

Five Tips to Successfully Market Your Law Firm

Grow your practice, increase your caseload, and
generate more revenue!



Edward Malley, CEO of Lawyers Group

We all know that the competition is stiff out there. With an estimated 76,000 personal injury attorneys practicing in the United States¹, it is important to differentiate yourself and your firm from the rest of the pack. Marketing your firm effectively is the single most powerful way you can build and improve your reputation and brand, engage with your target audience, and, most importantly, generate new leads for more cases.

What follows here are five marketing tips your firm can use to help to grow your practice, increase your caseload, and ultimately earn your firm more revenue. Following these tips and best practices will put your firm on a solid path of growth and continued success.

Sincerely,

Edward Malley

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The 5 Tips For Marketing Success

- * Tip 1: To Thine Own Audience Be True – Know your audience, know yourself
- * Tip 2: Why TV? – Build awareness and reach more people with America's Favorite Pastime
- * Tip 3: Web Presence – Make your website and your search rankings work together to bring you leads
- * Tip 4: Pay-Per-Click – Take charge and keep control with PPC advertising: capture leads searching the Internet
- * Tip 5: Social media – America's Sweetheart opens up dialogue, builds trust, and keeps you top of mind



Tip 1: To Thine Own Audience Be True – Know your audience, know yourself, and speak the same language

We all know personal injury is a crowded market, with you and 76,000 of your colleagues vying for the same slice of the pie. So before spending a dime on marketing your firm, you need to ask yourself a few things about your firm and your clients.

- * Who are you and who do you represent?
- * What sets you apart from your competition? What is your firm's strength?
- * Who is your ideal or target client? What are they like? What do they need?
- * How should you best communicate with your target audience?
- * What level of service do your clients enjoy from your firm?

Everything will flow from this self-assessment. Once you establish who you are, what makes you different, and what sort of clients you are targeting, you can begin to formulate your marketing plan. When planning your marketing strategy, it is vital to communicate with your potential clients on **their** terms, in **their** language, and in **their** comfort zone. This will allow your marketing to be most effective.



Tip 2: Why TV? – Build awareness and reach more people with America's Favorite Pastime

98% of American households have at least one television, and over 76% subscribe to either cable, satellite, or both. Television certainly isn't going anywhere.

When advertising on TV, you also reach your potential clients before they consider other options. TV offers a very strong ***call to action*** to pick up the phone now.

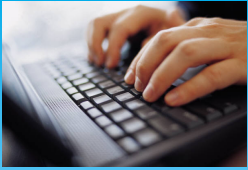
The key to success in capitalizing on both the ubiquity and the ***direct response*** nature of television is a carefully crafted, time-tested message that runs on the preferred programming of your target audience. Knowing your audience, and its interests, will tie your messaging to their expectations, in a setting in which they are most comfortable.



TIP 3: Web Presence – How your website and your search rankings work together to bring you leads

The Internet has become an invaluable resource for all manner of commerce and information gathering – it's been said you can find **anything** on the Internet. Where in the past, people would resort to the yellow pages, periodically published directories, or word of mouth from close friends and family, today the Internet is THE place where people turn when they need information. It has become the yellow pages, directory, and trusted family friend rolled into one.

Perhaps in the early part of the Internet Era, a company could get by with just a website. These days a website is just the **place to start**. The new buzzword is “web presence,” and it is a means of quantifying how “visible” your company is on the Internet. Having a robust web presence includes: being listed in online directories that are keyed to a business' physical location (Google Places); online peer-contributed rating sites (Yelp.com, Avvo.com etc) ; and a smart SEO program for good rankings and high visibility in search results. Taking these steps is crucial to successfully making your firm known on the Internet.



TIP 4: Pay-Per-Click – Take charge and keep control with PPC advertising: capture leads searching the Internet

When potential clients search for an attorney, a good number will likely turn to the internet. You can leverage these searches, and present your firm to active leads who are searching for legal assistance **at the moment they're searching for it**. By putting a targeted pay-per-click advertising campaign in place, you control everything: the budget, the geographic areas where your ad will be shown, the time of day the ads will be shown, and all messaging contained within the ads, and even the keywords that will trigger your ads to run. Remember: They're looking for you, so make sure you're there!

Pay-per-click campaigns are 100% performance-based, which means you only pay when a lead clicks on your ad and is directed to your website. Additionally, with the advent of smartphones, mobile-focused pay-per-click “click-to-call” ads allow your leads to ring your office directly from the search results. This allows for more immediacy and connects a potential client **directly** to your office.



TIP 5: Social media – America's Sweetheart opens up dialogue, builds trust, and keeps you top of mind

A strong and consistent presence on the leading social media outlets (Facebook, Twitter, YouTube, and Google+) provides essentially free publicity and an open dialogue with your audience. Building both trust and **brand awareness** in a more informal, conversational environment allows for direct communication with your clients and leads, and fosters a close and open relationship. Once this relationship is established, when an injury victim thinks of a lawyer, they'll think of you.

Building **trust** between your firm and your clients will also encourage word-of-mouth referrals and good reviews through peer-contributed rating sites (such as Yelp). A **connection** on a personal level between a firm and its audience is what builds that trust; so posts should ideally be personal, of high quality, and shareable among your audience's friends, followers, and circles. Once that piece is shared, many more eyes will see it (and chances are one of them will need a lawyer at some point).



LET US HELP YOU

When marketing your firm, keep these practices in mind:

- 1) Know your audience, and speak their language.
- 2) Advertise on TV in your local market with direct response ads using a strong call to action.
- 3) Enhance your “web presence” to get your firm and the message out there.
- 4) Use PPC advertising to get your firm in front of your clients when they are searching online.
- 5) Be social through social media to foster dialogue that can pay off later.

These tips will allow you to increase your caseload, grow your practice, and make more money. Interested in putting these tips into practice? **We can help.** We have over 30 years of experience in marketing for our attorney clients.

To learn more about marketing your firm, call Lawyers Group at 1-877-614-5678 or visit <http://www.lawyersgroupmarketing.com>.

We are the experts in attorney marketing, and have been since 1983!