age your website should be at the centre of your marketing plans. Your law firm website is not just a pretty face – it's a lead generator, a brand ambassador, a client resource, and your number one marketing asset

Modern designs and technology can bring your law firm website to life, drive more traffic, generate more leads and increase your clients.





Your website as an online lead generator.

Most lawyers convert 80% of their leads to clients after initial contact is made. Your law firm website needs to make this contact happen. It must perform like an online lead generator – attracting visitors, getting them to stay while trust and rapport is built, and encouraging them to make contact – whether that be picking up the phone, filling in an online form or sending an email.



Website Self-Audit.

If you're unsure as to whether your current website is performing for you, conduct an audit using the following questions:

1. Is your website full width?
2. Is it easy to navigate and find content?
3. Is your website secure? (Do you see a padlock next to your URL in your browser)
4. Is it content rich?
5. Is your DNA clear and prominent? (what sets you apart)
6. Are staff profiles adequate?
7. Is it user friendly?
8. Do you have professional photography?
9. Does it have landing pages?
10. Is the design aligned with your brand look and feel?

If you have answered 'No' to one or more of these questions, then it's time to consider upgrading your website.



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#4 Sending Newsletters.

Sending regular e-newsletters is one of the most effective law firm marketing strategies you can use to drive new business and better clients to your law practice. For a long time, e-newsletters have formed a key component of smart marketing for law firms, but in a post pandemic digital world, their versatility, and ability to generate leads is now more relevant than ever.

Sending regular e-newsletters not only grows brand awareness but can inspire change – encouraging people to start thinking about their Will, finalising their estate plan, reviewing and updating those old business contracts, or finally seeking the legal advice they've been putting off.

Repeat business, new business and referral business are typically the result of trust, which is what e-newsletters are all about.

Distributing quality content through a regular e-newsletter can have a cumulative effect on your law firm marketing efforts, with potential to exponentially grow your audience and your business.

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#5 Use Social Media.

If you haven't considered using social media as part of your law firm marketing, you should. With more and more people turning to social media to research products and services, you're likely missing out on a lot of work if you're not showing up there. And it's not just your potential clients using social media, it's your competitors!

Statistics show us:

70%

of law firms said that social media is part of their overall marketing strategy

35%

of lawyers who use social media professionally gain new clients as a result

(SproutSocial, 2019).

Social media platforms are prime real estate for marketing law firms.

Social media helps build relationships. According to HubSpot, 2021's ultimate social media trend is 'The Consumer is King' (HubSpot Social Media Trends 2021, "A Detailed Report To Drive Your Social Media Strategy Forward"). What this means is that your clients need to be at the centre of your social media marketing strategy. Once you have identified their motivations, needs and conversations, your law firm will easily be able to connect and build more authentic relationships with them on social media. Now is the time to listen and communicate with your clients on social media to gain the competitive edge.





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#6 SEO.

A website that looks good just isn't enough to grow your business on the internet anymore. The majority of new online experiences begin with a search engine like Google, and 80% of users never click on anything past the first page, which is why it's so important to try and get your business there.

SEO is one of many tactics you can and should use to market your website online. Effective SEO is not a one off event and it's not set and forget, it is an ongoing process which takes time and skill and helps you:

- Promote your law firms website and increase its search engine visibility
- Increase the number of visitors to your website
- maximize the impact your website has on your visitors and keep them on your site

SEO is often executed on the backend of your website, coupled with quality new content shared on your website. There is a science behind SEO, and it is best to use an experienced SEO professional to help optimize your website to help it rank on Google. However, there are a few preliminary steps you can do to help start the process:

1.

Setup Google Search Console.

This is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results.

2.

Google Analytics.

This is also a free service from Google that collects data about your website visitors and traffic. To get started just visit www.google.com.au/analytics and click on 'create an account'.

3.

Setup Google My Business Listing.



Roadmap to Success. #7 Digital Marketing.

Digital marketing is about taking proven marketing approaches and adapting them for the online world. A firm that concentrates solely on traditional or 'offline' marketing strategies is unlikely to reach a very large segment of potential clients. Especially in a post-pandemic world, more and more clients will be found using digital marketing strategies.



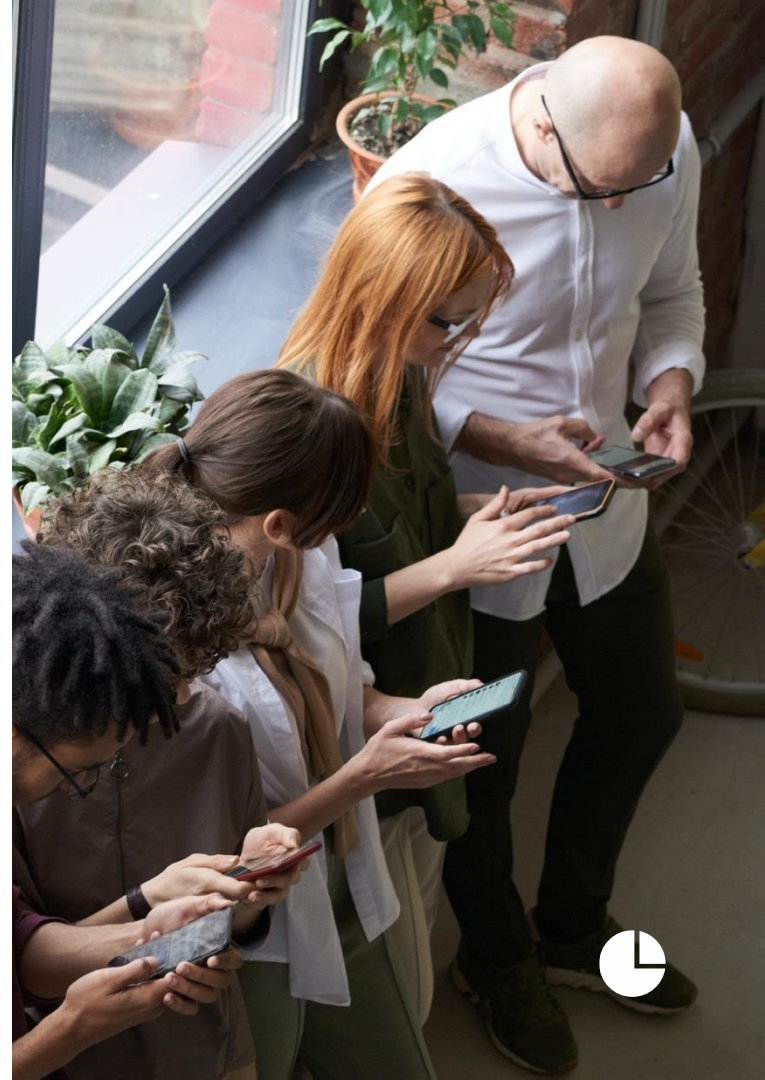
There are many digital marketing channels, however these are the ones most likely to give any law firm marketing the best return on investment:

1. Content marketing.

This is knowledge-based marketing for a law firm that isn't 'sales-driven' in nature. Instead, it showcases the knowledge and experience of the firm and its lawyers by putting together clear, concise articles about topics that are relevant for the target client base of the firm.

2. Social media marketing.

The vast majority of Australians are on social media, whether it's Facebook, Instagram, Twitter or LinkedIn. Establishing and maintaining a strong social media presence lets you reach these potential clients where they spend their time online. Social media is an excellent strategy to raise brand awareness, share new content and drive new leads to your firm.





3. Search engine optimization (SEO).

This is the ‘under the hood’ changes to your website and its content to ensure that search engines find it and, more importantly, put it high on any search results page. High rankings are valuable, coveted and can be targeted through smart SEO.

4. Email marketing.

This is a helpful way to maintain an ongoing relationship with clients and referrers. It’s also a useful way of flagging things to review (e.g. wills, estate planning, trust deeds) to re-engage clients who might have need of your services. A regular newsletter sent to your clients is also a great opportunity to build brand awareness and allow your firm to be ‘top of mind’ when they do require your services.



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#8 Branding.

Branding is critical for the success of any company, with the legal profession being no different. Your brand is vital because it sets the tone for your client's initial reaction, and as we know, first impressions can make or break you. When developing your brand, consider factors like your niche, mission statement and beliefs you stand for, like trust and authenticity.

Conduct a Self Audit of Your Brand:

- What impression are you/your firm giving or known for?
- Professional/sloppy
- Trusted advisor
- Ethical
- Quality legal advice
- An expert in your field
- Are you invested in your clients
- Caring about your community
- Provider of services at the lowest price
- Risk taker
- Is it 'all about the money'
- How do your staff handle calls and client questions?
- What does your premises look like? Is it organised, professional and clean?

What does your brand say about you?

Where to From Here?

How much time you want to spend on your law firm marketing depends on you, your level of expertise and your resources. If you don't have an inhouse marketing team, you can leverage the expertise of professionals. You can outsource some or all of your marketing activities, leaving your team to do what they do best – serve the clients generated by your latest marketing efforts.

No matter where you are in your marketing journey, and whether you are just starting a law firm, or an established practice, it is important to invest in activities that will work for your law firm.

You may wish to adopt all or some of the strategies mentioned in this eBook. Regardless of what you choose, it is important to have a marketing strategy in place before you execute.





Peter Heazlewood.

Peter draws on his experience as a practicing lawyer of over 25 years and for much of that time as Managing Partner. He is one of the founding directors of Lift Legal Marketing, a market leader in providing gold-standard marketing strategies that help grow law firms.

We work exclusively with law firms, formulating industry leading marketing strategies for busy lawyers to help them grow their practice. In addition, we build, host, and manage law firm websites for optimum performance and conversion with the visitor and user in mind.

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