

CRACKING THE LEGAL MARKETING CODE



How To Future-Proof Your
Legal Practice in

2025



By: Dustin W. Ruge

LAW LEADERS[®]

TESTIMONIALS

“Every year Dustin publishes one of the most important legal marketing guides that contains all the tips and new innovations he speaks about at legal conferences and bar associations and is a must read for attorneys that want to succeed in 2025.”

- **Warren Levenbaum**, Founder, Law Tigers

“I've worked with Dustin for over 20 years, during which time he's consistently demonstrated leadership and served as a trusted advisor. Success in personal injury law demands a multifaceted approach: constant innovation, data-driven decision-making, and agility in a dynamic market. Dustin's legal marketing guide provides precisely this advantage. It synthesizes a wealth of proven strategies into a concise, actionable "how-to" resource, giving lawyers of all experience levels a competitive edge. And, importantly, it includes an incisive section on the ever-increasing role of AI in the legal marketplace. I highly recommend Dustin's book.”

- **Marc Lamber**, Founder and lawyer, Lamber Goodnow Injury Lawyers

“AI's impact on the legal profession will accelerate in 2025. Dustin's Guide exemplifies how law firms can succeed by recognizing the importance of providing their most important data to AI & Search platforms. Essentially, your firm's AI strategy should be to adopt the data strategies in this guide.”

- **Christian J. Ward**, Chief Data Officer, Yext

“Any law firm owner should read this book. Mandatory. It is a one-size-fits all, yet still choose your own adventure. From grass roots, niche marketing, to full blown national footprint, this one covers it all.”

- **Robert Simon**, trial lawyer and founder of Justice Team, Justice HQ and Attorney Share

“The ever-changing landscape of legal marketing is complex for a professional marketer, let alone an attorney trying to focus on growing a business. This is the second year I have reviewed and relied on Dustin's guide. The guide's approach to marketing is specifically tailored to the legal industry and does a fantastic job of incorporating AI and the new tools it provides. This is a fantastic resource that will continue to influence and guide the ongoing marketing efforts at my firm.”

- **Ted Ashton**, Esq.

“Lawyer marketing has never been this complex and this guide published every year contains many of the most important and cutting-edge strategies you should absolutely adopt if you want to compete and win for new clients and cases. Dustin's expertise in the category is unparalleled and I highly recommend his guide to lawyers at any stage of their careers who are looking to grow their practice.”

- **Matt Thelen**, CEO, Attorney Share

“I've been a leader in the legal marketing industry for sixteen years and I still learn something from Dustin every single time I read the guide. Don't miss it!”

- **Scott Hardy**, President & Founder, Top Class Actions

“Every year Dustin publishes one of the most important legal marketing guides that contains all the tips and new innovations he speaks about at legal conferences and bar associations and is a must read for attorneys that want to succeed in 2025.”

- **Colleen Joyce**, CEO, Lawyer.com

“Hiring the Wrong Lawyer for your case has never been easier”. Dustin Ruge Is a seasoned, knowledgeable marketer who shows us credible tactics to position your law firm with credibility that will separate you from the on-slot of lawyer advertising facing ALL of US!”

- **Harlan Schillinger**, The Black Swan of Legal Marketing

“Dustin just gave every law firm marketer a planning guide for 2025... what a gift! Dustin breaks it all down, including the research data, the recommended leaders in the space to partner with and the best practices that are all relevant to beat your competition. Unlike so many who talk about intake & marketing, Dustin has made the golden connection between how measuring and managing client satisfaction is actually a marketing endeavor. The time is now to turn your law firm into a marketing center of excellence!”

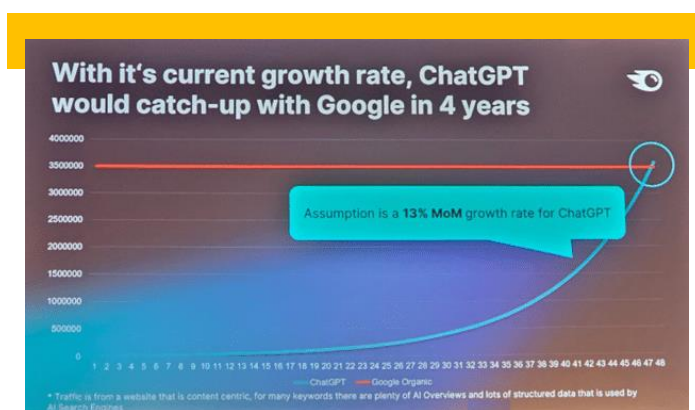
- **Paul Bamert**, VP Marketing, Case Status



2024 – The Year EVERYTHING Changed

In 1977, the landmark *Bates vs. Arizona* case revolutionized the legal industry. For the first time in centuries, lawyers in America were able to fully advertise their services to the public. Fast forward 47 years, and most attorneys are now grappling with a new reality - what will legal marketing look like in an era dominated by Artificial Intelligence (AI) and a decline in Google search traffic? These are the pressing questions now on the minds of nearly every attorney:

- How will the [decline in Google search](#) impact my practice?
- How will AI reshape the way I market and run my firm?
- What will replace Google search for prospective clients seeking legal representation and where will your next best cases come from?
- How can I stand out to consumers who are overwhelmed by the complexity of the legal industry and unsure of how to find the best representation?



CHARTING A NEW COURSE IN A TIME OF RAPID CHANGE

For the past decade, attorneys have heavily relied on search engines like Google to generate new clients, while Google itself profited immensely from driving traffic to law firms. But in just a few short years, [AI has disrupted this business model](#). The traditional pay-per-click advertising model quickly becomes obsolete as AI tools now deliver dynamic, multi-source results all in one place - eliminating the need for users to click away. Adding to this problem are new findings by CallRail where fully 70% of law firms indicate they wasted money on low ROI marketing campaigns over the last year.

So, what's next? While no one can predict the future with certainty, emerging trends are becoming clear, and it's evident that what worked for attorneys just a few years ago will change dramatically in the near future.

PREPARING FOR THE FUTURE OF LEGAL MARKETING

With more than 16 years of experience working with over 1,800 law firms nationwide and navigating the evolving landscape of legal marketing, I can confidently say that the changes ahead are unfolding at an unprecedented pace. In fact, it's been over a decade since I first published this guide, and this year marks the first time I've had to implement major updates due to developments that occurred in just 12 months.

In the pages that follow are industry leading and substantive actions you can start taking now to stay ahead of your competition and win in the months and years ahead. So, here's to embracing the future, and to even greater success ahead!

Sincerely,

Dustin W. Ruge
CEO - Law Leaders®

ADDITIONAL HELPFUL LINKS

- Connect with Dustin Ruge Online: <https://www.linkedin.com/in/dustinruge/>
- Follow Law Leaders Online: <https://linkedin.com/company/lawleaders>
- Learn More About Law Leaders: <https://lawleaders.com/about-us/>
- How To Get Started as a Law Leaders Member Attorney:
https://lawleaders.com/new_members_get_started/
- Request a Free Attorney Profile in the Law Leaders Member Directory:
<https://lawleaders.com/attorney-member-profile-free-offer/>
- Check Your Member Eligibility: <https://lawleaders.com/members-directory-lookup/>
- Nominate New Members: <https://lawleaders.com/law-leaders-nomination-form/>



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HOW TO EFFECTIVELY ADVERTISE YOUR SERVICES

Advertise Your Services Effectively

Since the landmark *Bates v. Arizona* decision in 1977, which allowed attorneys to advertise their services, two major shifts have transformed legal advertising:

1. **Advertising Accessibility:** It has become more affordable and accessible, enabling attorneys in all markets to compete—not just those with deep pockets for TV, radio, or print ads.
2. **The Nonlinear Consumer Journey:** Today's clients no longer select an attorney based on a single interaction. Thanks to smartphones and constant access to information, most consumers go through a **Discovery** → **Experience** → **Fulfillment** process, involving at least **6-8 touchpoints** before deciding to hire an attorney.

These changes have made advertising more complex and integrated, requiring multiple channels to achieve effective results. Below, we'll explore proven strategies and tactics to advertise your legal services successfully.



Key Legal Advertising Strategies

1. Attorney Directories

Legal directories such as **FindLaw**, **AVVO**, **Super Lawyers**, **Law Leaders**, and others dominate search engine results for practice area and attorney name searches. Some of these directories like Super Lawyers and Law Leaders are attorney-specific meaning they are designed largely for promoting the attorney brand over the law firm's brand - which aids greatly in referral research and conversions. These platforms:

- Build credibility with consumers who trust their authority.

- Provide instant visibility in high-ranking positions for relevant keywords.

Tips for Maximizing Directory Results:

- Optimize your profile with complete and accurate information, including awards, reviews, and practice areas.
- Understand the purpose of each directory (e.g., SEO, branding, client acquisition) to align with your goals.
- Regularly update your profiles to stay relevant and improve search rankings and ask your satisfied clients to post reviews on these platforms to help add to your credibility and authority.

Applied filters: FL

Showing 1 - 12 of 12

Better Lawyers | Better Results™
LAW LEADERS

Sort by: Photos

Stefano Portigliatti
Truck Accident Lawyer (Board Certified)
Coker Law
136 East Bay Street, Jacksonville, FL, United States 1791.31 mi
904-707-0095

Joseph Camerlengo, Jr
Truck Accident Lawyer (Board Certified)
The Truck Accident Law Firm
1200 Riverplace Boulevard, Suite 902, Jacksonville, FL, United States 1791.31 mi
904-306-9220

Caryn Green
Family Law
Green Family Law, P.A.
1000 Legion Place, Suite 1650, Orlando, FL, United States 1842.36 mi
407-403-5558

Shannon Novey
Family Law
Novey+Gonzalez Family Law
851 E Park Ave, Tallahassee, FL, United States 1638.71 mi

Map

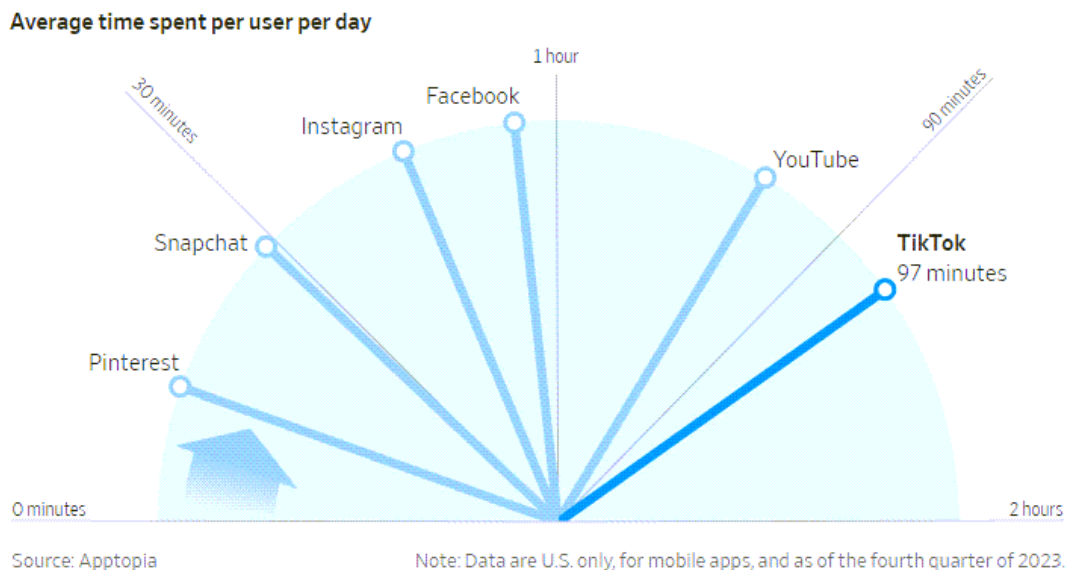
Get a free consultation now!
Call 1-800-LAW-LEADERS (529-5323)

2. Social Media Advertising

With over **82%** of Americans using social media platforms like Facebook, Instagram, and TikTok, these platforms remain powerful tools for attorney advertising. What makes TikTok so impactful amongst the many major players in the social media space is the disproportionate amount of time consumers now



spend on this platform - making it the new dominant player in the social media world. TikTok utilizes short-form video content, and its algorithm is based on individual “**interest graphs**” which instead of relying on social connections like Facebook does to present content, interest graphs learn and present content based on each user’s interests - thereby creating a hyper-personalized and better social media experience for users.



How to Leverage Social Media Ads:

- **Demand-Generation Ads:** These ads introduce your firm to potential clients, building awareness over time at the top of the funnel and do not have the primary purpose of direct conversions - which commonly come later.
- **Retargeting Ads:** Target visitors who previously interacted with your website or ads to keep your firm top-of-mind. Although recent security changes now limit the ability to track and retarget, it can still be effective in certain platforms for a limited amount of your website traffic. Typical retargeting conversion percentages are low but so are the ad costs and with the right messaging can provide a good ROI.

While not a direct-response medium, social media is invaluable for **delayed conversions**, helping consumers recognize and trust your brand when they’re ready to make a decision.

3. Search Engine Advertising (Google & Bing)

Search engines remain one of the most effective platforms for reaching consumers actively seeking legal services. Key advertising options include:

a. Local Service Ads (LSAs)

- Positioned at the top of Google's search results, LSAs are pay-per-lead ads that connect potential clients directly with your firm. LSA ads have become increasingly competitive and interdependent on additional services to help make them effective which is why a growing number of firms are using integrated marketing services that include LSA ads like [Local Conversion Pro](#).
- **Pros:** High visibility and only pay for leads.
- **Cons:** Leads can be unqualified and difficult to dispute, so careful tracking and management of calls and job types are essential.



b. Pay-Per-Click (PPC)

- Traditional Google Ads can still be effective for gaining top-of-page visibility but due to the addition of LSA ads, fewer ads are typically displayed typically driving up bidding and costs in competitive markets.
- Use geographically targeted campaigns and optimized search terms to control costs and improve ROI.
- Knowledge depth and experience in Google Ads along with consistent campaign management is essential to successful PPC returns on investment.

c. Google Maps

- Optimize your Google Business Profile (GBP) to appear in local map results for each of the services you provide.
- Promoted map pins through Google Ads (by selecting a local store visits and promotions campaign) as well as strong local citations and reviews can further boost visibility.

d. Landing Pages

- Use **dedicated landing pages** for your ads, designed to focus solely on conversion (call, text, form submission).
 - Eliminate navigation and distractions
 - It's vital the page's content precisely matches the ad's messaging for the best results. For example, be sure the ad and the landing page promote and describe the same product or service.
-

4. Buying Leads and Co-Branding Services

Buying Leads

Purchasing leads can provide immediate access to potential clients. Services like **LegalMatch**, **Law Leaders**, **Thumbtack**, and **Lawyer.com** offer pre-qualified leads in specific practice areas.

Best Practices for Buying Leads:

- Choose lead providers carefully to ensure the quality of leads aligns with your practice area. Most leads received will be non-exclusive (nobody can guarantee a prospect didn't call anybody else before they contacted them) so the best way to convert these leads is through an active and efficient 24/7 call center and conversion service like [LawyerLine](#).
- Have a fast response system in place—lead conversion rates drop significantly if not contacted quickly. “Speed to lead” is the name of the game when dealing with attorney leads.
- Track ROI to ensure the cost per lead translates into profitable cases.

Co-Branding Services

Collaborating with trusted brands like **Law Leaders** or **Better Business Bureau** can boost your credibility. Many co-branding opportunities allow you to associate your firm with widely recognized names, increasing trust among potential clients.

How to Leverage Co-Branding:



- Use logos and badges from recognized organizations on your website, ads, and directories.
- Co-branded content, like webinars or joint advertising campaigns, can broaden your reach and reinforce trust.
- Utilize co-branded ads that leverage the market awareness and strength of your partner to more cost effectively generate and initially qualify better and more cost-effective referrals like those provided by [Case Connect Pro](#).



Additional Advertising Essentials

1. Video Marketing

Video is now one of the most consumed content formats online. Use videos to:

- Introduce your practice and services.
- Share client testimonials and success stories.
- Educate potential clients about legal topics relevant to their needs.
- Videos don't always need to be professional. Factually speaking, a good video made with your phone can be far more successful than those professionally produced and appear more authentic.



2. Call Tracking

Services like CallRail help you:

- Track where calls are coming from.
- Measure the effectiveness of advertising campaigns.



- Improve call handling and lead conversion rates.

3. Mobile Optimization

Ensure your ads and website are fully optimized for mobile, as over 60% of searches happen on mobile devices. Make sure mobile users can:

- Contact you quickly (via call, text, or chat).
 - Access clear, focused landing pages for your campaigns.
-

The Importance of Tracking & Analytics

No matter which advertising strategies you use, tracking performance is essential. Use tools like:

- **Google Analytics** to monitor website traffic and conversions.
- **Google Ads and Meta Pixel** to track ad performance and retarget visitors.

Analyze your campaigns regularly to ensure your advertising budget is delivering measurable results.

Final Thoughts

Advertising your legal services requires a multi-channel approach to reach today's informed and discerning consumers. By leveraging a mix of attorney directories, social media, search engine ads, video content, lead purchasing, and co-branding opportunities, you can increase visibility and attract more clients.

Remember, the key to success is **integration and tracking**—ensuring all your advertising efforts work together to guide potential clients through their journey from discovery to fulfillment. With a well-rounded and data-driven advertising strategy, your firm can stay ahead in a competitive marketplace.



LOCAL SEO MARKETING

The Great Disruption of Google Search

Google has a problem...a BIG problem. For more than two decades, Google has been the clear leader in the search engine market with most attorneys relying heavily on it for lawyer search traffic. Google's dominance is so extensive that its name has literally become a verb synonymous with searching for information online. However, there are growing indications that [Google's search monopoly may be coming to an end](#). From the rise of artificial intelligence (AI) competitors to shifting user demographics and legal challenges, Google's position at the top is increasingly under threat.



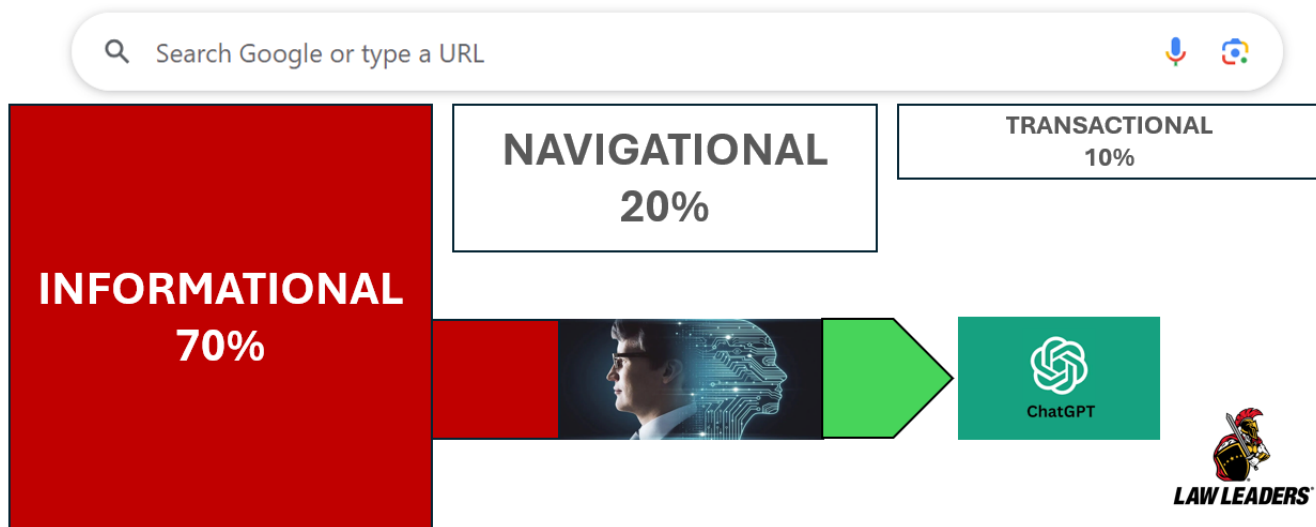
Gartner

<https://www.gartner.com> › [newsroom](#) › [press-releases](#) ⋮

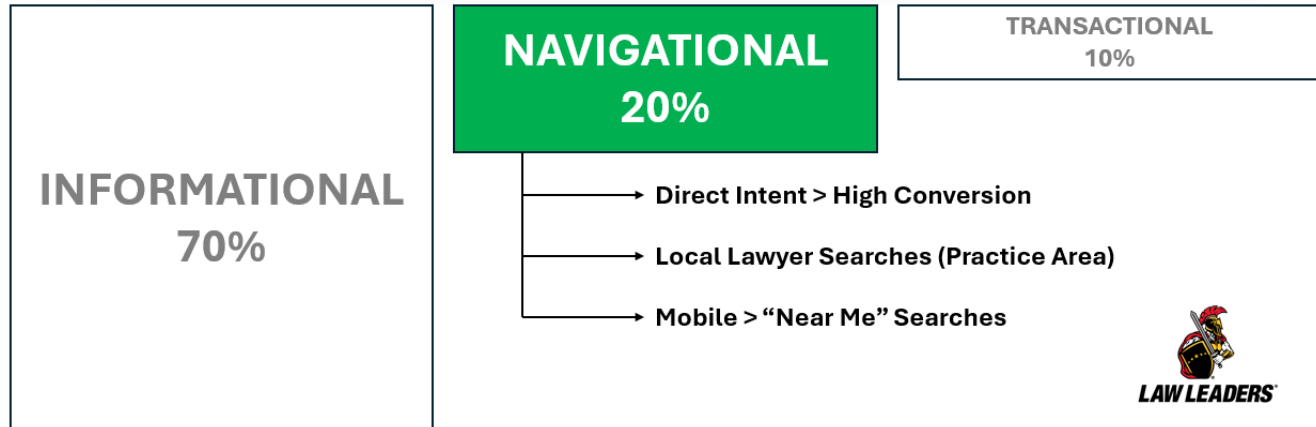
Gartner Predicts Search Engine Volume Will Drop 25% by ... ✓

Feb 19, 2024 — By 2026, traditional **search** engine volume will **drop 25%**, with **search** marketing losing market share to AI chatbots and other virtual agents, according to ...

In order to understand the threat to Google and how this will impact attorney search, it is important to first understand that there are only three primary types of search people do on search engines: **Informational**, **Navigational**, and **Transactional**. But the proportion of search, as displayed below, is heavily weighted to the one area that is the biggest threat to Google: Informational Search. Why? Because the “informational” search experience using AI is far more convenient and efficient than using traditional search engines like Google.



In addition to the threats AI presents to informational search, transactional has been threatened for years by sites like Amazon.com. That leaves Transactional Search - which people still trust and find efficient to use search engines for - which is good news for lawyers. Why? Because most searches remaining on the search engines will be navigational which are higher converting and have direct intent...like finding a local lawyer. And all this involves Local SEO.

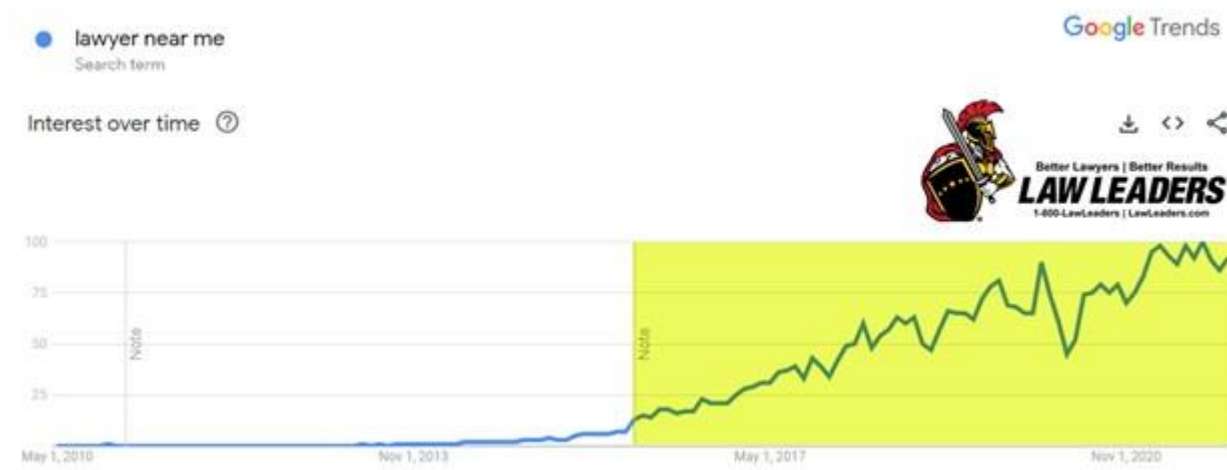


The Rapid Rise & Importance of Local SEO for Attorney

In the digital age, the importance of **Local Search Engine Optimization (SEO)** for law firms cannot be overstated. With the explosive growth of “near me” lawyer searches, local SEO has become a cornerstone for attracting and converting clients in your area. [Read More Here...](#)

Studies show that most legal clients start their search online, with many including **local intent** in their queries—phrases like “personal injury lawyer near me” or “divorce attorney in [city].” Optimizing your law firm’s digital presence for

these searches can drive significant traffic, boost visibility, and ultimately grow your practice.



Why Local SEO Matters for Law Firms

1. Explosive Growth in “Near Me” Searches

- **The Trend:** Searches with local intent, especially by smart phone users who track locations, have skyrocketed in recent years, with terms like “lawyer near me” among the fastest-growing queries.
- **What This Means for You:** Clients are actively looking for attorneys in their vicinity, and appearing in these searches is critical to gaining visibility.

2. Mobile and Voice Search Domination

- **Mobile Usage:** Over 60% of searches now occur on mobile devices. Many of these include local intent, such as finding an attorney close to home or work.
- **Voice Search:** Devices like Siri, Alexa, and Google Assistant often prioritize local results, making optimization essential for appearing in spoken queries.

3. Google Maps and Local Pack Visibility

- **Google Local Pack:** The prominent section at the top of search results displays nearby businesses, their reviews, and contact information.



- **Maps Integration:** Clients frequently rely on Google Maps to find law firms, making it vital for your business to appear here with complete and accurate details.

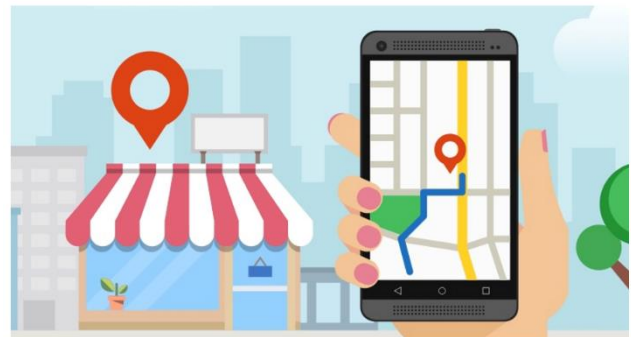
How Local SEO Works

Local SEO focuses on optimizing your online presence to rank higher in search results for geographically relevant queries. Here's how it works:

1. Google My Business (GMB) Optimization

- Claim, verify, and consistently update your Google Business Profile.
- Add accurate and consistent information (name, address, phone number).
- Include photos, hours of operation, and a detailed description of your services.
- Regularly update your profile to stay relevant.

Your Location Is BOTH Physical & **Digital**



2. Localized Keywords

- Use location-based keywords in your website content, such as “New York personal injury lawyer” or “family attorney in Chicago.”
- Integrate these keywords naturally in your homepage, service pages, and blog posts.

3. NAP Consistency & Local Citation Management

- Ensure your Name, Address, and Phone number (NAP) are consistent across all online platforms, including your website, directories, and social media profiles.

4. Online Reviews

- Encourage satisfied clients to leave positive reviews on platforms like Google, Yelp, and Avvo.
- Respond to reviews to build trust and engage with potential clients.

5. Schema Markup

- Add structured data (schema) to your website to help search engines better understand your location and services. This improves your chances of appearing in local results and rich snippets.

6. Backlink Building

- Gain links from local websites, legal directories, and chambers of commerce to build authority and improve rankings. Most times, the only way to garner these links is by becoming and remaining a member of that organization.
- Participate in community events or sponsor local organizations to earn high-quality local backlinks.

7. Mobile-Friendly Website

- Ensure your website is optimized for mobile devices, with fast loading times and easy navigation.

Utilize Expert Legal Local SEO Services

Local Conversion Pro (LCP) is a unique new offering provided by Law Leaders that provides local member attorneys with a new way to compete and win in local search results. LCP combines all the major off-



website elements into one turnkey service that is managed by a dedicated local search engine consultant on your behalf. Law Leaders is the only legal-only Google Affiliate Network Provider of this service providing them with unique access and insights to Local SEO services with Google.

[Local Conversion Pro](#) Includes the following services:



- ✓ Our customized 24/7/365 call center service ensures that all of your calls are answered promptly, helping you sign up new clients and cases.
- ✓ Local Service Ads (LSAs) run on your behalf to generate new clients and cases.
- ✓ Google Maps (Business) Optimization to ensure your local map listings are in the best position to compete and display prominently in local search results.
- ✓ Google Reviews generation and management using our proprietary system and processes to help you consistently generate more and better reviews that appear in your local listings.
- ✓ Strategic consulting and management provided by a dedicated local search engine optimization consultant.



Included in this offering are monthly updates and strategies so you can rest assured that your local search results and conversions are being managed and optimized at the highest levels. [Learn More Here...](#)

Benefits of Local SEO for Law Firms

- **Increased Visibility:** Appear in the top results when potential clients search for legal services in your area.
- **Higher Conversions:** Targeting local users ensures that your leads are more likely to convert into clients.
- **Cost-Effective Marketing:** Local SEO delivers high ROI compared to traditional advertising methods.
- **Competitive Advantage:** Stand out from other law firms in your region by dominating local search results.

Conclusion

Local SEO is no longer optional for law firms—it's a necessity. By optimizing your online presence for location-based searches, you can significantly boost your visibility, attract more clients, and establish your firm as the go-to legal expert in your area.



CONVERSION HAS NOW BECOME A LEADING COMPETITIVE ADVANTAGE

Why Conversion is the First Impression of Your Quality & Service

In every industry, including legal, organizations can only sustainably compete and grow based on two of three factors: Quality, Service, and Price. Unless you can scale your practice to levels never seen before in the legal industry (i.e. become the Walmart of legal services with huge buying power), you will NEVER be able to build a strong and sustainable practice competing on price! That means you must find new and innovative ways to compete and continue to improve the quality and service of what you provide and the first place to focus should be on new client conversion.

Even though there have been recent advances in conversion technologies, they are only as good as the habits, processes, procedures, and people you put in place within your law firm to use them.

Consumers today are becoming increasingly impatient and unwilling to accept poor service and support from any business - including attorneys and law firms. This is one of the main reasons why the #1 complaint filed against attorneys each year with bar associations has to do with their service (or lack thereof) clients are receiving from attorneys.

THERE ARE ONLY **3 WAYS**
YOU CAN COMPETE...

- QUALITY**
- SERVICE**
- PRICE**

AND YOU CAN **ONLY** COMPETE
BASED ON **2** OUT OF THE **3**

The Importance of Conversion in Legal Marketing: Why Speed Wins the Client

In the hyper-competitive legal industry, marketing is no longer just about generating leads—it's about **converting those leads into paying clients**.

Conversion has become a critical metric for law firms, directly impacting growth, profitability, and long-term success. However, what truly sets successful firms apart is their ability to act faster and more effectively on inquiries than their competitors.

Why Conversion Matters in Legal Marketing

Conversion refers to the process of turning potential clients—who call, email, or fill out online forms—into paying clients. Generating leads is only half the battle; **what happens after a lead contacts your firm** determines whether you gain or lose that client.

Here's why conversion is critical:

1. **High Competition:** With so many firms vying for the same clients, delays in response times increasingly result in lost opportunities.
2. **Client Expectations:** Today's clients expect quick and seamless communication. A slow response can erode trust and send them to a more responsive competitor. Responsiveness is so important that stats show that 48% of legal consumers rate responsiveness as a critical factor when choosing an attorney.
3. **Rising Marketing Costs:** Law firms invest heavily in generating leads. A low conversion rate means wasted marketing dollars and missed revenue opportunities.

The Reality of Legal Lead Conversion Rates

The statistics reveal just how much room for improvement exists in the legal field:

- Only around 7% of inbound calls to law firms convert into paying clients.
- 35-50% of sales go to the firm that responds to a lead first
- 78% of clients choose the first attorney they speak with

These numbers highlight a significant gap in many law firms' intake processes. The firms that act quickly and effectively to capture leads often dominate their markets.

Why Acting Faster Provides a Competitive Advantage

1. First Contact Wins



The speed at which you respond to inquiries directly impacts your conversion rate. Studies show that:

- **Respond Faster to Win More Clients:** Studies show that responding to leads within **5 minutes** increases conversion rates by up to **400%**. Firms that delay even by 10 minutes risk losing the client to a competitor.
- **First Impressions Count:** **78% of clients hire the first attorney they speak with**, underscoring the importance of immediate and professional responses.
- **Never Let the Phone Ring More Than 3 Times:** Studies indicate that clients expect calls to be answered within three rings. Delays create a negative impression, even if the call is eventually answered.

Clients often view responsiveness as a sign of professionalism and reliability. The faster your firm engages, the more likely you are to secure their trust. That is why the fastest growing firms frequently handle all calls with a sense of urgency and importance with response time measured in seconds - not minutes.

THE 3-RINGS RULE FOR ATTORNEYS



2. Eliminating Drop-Offs

Many potential clients abandon their search if they experience delays or confusion during the intake process. A streamlined, fast response eliminates this drop-off and ensures more inquiries turn into consultations.

3. Building Trust and Confidence

Quick responses demonstrate that your firm prioritizes clients and values their time. This helps establish trust—an essential factor in a client’s decision-making process.

The Role of Legal-Specific Contact Center Services

To achieve faster lead response times and higher conversion rates, many firms are turning to **legal-specific contact center services** like [LawyerLine](#). These services are designed to handle the unique needs of law firms, offering 24/7 support using US-based operators to ensure no lead goes unanswered. Recent stats show that 33% of law firms using a virtual receptionist gained 1-2 additional leads per week.

Benefits of Using Legal Contact Centers

1. **Faster Response Times:** Contact centers ensure calls are answered within seconds, eliminating delays that could drive leads to competitors.
 2. **Expert Handling:** Legal-specific contact centers are trained to handle inquiries professionally, answer common questions, and schedule consultations effectively.
 3. **24/7 Availability:** Potential clients often call outside regular business hours. Contact centers ensure your firm is reachable around the clock.
 4. **Improved Intake Process:** They streamline lead intake by capturing essential information, pre-qualifying leads, and seamlessly integrating with your CRM.
 5. **Increased Conversions:** By ensuring every inquiry is addressed promptly and professionally, these services significantly boost conversion rates.
-

Key Strategies for Improving Conversion in Legal Marketing

1. **Respond Immediately:** Aim to contact leads within 5 minutes or less of receiving an inquiry. Speed is the single most significant factor in improving conversions.



2. **Use Technology:** Implement tools like dynamic calendaring, CRM systems, and automated follow-ups to streamline the intake process.
3. **Leverage Legal Contact Centers:** Partner with legal-specific call centers to ensure no lead slips through the cracks, even during peak times or after hours. Good services like [LawyerLine](#) frequently adhere to the 3-Ring Rule and will commonly assist attorneys through the entire new client sign-up process - never letting a client off the phone to shop around.
4. **Track and Analyze:** Use analytics tools to measure your conversion rates, identify bottlenecks, and optimize your processes.
5. **Follow Up Persistently:** Studies show that 80% of sales require 5 or more follow-up calls. Ensure your team or contact center consistently follows up with potential clients.
6. **Deploy AI Based Legal Chatbots on Your Website.** New legal conversion chatbots like LegalNavigator.ai are designed to help convert existing website traffic into more new contacts and clients online 24/7. AI enables LegalNavigator.ai to qualify potential clients online with additional call center expenses. Once a new client is initially qualified, they are then passed along to the firm for final conversion.



Additional Considerations to Optimize Conversion Rates

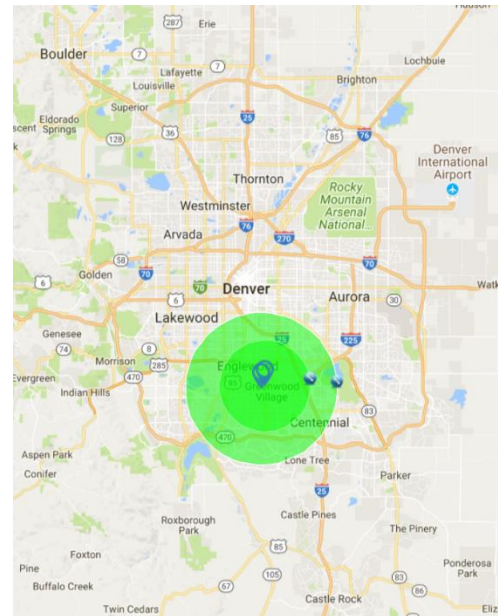
1. Ensure Exceptional Call Handling

- **Hire Skilled Call Handlers:** Avoid putting poorly trained, underpaid, or unmotivated individuals in charge of answering client calls. Every inquiry should be treated as a "good call," handled by positive, knowledgeable, and proficient staff.
 - **Leverage Legal-Specific Contact Centers:** Legal contact centers provide 24/7 support, ensuring all calls are answered quickly and professionally. These services can significantly boost your conversion rate by eliminating missed calls and improving client interactions.
-

2. Office Location and Client Experience

Does Your Office Pass the “Best Client” Test?

- **Locate Near Your Ideal Clients:** Your office should be within a **16-minute driving radius** of your target clientele. Proximity increases the likelihood of converting leads into consultations.
- **Create a Positive In-Office Experience:** Audit your waiting room and office environment regularly. Pay attention to:
 - What clients see (e.g., wall art, cleanliness).
 - What they hear (e.g., phone interactions, background noise).
 - How long they wait and how they are treated by staff.



Go Out to Your Clients

For clients hesitant to visit your office, offer to meet them at a location convenient to them. This strategy can significantly improve consultation show rates and demonstrates your firm’s commitment to service.

3. Conversion Best Practices

Learn Everything About Your Clients

Building strong relationships with clients increases referrals and repeat business. Collect and use the following information:

- Personal details: birthdays, anniversaries, family information.
- Preferences: favorite sports teams, hobbies, life events.

Store this data in a **CRM system** and use it to personalize interactions, creating deeper client connections.

Stay in Touch Personally



- **Send Handwritten Notes:** Personal touches, like handwritten birthday or thank-you notes, stand out in an age of automated communication. Services like [Handwrytten.com](https://www.handwrytten.com) can assist in sending these personalized messages.
 - **Schedule Regular Check-Ins:** Reach out to clients at least quarterly to maintain relationships and ask for referrals and track client satisfaction quantitatively. It is easy, even when you are talking directly with a client. Ask them the 1 golden question: how likely are you to recommend our firm to your friends or family (0-10 score.). 9s and 10s are your promoters (ready to refer or review you today), 7s and 8s are passives. 6s and below are detractors (they are likely to leave you a bad review, so you better intercede in the experience.) Since referrals typically only come from 9s and 10s, you need to manage (and measure) who these folks are. EVERY firm should be tracking this including your own. Every other industry does (hospitality, healthcare, technology, etc.).
-

4. Embrace Digital Conversion Tools

The legal industry has rapidly embraced digital tools to improve conversion rates and client satisfaction:

- **Virtual Consultations:** Use platforms like Zoom or MS Teams for consultations, ensuring your virtual setup is professional and welcoming.
 - **E-Signatures:** Tools like DocuSign make it easy for clients to sign documents on their phones or computers, streamlining the onboarding process.
 - **E-Notarization:** If your state allows, adopt eNotarization tools to simplify document handling.
-

5. Take Control of Your Digital Footprint

Your **digital footprint** is the first impression you make online, and for most people, it's where they begin their research about you. Prospective clients, referrals, and even colleagues will Google your name before contacting you, so it's critical to manage what they see.



Why Your Digital Footprint Matters

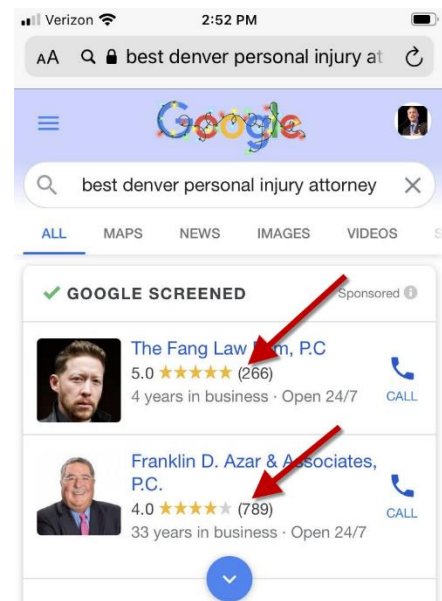
- **First Impressions:** The first 5-15 search results define how people perceive you.
- **Third-Party Validation:** Consumers often trust online reviews, attorney profiles, and awards more than the information you present on your website.
- **Risk of Negativity:** Negative reviews or complaints about you or your firm can dominate search results and can harm your reputation.



Steps to Take Control

1. Create and Complete Online Profiles

- **Claim Your Profiles:** Many legal directories like FindLaw, Super Lawyers, Law Leaders, and AVVO already have basic profiles for attorneys. Claim and optimize these profiles to ensure they rank prominently in branded search results.
- **Optimize Your Website Profiles:** Each attorney's profile on your website should be an individual, optimized webpage to maximize search visibility.



2. Generate and Manage Online Reviews

- **Encourage Positive Reviews:** Stats show that fully 83% of people check lawyer reviews as a first step in finding an attorney. That is why it is critical to develop a system for regularly soliciting reviews from satisfied clients. Timing is critical—ask for reviews immediately after a positive interaction.
- **Address Negative Reviews:** Respond promptly and professionally to resolve complaints or concerns. As addressed above, responding to negative reviews is even more critical than responding to positive

ones. The attitude you take in your verbiage is weighed by potential clients - always take responsibility where you can and if it's fraudulent or a competitor, report it to Google and respond appropriately.

- **Use Automation Tools:** Services like **Podium**, **TrustPilot**, **RevenueJump**, and **Grade.us** can simplify the process of review solicitation and monitoring.
- **Set Review Goals:** Track the number of reviews you aim to generate monthly or quarterly and monitor progress regularly.

By actively managing your digital footprint, you ensure that your online presence reflects your professionalism and fosters trust with potential referrals and clients.

Action Plan to Improve Conversion Rates

1. **Never Let Calls Go Unanswered:** Use legal contact center services or skilled intake staff to ensure every call is addressed promptly.
2. **Audit Your Client Experience:** Evaluate your office environment and client interactions regularly.
3. **Use Digital Tools:** Implement virtual consultations, e-signatures, and CRM systems to streamline client communication.
4. **Train Your Staff:** Ensure everyone handling calls or client interactions is professional, empathetic, and well-trained.
5. **Follow Up Diligently:** Contact potential clients within 5 minutes of their inquiry and follow up persistently to secure the conversion.

The Bottom Line: Conversion is the Future of Legal Marketing

In a competitive legal market, **conversion is the ultimate differentiator**. Firms that prioritize speed, client experience, and personalized service gain a significant advantage over their competitors and grow rapidly. For example, the average contact to paying client is around 7%. If a poor converting firm is currently at 5%



and improves to 10%, they can effectively double their annual revenues without increasing their marketing budgets!

By implementing best practices like faster response times, professional call handling, and adopting modern tools, your firm can increase its conversion rate, maximize marketing ROI, and grow its client base.



BUDGETING - KNOW WHAT TO SPEND ON MARKETING

How to Determine Your Law Firm's Marketing Budget for 2025

If you ask most attorneys about their annual marketing budget, many will simply grab their wallet or give you a blank stare. The reality is that most lawyers lack a defined, strategic marketing budget, leading to wide variations in spending—even among attorneys in the same practice areas and markets.

According to the Small Business Association, the average small business in the U.S. allocates around **10% of annual revenue to marketing**. However, determining your own budget involves several key factors and considerations:

Step 1: Set a Baseline Marketing Budget

- Determine your desired revenue for the next 12 months.
- Multiply that figure by **10%** to establish your baseline marketing budget.



Step 2: Adjust Your Budget Percentage Based on Your Situation

Increase your marketing budget (above 10%) if:

- You practice **personal injury law**. Case acquisition costs for PI cases have doubled since COVID, requiring most PI firms to now spend around **15%-35%** of their annual revenues on marketing to compete for new cases.
- You operate in a city with a population over **750,000**.
- You are in the early stages of building your practice.
- You aim to grow your revenue or client base by **20% or more year-over-year (YOY)**.

Decrease your marketing budget (below 10%) if:

- You focus on **transactional law**.
- You practice in a city with a population under **750,000**.
- You are in the winding-down stages of your practice.

- You do not plan to grow your firm's revenue YOY.

Summary and Recommendations

Most law firms should allocate **5%-15% of their expected revenue** to marketing, adjusting the percentage based on the factors above. For personal injury firms, expect to now spend from 15%-35% in order to compete. If you're unsure, a 10% budget is a safe starting point. Monitor your results over 12 months. This will reveal whether your marketing budget was sufficient—or if adjustments are necessary for the next year. Remember, consistent and strategic investment in marketing is essential for sustainable growth.



KNOW WHERE TO SPEND YOUR MARKETING

Marketing Budget Allocation for Attorneys: A Comprehensive Guide

Once you've established your marketing budget, the next step is determining how to allocate it effectively. For many attorneys, this can be a challenging task as the marketing landscape continues to evolve at a rapid pace, often outpacing casual understanding.

Understanding the Evolution of Marketing

To make informed decisions, it's essential to recognize the evolution of marketing, which can be summarized using three critical factors:

1. **WHERE** we consume marketing information.
2. The **WAY** we consume it.
3. The **TYPES** of content that work best for conversions.

As we see today, modern marketing trends lean heavily on **mobile devices** (the WHERE), fostering high levels of **engagement** (the WAY), and leveraging **video content** (the TYPE) as the most effective conversion tool today.



While traditional marketing channels—such as search engines, TV, and radio—still hold value, this shift demonstrates the growing importance of adapting to changing consumer behavior. This brings us to the next question: **how to allocate your marketing budget.**

The Marketing Pyramid: A Strategic Framework

To simplify marketing allocation, I recommend using a **marketing pyramid**. This framework serves several purposes:

1. **Categorization:** Helps identify the role and purpose of different marketing mediums.
2. **Measurement:** Allows you to assess current strategies and identify gaps.
3. **Proportional Spending:** Effective firms often allocate budgets proportionate to the pyramid's levels.

Here's a recommended starting point for budget allocation:

- **Visibility:** 45%
- **Branding:** 30%
- **Conversion:** 15%
- **Results:** 10%

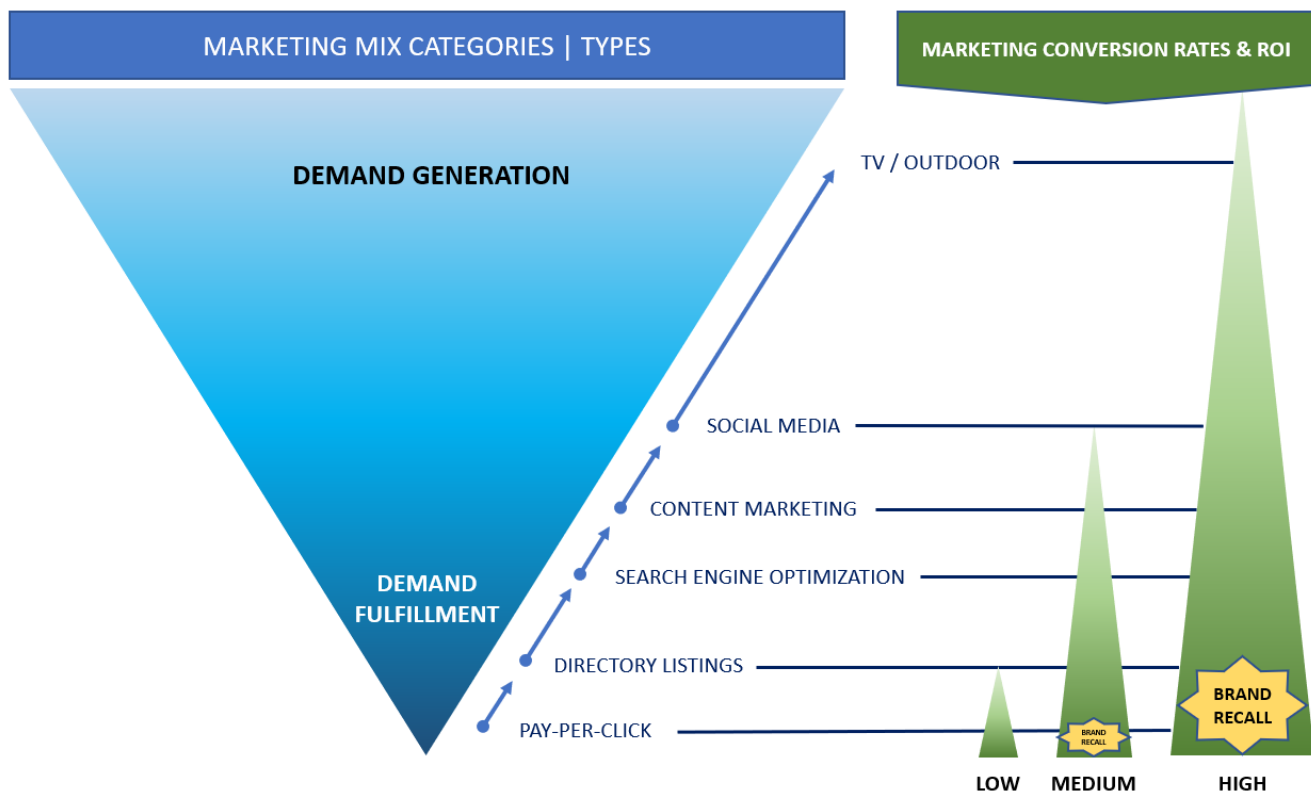


Customizing Your Allocation

The ideal budget distribution will vary depending on factors such as goals, resources, practice areas, and objectives. However, **branding** tends to be the most misunderstood and overlooked aspect of legal marketing. Branding requires consistency and time—often months or years—to achieve significant brand recall among your target audience.

When executed correctly, **brand recall** leads to:

- Higher trust levels among potential clients.
- Increased conversion rates from visibility spending.
- Improved name recognition when prospective clients seek legal help (Demand Fulfillment).



This ability to build long-term trust and recognition differentiates firms that consistently generate revenue from those that create asset value.

Leveraging Digital Branding

Historically, brand-building was exclusive to high-spending law firms that could afford TV, radio, and outdoor ads (Demand Generation). Today, cost-effective and dynamic **digital brand-building options** make these strategies accessible to firms of all sizes.

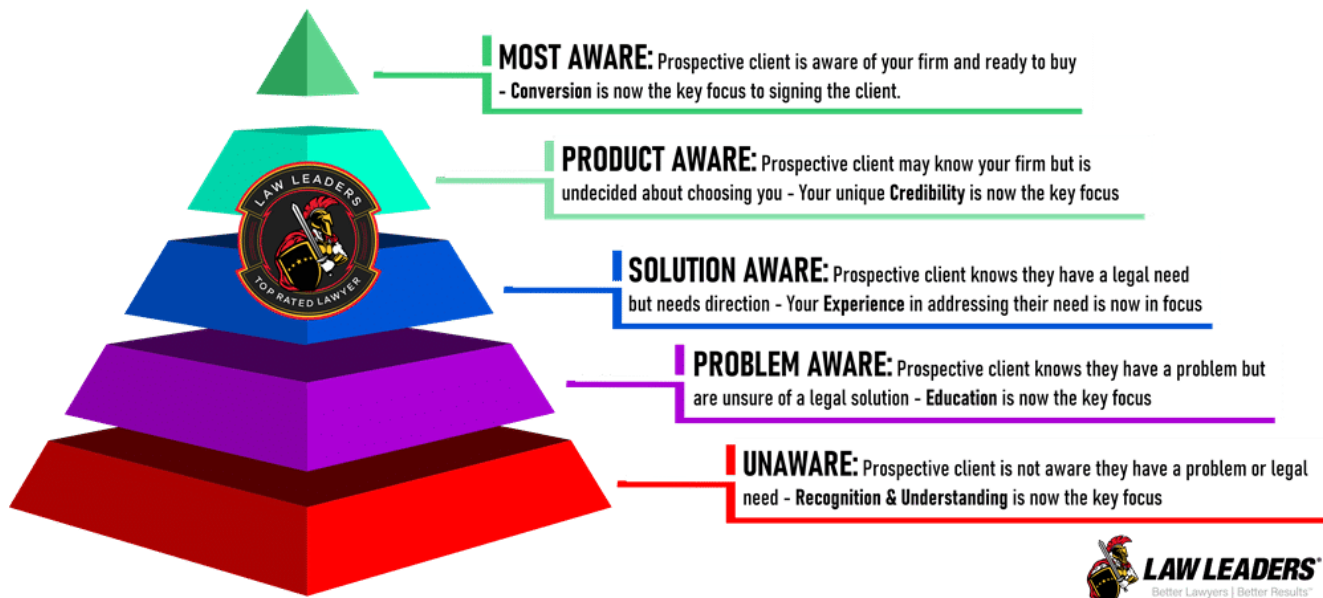
By investing in digital branding:

- Small to mid-sized firms can achieve similar results as larger competitors.

- Branding efforts can be more targeted, measurable, and cost-efficient.

Digital branding can also help build brand awareness (or brand recall) when prospective clients have a legal need. In marketing, **targeting with the right message at the right stage of brand awareness is crucial to resonate with your audience.** For attorneys, this concept is especially important, as prospective clients often need a growing level of awareness and education before they're ready to engage you for your services. Learn more about the [5 Stages of Brand Awareness here](#).

THE 5 STAGES OF LEGAL MARKETING AWARENESS



A Unified Marketing Mix

As discussed earlier, direct attribution marketing is no longer a viable strategy. A successful marketing mix integrates multiple resources working together cohesively to achieve your goals. The next step is to focus on **measuring what works** within your marketing mix. The following sections will guide you through this process, helping you identify areas for improvement and optimize your strategy.

By aligning your marketing budget with these principles, you can build a sustainable, results-driven strategy tailored to your firm's unique needs.

DEVELOP YOUR UNIQUE “WHY YOU” STORY

“There are 1.2 million attorneys in the United States... so why should I choose you?”

This is a powerful question I often use to kick off branding CLEs, prompting attorneys to reflect on how crucial this question really is. Most consumers only need an attorney a handful of times in their lives and know little to nothing about the practice or business of law—which is precisely why they need your expertise.

However, the challenge is that many attorneys still present messaging that resonates more with other attorneys than with potential clients. The best way to address this is by starting with your **story**.

The Problem with Attorney Messaging

Every day, we see attorney websites filled with generic slogans like:

- *“Fighting for you”*
- *“Justice for all”*
- *“Know your rights”*

This kind of “attorney talk” is not only cliché but can also be ineffective marketing.



Remember, **most visitors to attorney websites don’t read—they scan**. With an average time-on-site of 2 minutes or less, your main objective is to ensure they see your **“Why You” statement**, ideally positioned prominently on your homepage.

If you also use video (WHICH YOU SHOULD!) to convey this message, ensure the video is equally visible and impactful.

What Makes a Great “Why You” Story?

A compelling “Why You” story is short, direct, and focuses on your **clients**. It should include these four key elements:

1. Your Clients
2. Their Problem
3. Your Solution
4. Their Success



Notice that *you* are only a small part of the story. The focus should be on the **clients** and their journey, unlike the attorney-centric messaging that dominates many websites today.

Here's how a client-focused story connects with prospective clients, while attorney-centered messaging often turns them away.

Examples of “Why You” Stories

Here are some examples of effective “Why You” stories to inspire your own:

Example 1:

“When you or someone you love is injured in an automobile accident, your life can be completely turned upside down with overwhelming challenges. That’s why, at XYZ Law Firm, we’ve handled more automobile injury cases than any other firm in [location]. Our unique experience and proven results help clients get their lives back on track and secure the justice they deserve.”

Example 2:

“Getting a divorce is one of the most emotionally and financially challenging events in a person’s life. That’s why we created XYZ Law Firm—to use our [X] years of combined experience to guide families through this process with as little pain as possible, helping them move forward toward a happy and fulfilling life.”

Example 3:

“Being a victim of a sex crime can change your life forever. At XYZ Law Firm, we’ve spent over [X] years helping victims of sex crimes recover emotionally and financially, while also working to prevent sexual predators from harming others.”

Create Your “Why You” Story

Use the following template to create your unique “Why You” story:

- **Your Clients:**

Who are they? What situation are they in?

- **Their Problem:**

What specific challenge or pain point are they facing?

- **Your Solution:**

How do you uniquely solve their problem?

- **Their Success:**

What is the positive outcome they achieve with your help?

Sharing Your Story

Once your “Why You” story is complete, publish it **everywhere your clients can see it**. This includes:

- Your website (prominently on the homepage)
- Social media profiles
- Marketing emails
- Video content

Your story should convey:

- Who your clients are.
- The problems they face.
- What makes your approach unique.
- The results they can expect by working with you.

The more relatable and client-focused your story is, the greater the impact it will have on client conversions. A strong “Why You” story helps distinguish you from the competition and builds trust with prospective clients.



DESIGN YOUR WEBSITE FOR CONVERSION AND AI

Your Website Must Be Designed for Conversions

In today's digital landscape, your website is your virtual storefront—open 24/7. Potential clients form judgments about you and your practice within seconds of landing on your site. For many, this will be the **first and last impression** they have of your firm. A poorly designed or outdated website can cost you leads and potential clients.



A modern website isn't just about looking good—it's about **conversions**. Your website must actively guide visitors toward becoming clients.

Why Website Design Matters More Than Ever

The legal industry has shifted to a "Website 2.0+" era, with optimized experiences for both desktop and mobile devices. Past strategies based heavily and solely on long-form content designed to boost search engine rankings are no longer effective. Consumers increasingly interact with your website via **mobile devices** and often after discovering your firm through other sources.

Prior to AI, most website vendors would sell "SEO Services" based in large part on how well your website pages "rank" in the search engines. Many would track this ranking status, despite the continued push of Google-owned properties above the organic search results, to help substantiate their value and work. Now with AI, the game is changing rapidly and as we discuss further below, where and how your content will show up, especially during informational searches, will be measured less in page rank and more in aggregate content utilization by AI.

Your website now serves primarily as a **conversion platform**, helping users take the next step in contacting and hiring you. Below are the critical elements your site needs to drive conversions.

Key Conversion Elements for Your Website

1. Call-to-Action (CTA) Buttons

- **Why They Matter:** Most visitors don't know how to start working with an attorney, so you need to guide them.
- **Best Practices:**
 - Prominently display clear and colorful buttons on your homepage and throughout your site.
 - Examples:
 - “Schedule a FREE Consultation” (if consultations are free).
 - “Schedule an Appointment” (if consultations are paid).
 - These buttons should link to a **“How to Work With Us”** page that outlines a few simple steps for engaging your services, including a **dynamic calendaring tool** (e.g., Calendly, Chili Piper).
- **Website Chatbots:** Chatbots are deployed on websites to provide 24/7 question and answer responses to website visitors while on your website. These can be deployed to be managed manually, with canned responses, and with AI agents. Chatbots using AI agents can be the most productive, but you need to make sure they do not hallucinate and provide legal advice to users. One of the newest advanced AI Chatbots for law firm websites is from LegalNavigator.ai.



These approaches simplify the user experience and can significantly boost conversion rates.

2. Conversion Tracking & Analytics

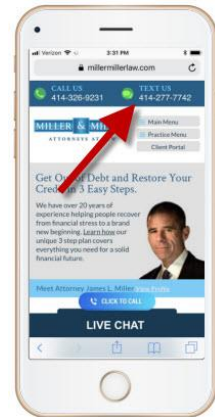
- **Install Key Tools:**
 - **Google Analytics** and **Google Search Console** for free performance tracking.
 - **Meta (Facebook) Pixel** and **Google Ads Tracking** for retargeting visitors who leave your site without converting.
- **Why It's Important:** Over 95% of website visitors leave without converting. Retargeting ads can keep your firm in front of potential clients and bring them back to your site.

3. Mobile Design Optimization

With over 60% of searches now happening on mobile devices, your website must be optimized for smaller screens. Focus on what appears **above the scroll** (what users see without scrolling):

Ask these four questions to test your mobile design:

1. **Know:** Will visitors immediately understand what you do?
2. **Contact:** Is it easy to call, text, or chat with you?
3. **Go:** Can users quickly find your location and directions?
4. **Do:** Is there a clear call-to-action to get started?



Additional Elements to Boost Conversions

1. Video Content

Most users, especially on mobile, prefer watching over reading. Use videos to highlight your services, client success stories, and “Why You” message. Ensure videos are easy to find and located above the scroll.

2. Call Tracking

Track phone calls using services like **CallRail** to analyze:

- Who is calling.
- How the calls are handled.
- Where the calls are coming from.

With phone calls accounting for 74% of client contacts, call tracking is essential for optimizing your marketing efforts.

3. “Why You” Story

Your website should clearly convey what makes you unique. Create a “Why You” story that emphasizes:

- Your clients.
- Their problems.
- Your solutions.
- Their success.

Prominently display this story on your homepage to build trust and distinguish yourself from competitors. See the section on “Develop Your “Why You” Story to learn more.

4. Mobile Texting

With 89% of consumers preferring text communication, include a “Text Us” button on your site.

5. Credibility & Citations

Establish trust by showcasing awards, certifications, and recognitions prominently on your homepage. Examples include:

- Super Lawyers
- Law Leaders
- Best Lawyers
- National Trial Lawyers
- Better Business Bureau



6. Schema Markup for Better AI and Search Results

In the age of AI-driven search, **schema markup** is a must for your website. Schema markup is structured data added to your website’s code to help search engines understand your content better.

- **Why It Matters:**
 - Boosts your visibility in AI-powered search engines and voice searches (like ChatGPT or Siri).
 - Improves search result rankings by enhancing **rich snippets** (e.g., FAQs, reviews, and contact information).
- **Key Schema Types for Attorneys:**
 - **LocalBusiness Schema:** Highlight your practice’s name, address, phone number, and hours.
 - **Attorney Schema:** Showcase awards, areas of expertise, and reviews.
 - **FAQ Schema:** Format common questions and answers to appear in search results directly.

Consult your web developer or use tools like **Google’s Structured Data Markup Helper** to integrate schema into your website.

Final Thoughts

Your website is one of the most critical tools for attracting and converting clients. Regular updates and optimizations are essential for staying competitive.

Key Takeaways:

1. Prioritize clear CTAs and a conversion-focused design.
2. Use analytics and tracking to measure performance and retarget potential clients.
3. Optimize for mobile and use tools like schema markup to enhance search visibility.
4. Incorporate elements like video, texting, and strong citations to improve user engagement and trust.

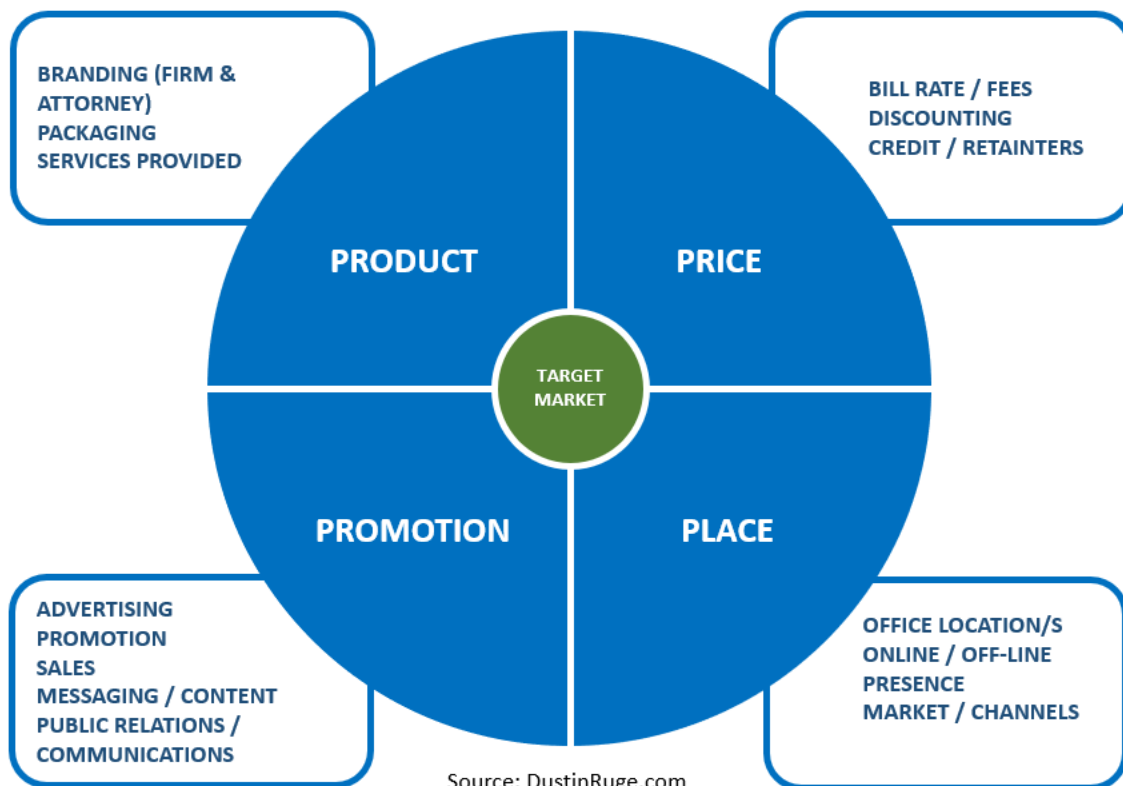
Remember, the average law firm website starts to decline in performance after **2.5 years**. Regular updates—especially integrating new technologies like schema markup and AI optimizations—are essential to maintaining a strong online presence. Your website isn't just a tool; it's a critical driver of your business's growth and success. Don't neglect it.



MANAGE YOUR ENTIRE MARKETING MIX

Understanding the difference between **advertising** and **marketing** is key to creating a successful marketing strategy for your law firm. While advertising is just one piece of the puzzle, the **marketing mix** involves four key areas: **Product**, **Price**, **Place**, and **Promotion**. Successful law firms manage and optimize all these areas strategically. Below is an overview of each area and actionable steps to maximize its impact.

THE 4 P'S OF LAWYER MARKETING



1. Product: Your Brand and Services

Your firm's **brand** and the way you present your **services** are critical to differentiation and client trust.

Key Focus Areas

- **Branding Investments:** Continuously invest in your firm's brand to ensure potential clients can easily **differentiate, know, like, and trust** your attorneys and services.
- **Value Presentation:** Showcase your services in a way that communicates a **greater perceived value** compared to competitors.

Checklist

- Ongoing investments in branding and positioning.
- Clear communication of value that resonates with client needs.

2. Price: Maximizing Revenue and Time Management

Pricing strategies are essential for both transactional and contingency attorneys to manage time effectively and maximize revenue. Time is the most valuable resource for any attorney, making it critical to align pricing with income goals.

For Transactional Attorneys

- **Increase Bill Rates:** Develop a strategy to raise your rates annually while reducing accounts receivables and bad debt.
- **Selective Intake:** Improve client flow so you can confidently say "NO" to lower-quality clients or cases.

For Contingency Attorneys

- **Maximize Hourly Value:** Focus on accepting better cases and referring out inferior cases for referral splits (where permissible).
- **Set Income Goals:** Calculate your desired income per hour. Example:
 - If your goal is \$750K annually, divide it by 2,000 working hours = **\$375/hour** value of your time.
 - Adjust based on realistic billable hours (e.g., if 65% of your time is billable, adjust the formula accordingly).

Checklist

- ☑ Strategy to increase rates while managing client quality.
- ☑ Income goals tied to billable hours and adjusted for expenses.
- ☑ Regular review of pricing relative to competitors.

3. Place: The Importance of Location

Both **physical office locations** and your **online presence** are critical to creating the best first impression and maximizing conversions.

Physical Location

- **Proximity to Clients:** Locate your office in the heart of where your most desirable clients live or work. Most clients won't travel more than **16 minutes** to reach an attorney.
- **Professional Environment:** Ensure your office presents a more professional and welcoming experience compared to competing firms.



Online Presence

- **Impressive First Impressions:** Your website and digital presence should be unique and clearly communicate your firm's strengths. Avoid generic templates that fail to differentiate your firm.

Checklist

- ☑ Office location near target clients, within a 16-minute service radius.
- ☑ Professional, welcoming office environment.
- ☑ Online presence optimized for differentiation and a strong first impression.

4. Promotion: Advertising and Client Outreach

Promotion is where your **advertising efforts** come into play. A strong promotional strategy ensures your firm is visible to the right audience at the right time.

Key Focus Areas

- **Budget Allocation:** Spend at least **10% of your desired annual revenue** on promotional activities.
- **Performance Tracking:** Implement systems to measure your marketing ROI and identify what works and what doesn't.
- **24/7 Conversion System:** Use tools like automated intake systems, chatbots, and legal-specific contact centers to ensure no lead is missed.

Checklist

- Optimal advertising mix tailored to your budget and goals.
 - Regular testing to identify the most effective strategies.
 - Marketing measurement tools to track ROI and trends.
 - Conversion systems to ensure rapid and effective lead handling.
-

Managing the Marketing Mix as a Whole

Here's how to bring all four areas together for maximum impact:

1. **Integrate Your Efforts:** Ensure that your brand (Product) aligns with your pricing strategy (Price), office location and online presence (Place), and advertising (Promotion).
 2. **Monitor and Adapt:** Regularly review each area of the marketing mix to identify gaps and areas for improvement.
 3. **Use Data to Drive Decisions:** Track metrics like lead response time, conversion rates, and ROI for advertising spend to continually refine your strategy.
-

Final Thoughts



A successful legal marketing strategy involves much more than just advertising—it requires balancing all four components of the marketing mix: **Product**, **Price**, **Place**, and **Promotion**. By systematically addressing these areas, your firm can:

- Stand out from competitors.
- Increase revenue by maximizing time and pricing strategies.
- Improve client conversions with better locations and faster response times.
- Optimize promotional spend to achieve the highest ROI.

Invest in a cohesive, data-driven approach to your marketing mix, and you'll position your firm for long-term success.



EMBRACE ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is reshaping industries, and legal marketing is no exception. While many people are familiar with the term "AI," there remains confusion about what it is and how it impacts businesses. In the legal field, AI has begun to revolutionize marketing strategies by streamlining processes, improving efficiency, and driving better results.

We all know that sweeping impacts are coming to all areas of law including: document review, discovery, research, contract mgmt., litigation support, marketing, compliance, marketing and much more. But we are seeing more immediately is the impact it is having how legal wages.

According to recent forrester research, around 80% of jobs in legal could be reshaped by AI while 44% of legal tasks could be automated by AI technology according to Goldman Sachs. This is not entirely new news. What is new news is what we are now seeing in the labor markets.

According to PwC's 2024 AI Job Barometer report on "How will AI affect jobs, skills, wages, and productivity," **Lawyers with AI skills can now gain a 49% increase in wage premiums over non-AI skilled attorneys.** Why is the happening? Because the pace of AI innovation is antithetical to the historic low rate of technology adoption in legal and demand for attorneys with these skills clearly is outpacing supply. [Read More Here...](#)



Wage premium for job vacancies which require AI skills by country

Occupation	Country AI Wage Premium				
	USA	UK	Canada	Australia	Singapore
Database Designers and Administrators	+53%	+58%	+8%	+14%	+35%
Lawyers	+49%	+27%	-	-	-5%
Sales and Marketing Managers	+43%	+14%	+3%	+7%	+3%
Financial Analysts	+33%	+32%	-	-	+11%
Applications Programmers	+32%	+24%	-	+7%	+34%
Systems Analysts	+30%	+34%	+15%	+7%	+28%
Accountants	+18%	+5%	+17%	-	+4%
Average wage premium across all jobs	+25%	+14%	+11%	+6%	+7%

Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (4-digit level). 2023 data. These findings do not demonstrate a causal relationship. These estimates are calculated by comparing the average salaries of AI job postings to those of non-AI postings for the same occupations. Two filters are applied to ensure (1) the count of AI job postings and (2) the ratio of AI jobs:non-AI jobs being compared is above a certain threshold. The analysis provided represents five of the 15 countries: UK, USA, Singapore, Canada and Australia. The remainder of the countries have been omitted from this analysis as the data was less extensive: New Zealand, Italy, France, Germany, Spain, Belgium, Netherlands, Denmark, Norway and Sweden.

This guide explores the growing role of AI in legal marketing, with actionable insights on how law firms can leverage AI technologies in content creation, SEO, video production, and more.

Key Areas of AI Impact in Legal Marketing

1. Content Creation

AI has dramatically transformed content creation for law firms, enabling the rapid generation of high-quality marketing materials.

The Traditional Problem

Historically, creating content for websites, blogs, or ads was time-intensive, often requiring weeks of effort from attorneys or marketing teams.

AI-Powered Solution

AI tools like **ChatGPT**, **Copy.ai**, and **Jasper.ai** can generate thousands of words of structured, targeted content in seconds. For example, you can prompt an AI tool with:

"Write a 2000-word webpage about eminent domain law, explaining why clients should contact XYZ Law Firm for assistance."

These tools make it easy to create marketing content tailored to your practice areas, saving time and resources.

Important Note

AI-generated content must be reviewed and edited by an attorney or content editor prior to publishing and use to help ensure:

- Legal accuracy.
 - Proper formatting and tone for marketing purposes.
 - Compliance with ethical standards.
-

2. Content Optimization & SEO

AI goes beyond generating content—it enhances it for better performance in search engine rankings.

How AI Enhances SEO

- **Keyword Discovery:** AI tools identify the keywords and phrases your target audience searches for.
- **Competitor Analysis:** Platforms like **Surfer SEO**, **Frase.io**, and **PageOptimizerPro** analyze competitors' content and offer insights on how to outperform them.
- **Content Structuring:** AI optimizes content for voice and mobile searches, which are often phrased as questions (e.g., *"How long do I have to file a workers' compensation claim?"*).

Schema Markup and FAQ Integration



AI tools help you implement schema markup, improving how search engines interpret your content. Including FAQs enhances your chances of appearing in **featured snippets** and voice search results.

Tools to Consider

- **Jasper.ai**: Generates SEO-optimized content with integrated keywords.
 - **Scalenut**: Combines research, content creation, and SEO in one platform.
 - **Performance Max (Google Ads)**: Uses AI to dynamically manage and optimize Google Ads campaigns for better results.
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3. Video Content Creation

Video content is now the most preferred medium for consumers, especially on mobile devices. However, many law firms struggle to produce video content due to time, cost, and technical challenges.

How AI Simplifies Video Production

AI tools allow you to quickly create professional-looking videos, complete with avatars, dynamic graphics, and multilingual voiceovers. You simply type the script, and the AI generates a polished video in minutes.

Common AI Video Tools

- **Synthesia** and **HeyGen**: Create videos with avatars that can speak in multiple languages.
- **Waymark** and **InVideo**: Produce professional videos with dynamic graphics and animations.

AI-powered video creation reduces the need for costly production teams, enabling firms to produce engaging content at scale.

Why Law Firms Should Adopt AI in Marketing

1. Efficiency and Speed



AI eliminates bottlenecks in content creation, optimization, and video production, allowing firms to market faster and more effectively.

2. Cost-Effectiveness

By automating complex tasks, AI reduces the reliance on expensive resources, saving time and money.

3. Competitive Advantage

Law firms that adopt AI can produce better content, rank higher in search results, and engage clients through modern, dynamic formats like video. This positions them ahead of competitors relying on traditional marketing methods.

Getting Started with AI in Legal Marketing

1. **Experiment with AI Tools:** Start with platforms like **ChatGPT** for content creation, **Surfer SEO** for optimization, and **InVideo** for video production.
 2. **Review and Edit Thoroughly:** Ensure all AI-generated content is accurate, ethical, and tailored to your audience.
 3. **Incorporate Schema Markup:** Use AI tools to add schema to your content, improving your visibility in search engines.
 4. **Measure and Optimize:** Continuously track the performance of AI-driven campaigns and refine your strategies.
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Conclusion

Artificial Intelligence is no longer a futuristic concept—it's a powerful tool that can revolutionize legal marketing. From content creation to SEO and video production, AI enables law firms to connect with clients more effectively, save time, and outpace competitors. By embracing AI and integrating it into your marketing strategy, your firm can achieve measurable success in today's digital-first landscape.

Start leveraging AI today and unlock your firm's full marketing potential.



BUILDING A STRONG AND AWARE REFERRAL BASE

For attorneys, a robust and active referral base is one of the most valuable assets for sustaining and growing a practice. Referrals often come from trusted sources—former clients, current clients, or fellow attorneys—and are more likely to result in qualified, high-value cases that convert better. Building and nurturing this network requires a deliberate strategy, but the rewards in terms of repeat business and trust-based growth are unparalleled.

Why a Strong Referral Base Matters

1. **High-Quality Leads:** Referrals are often pre-qualified, meaning the referring party has already vetted you as a trusted professional and typically convert at a much higher rate.
 2. **Cost-Effective Growth:** Acquiring new clients through referrals is significantly less expensive than traditional marketing methods.
 3. **Stronger Retention Rates:** Referred clients tend to be more loyal, as they arrive with a baseline level of trust in your services.
 4. **Reputation Building:** A strong referral base reinforces your standing as a respected and capable attorney in your community and among peers.
-

Major Strategies for Building Your Referral Base

1. Network with Other Attorneys

Building relationships with fellow attorneys can open doors for reciprocal referrals. Many lawyers focus on specific practice areas and often need to refer clients whose needs fall outside their expertise.

Key Tactics:

- Attend legal conferences, CLE events, and bar association meetings to connect with peers.

- Offer to share referrals for cases that are outside your niche or geographic area.
- Stay in touch with former colleagues and law school classmates who might be practicing in complementary areas of law.
- Utilize peer-based attorney membership organizations like Law Leaders where quality and commonalities are shared, and members tend to reciprocate their referrals.

2. Use Online Attorney Referral Services

Modern attorney referral platforms have made it easier than ever to build a referral network. Services like **Overture.law** and **AttorneyShare.com** connect attorneys with others in the legal community who are looking to refer or share cases.

Why These Platforms Matter:

- **Expanded Reach:** They allow you to connect with attorneys outside your immediate network, including those in other cities or states.
- **Streamlined Referrals:** These services facilitate case-sharing agreements and ensure proper tracking of referrals.
- **Efficiency:** Attorneys can easily match cases to the right colleagues, ensuring clients receive the best legal representation while preserving professional relationships.

Getting Started:

- Sign up for platforms like **AttorneyShare.com** and **Overture.law**. These platforms are free to join and typically only charge you a fee when a successful referral is made as either a flat transaction fee (AttorneyShare) or as a fee split (Overture).
- Build a complete profile that highlights your areas of expertise, experience, and willingness to accept referred cases.
- Engage with the community to create trust and mutual referral opportunities.

3. Leverage E-Newsletters to Stay Top of Mind

E-newsletters are one of the most effective tools for maintaining relationships with your referral network. They keep you visible and relevant to your clients, former clients, and professional connections.

Why E-Newsletters Work:

- **Consistent Visibility:** Sending a monthly e-newsletter ensures your contacts remember you when they need to refer someone.
- **Ease of Use:** Creating and distributing e-newsletters is faster and less expensive than traditional print newsletters.
- **Measurable Impact:** Tools like **MailChimp** and **HubSpot** provide analytics to track open rates and engagement.

How to Create Effective E-Newsletters:

- **Content Focus:** Repurpose existing blog posts or videos about legal topics to provide value without creating new content from scratch.
- **Consistency:** Send newsletters on a regular schedule, such as the first Thursday of every month.
- **Audience Growth:** Actively collect email addresses from clients, former clients, and professional contacts.
 - Use tools like MailChimp or HubSpot to create sign-up forms on your website.
- **Timing:** The best times to send emails are mid-week (Tuesday or Wednesday) at 10 a.m. local time, ensuring higher open rates.

Additional Tips:

- Include a call-to-action (CTA) encouraging recipients to refer friends, family, or colleagues who might need legal services.
- Showcase your expertise by sharing client success stories, new certifications, or legal updates relevant to your practice.

Measuring and Improving Referral Efforts



1. **Track Referral Sources:** Use a CRM system or a simple spreadsheet to document who is referring clients and the value of those referrals.
 2. **Engage Top Referrers:** Send personalized thank-you notes or small gifts to express your appreciation for their referrals.
 3. **Refine Your Approach:** Analyze your e-newsletter metrics (e.g., open rates and click-through rates) to identify what content resonates most with your audience and adjust accordingly.
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4. Over Communicate with Your Clients

Another great way to build a strong referral base with your current and former clients is to exceed their expectations and over-communicate with them. The #1 complaint bar associations receive each year against attorneys is a lack of communication so make this work to your advantage. Newer technologies like **CaseStatus.com** can automate this process by helping facilitate real-time communications from your case management system to your clients through the case Status App that they can easily download and use. And they have built in the tracking of client satisfaction directly into the system: asking this key question and presenting you with the reports so you can manage client relationships (and staff to deliver the best experience.) Not only can this help lead to future referrals but increased client reviews and testimonials as well.

Final Thoughts

Building a strong referral base is a long-term investment that pays dividends in trust, reputation, and high-quality leads. By actively networking with other attorneys, leveraging online referral services like AttorneyShare.com and Overture.law, and maintaining consistent communication through e-newsletters and CaseConnect.com, you can create a sustainable pipeline of referrals.

In an industry where relationships are everything, staying connected and top-of-mind ensures that you remain the go-to attorney when your network encounters a case that fits your expertise. Start today by implementing these strategies and watching your referral base—and your practice—thrive.



KNOW YOUR NUMBERS

There is an old saying in business that “you cannot manage what you cannot measure” - and your law firm business is no different. There are a number of Key Performance Indicators (KPI's) you need to track when it comes to your marketing and here are a few that I suggest starting with so at a minimum, you can help keep your eye on the ball moving forward...

OVERALL BUSINESS MARKETING NUMBERS

Key numbers to track every month and to compare as a trend from month-to-month...

- **TOTAL MARKETING COSTS:** How much money did you spend in total on your marketing?
- **TOTAL # OF LEADS GENERATED:** How many total leads were generated from all of your marketing efforts?
- **AVERAGE LEAD VALUE GENERATED:** What is the average total case value of the leads produced? Because many cases can take time to resolve, you will likely need to use an estimate here for each.
- **AVERAGE NEW CLIENT ACQUISITION COSTS (CAC):** You can calculate your CAC by dividing your total marketing costs by the total number of new clients generated from your marketing efforts. Ideally, the value of your clients should be at least 3 times higher (3:1) than the cost to acquire them. Anything less (2:1-1:1) may indicate that your costs are too high and anything higher (5:1+) and you will want to consider increasing your spending if you want more business.
- **TOTAL MARKETING RETURN-ON-INVESTMENT (ROI):** This is simply your overall projected net return (projected net income) from your marketing efforts by dividing your total income generated from your marketing by your total marketing costs. Much like your CAC's, you want to achieve an overall ROI of at least 300%: anything less (below 300%) may indicate your costs are too high and anything higher (above 300%) and you will want to consider increasing your spending if you want more business.

WEBSITE NUMBERS

- **PAGE LOAD SPEED:** How quickly do your webpage/s load on PC and mobile devices? You want to keep this number under 5 seconds and ideally around 3 seconds if possible. This is especially important for mobile and voice-based searches. Check yours: <https://testmysite.thinkwithgoogle.com/>
- **BOUNCE RATE:** These are people who visit (only one page) and immediately back out or close their browser. This is like somebody walking in your door, quickly looking around and then leaving (single page sessions). Average legal industry bounce rates are around 61%. *GOOGLE ANALYTICS > HOME > BOUNCE RATE*
- **AVERAGE TIME-ON-SITE (SESSION DURATION):** This is the average session duration for visitors on your website. This is an indication of the quality of the content on your website - the longer the sessions, the better the content. *GOOGLE ANALYTICS > HOME > SESSION DURATION*
- **TOP EXIT PAGES:** These are the pages people leave from the most after visiting more than one page on your website. These pages should contain your maximum conversion elements including prominent call-to-actions and videos. *GOOGLE ANALYTICS > BEHAVIOR > SITE CONTENT > EXIT PAGES*
- **TOP PERFORMING PAGES:** This indicates which pages are most important to the visitors on your website. These pages should contain your maximum conversion elements including prominent call-to-actions and videos. *GOOGLE ANALYTICS > BEHAVIOR > ALL PAGES*
- **UNIQUE VISITORS:** Total number of people who visit, regardless of the number of times they visit. *GOOGLE ANALYTICS > AUDIENCE > OVERVIEW*

- **AVERAGE PAGES-PER-VISIT:** This shows the average of how many pages a user will visit during a session on your website. This will help determine the quality of your site and its navigation value to your visitors. *GOOGLE ANALYTICS > AUDIENCE > OVERVIEW > PAGES / SESSION*
- **REFERRALS BY SOURCE:** This tells you where your visitors are coming from. This will help you better monitor your traffic and ad spending performance by source. *GOOGLE ANALYTICS > ACQUISITION > ALL TRAFFIC > REFERRALS*
- **CONVERSION RATE/S:** This is the % of people who achieved a goal (call, contact form, purchase, download, visit certain pages, etc.) on your site. *GOOGLE ANALYTICS > CONVERSIONS > GOALS > OVERVIEW*
- **NEW VERSUS RETURNING VISITORS:** Total number and percentages of people who are first-time visitors to your site versus returning visitors from previous sessions. Ideally you want at least 25% returning visitors which can be achieved through retargeting ads of existing traffic *GOOGLE ANALYTICS > AUDIENCE > BEHAVIOR > NEW VS RETURNING*
- **DEVICE CATEGORY:** This will show you the numbers and percentages of users, acquisitions, behaviors, and conversions by device type (i.e. mobile, PC, etc.) It is important to compare these results by device to look for areas of improvement. *GOOGLE ANALYTICS > AUDIENCE > MOBILE > OVERVIEW*
- **AUDIENCE DEMOGRAPHICS:** This will help show you where visitors are coming from (Geo), their age, gender, device types, language, etc. - all of which can help you better understand who your audience is online and how better to message and market to them. *GOOGLE ANALYTICS > AUDIENCE > ...*

AD LANDING PAGES

As previously discussed, if you plan on running any digital advertising for your firm, you can now designate exactly which page these ads should be sending traffic to - which should be dedicated landing pages. PPC landing pages and SEO pages should be separate pages. SEO pages are more concerned with getting people to your site, whereas PPC pages already have the people coming to the site. The only purpose of a PPC landing page is to convert - to get the potential client to contact you so you can help them with their legal need(s).” And here are the key measurements you should be tracking on them at least once a month...

- **TOTAL NUMBER OF VISITORS:** This tells you how many total users were sent to these pages from your advertising source/s. *GOOGLE ANALYTICS > BEHAVIOR > SITE CONTENT > LANDING PAGES*
- **TOTAL NUMBER OF LEADS GENERATED:** This tells you how many total leads were generated from these landing pages. Make sure to include ALL contacts including: submit forms, calls, and texts.
- **CONVERSION RATES:** Divide the total number of leads produced by the total number of visitors to obtain this percentage and track it over time. The higher this number, the better the performance of your pages and/or ads.
- **TRAFFIC SOURCES:** This tells you which ads your visitors are coming from. This will help you better monitor your ad spending and performance. *GOOGLE ANALYTICS > ACQUISITION > ALL TRAFFIC > REFERRALS*

PAID SEARCH ADS (PPC & LSA) NUMBERS

- **TOTAL # OF LEADS GENERATED:** This tells you how many total leads were produced from your ads. If you are using landing pages, you can easily track this data back to your campaign/s from these pages.
- **REVENUE PER NEW CLIENT:** This is the total revenue you expect from each new client generated for your firm. It is important to know from previously generated clients or estimated case values how much each new client will generate in net revenue for your firm.
- **CLICK-THROUGH-RATE (CTR):** This shows you the total number of people who clicked on your ad after seeing it and is calculated by dividing your total number of clicks by the total number of impressions. In legal, the average CTR is around **4-5%**. This will help you determine how effective your ads are and if you are reaching the right audience. The higher this number the higher the quality score of your ads.



- **COST-PER-ACQUISITION (CPA):** Calculated by dividing your total campaign costs by the total number of new clients acquired from the campaign. Ideally, the value of your clients should be at least 3 times higher (**3:1**) than the cost to acquire them. Anything less (2:1-1:1) may indicate your costs are too high and your campaign needs refinement and anything higher (5:1+) and you will want to consider increasing your campaign spending if you want more leads. Keep in mind that the higher the spend amount, the more each click could cost, so watch your CPC after increasing spend.
- **COST-PER-CLICK (CPC):** This shows you the average cost you pay to generate a new click on your ads. Although this cost is important to track, it is only relative to the Cost-Per-Acquisition (above) when judging the success of your campaigns. For example, A CPC of \$150 may seem high but at an overall CPA of 10:1, it is performing better than a campaign with a CPC of only \$3 with an overall CPA of only 2:1. The higher the number, the better your ad is performing both in terms of keyword accuracy and the ad's messaging to your audience. Your landing page should then focus on converting that person for the service you advertised in the ad
- **YOUR CONVERSION RATES:** There are a number of conversion rates you can track but your overall campaign conversion rate is calculated by dividing your total number of new clients/cases you sign up by the total number of clicks received and multiply it by 100%. **In legal, this number averages around 6-7%.** You can also look at additional conversion rates such as the average click-to-lead conversion rate which is around 4-5% and the lead to new client/case conversion rate which is around 20% - depending on a number of factors.
- **OVERALL CAMPAIGN ROI:** This will tell you what kind of return-on-investment you are achieving from your campaign/s and is calculated by dividing your overall marketing revenue by your overall campaign spend and multiply it by 100%. Much like your CPA's, you want to achieve an overall ROI of at least 300%: anything less (below 300%) may indicate your costs are too high and your campaign needs refinement and anything higher (above 300%) and you will want to consider increasing your campaign spending if you want more leads.

SOCIAL MEDIA ADS NUMBERS

As previously discussed, social media ads can serve multiple purposes and should not be compared based on performance directly to the short-term performance of other direct-response and demand fulfillment ads like paid search PPC and directory. Social ads are more geared towards demand generation and delayed conversions and therefore tend to have differing measurements of success:

- **LINK CLICKS:** One of the primary goals of social media ads is to drive traffic back to your ad landing pages so by tracking the total number of clicks, you will get a good idea how well your ad is performing in driving new traffic. Ads with relatively low click rates should be modified or replaced.
- **CLICK-THROUGH-RATE (CTR):** This shows you the total number of people who clicked on your social ad after seeing it and is calculated by dividing your total number of clicks by the total number of impressions. The average social media CTR in the legal industry is around **1.6%**. This will help you determine how effective your ads are and if you are reaching the right audience. Normally a CTR of less than 1% is not good and over 2.5% is very good.
- **IMPRESSIONS:** Due to the demand-creation nature of social ads, you typically want to achieve higher levels of impressions for your campaigns. Facebook will commonly price your ads based on a Cost-Per-Click or Cost-Per-Impression basis which is measured in blocks of 1000 commonly referred to as CPM's. This CPM cost is something you want to monitor over time - the lower the CPM cost the better.
- **REACH:** Reach is simply the total number of people who will see your ads in social media. Reach can be refined both geographically and demographically for your campaign so I always suggest starting with your ideal clients in your immediate service radius and building outward as you want to extend your reach.
- **FREQUENCY:** Frequency is the total number of times on average your audience has viewed your ad/s. Frequency is calculated by dividing the total number of impressions by the total number of people who have seen your ad/s. Since you are creating demand generation with your ads, you want people to see them more than once but not too much to where your Cost-Per-Acquisition becomes too high. I recommend that a reach in the range of **3-6X is ideal** for most campaigns.



- **AD RELEVANCE SCORE/S (FROM 1-10):** Much like Google's quality score, Facebook will assign a "Relevance Score" to each of your ads with 1 being the worst and **10 being the best** - the better your score, the better your ad. Ads receiving poor relevance scores will typically have to pay more in ad costs to keep the ads active compared to ads with higher relevance scores.
- **AD ENGAGEMENT LEVELS:** Since your ads are running on social, people will interact with them measured in Post Reactions, Post Comments, and Post Shares. The higher the levels of each, the better your ad is performing. If you are running video ads, you can also track your Video Engagement by seeing how many people watched your videos based on time viewed. The more people who watch your videos for more than 3 seconds or longer the better.
- **VIDEO AVERAGE WATCH TIME:** If you are running video ads in Facebook, you will want to keep an eye on the total average length of videos viewed for all viewers - measured in the "Video Average Watch Time." The higher this number the better. If it is trending down, your ad may become stale and need replacing with new content.

E-NEWSLETTER NUMBERS

- **SIZE OF YOUR SUBSCRIBER LIST:** You want to consistently keep your subscriber list growing over time - the more the better. That is why it is a good idea to check the total number of current subscribers each month and if your list is not growing, make sure you and your staff revisit your process of soliciting and/or adding new subscribers to your e-newsletter system. [MAILCHIMP.COM > LISTS > SUBSCRIBERS](#)
- **E-NEWSLETTER OPEN RATES:** Open rates tell you how many people who received your email actually opened it. Note: recipients who receive plain-text only emails and/or don't have their images option turned on in their email management systems will not be counted as an open. The average open-rate for legal is around **18.70%**. In systems like MailChimp, you can even sort how many times each recipient opened their emails as well - which is a good indication of their interest level in your e-newsletter. [MAILCHIMP.COM > REPORTS > CAMPAIGNS > VIEW REPORT > ACTIVITY > OPENED](#)
- **E-NEWSLETTER CLICK-THROUGH RATES:** Click-through rates tell you how many people who received your email actually clicked one or more of more links in it. The average click-rate for legal is around **1.8%**. [MAILCHIMP.COM > REPORTS > CAMPAIGNS > VIEW REPORT > ACTIVITY > CLICKED](#)



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