



MARKETING GUIDE FOR LAWYERS

THE TOP 11

MARKETING STRATEGIES TO HELP

GROW YOUR LAW FIRM



2024

By Dustin Ruge



Law Leaders

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WHY MOST ATTORNEYS STRUGGLE WITH MARKETING

Consider the following:

- Attorney marketing is rapidly evolving - especially in 2023.
- Consumer behaviors and expectations are rapidly changing.
- How and where potential clients discover you is evolving.
- Artificial Intelligence (AI) is impacting ALL areas of law.
- And how potential clients evaluate and prefer to contact you is changing as well.

So how has your marketing evolved to meet these new changes?

2023 was a watershed year for attorney marketing, especially following the release of ChatGPT in October 2022 which introduced everybody to our first evolution of Artificial General Intelligence (AGI) through Generative AI. Experts now predict that AI will have the largest impact in the legal industry - and legal marketing is no exception.

These major marketing changes we will face in 2024 and forward can be summarized in four key areas:

- 1.) Digital branding and conversion will continue to be more important than ever for attorneys to complete and win new clients and cases online.
- 2.) Content generation and creation has taken a quantum leap in 2023 leading to new but increasing complex content strategies, tools, and processes with the fragmented advancement of AI.
- 3.) Challenges in diminishing market differentiation along with new model rule changes in states like Utah and Arizona that mean what may have worked with you in the past will likely not get you to the same results moving forward.
- 4.) Major demand fulfillment engines like Google continue to add more paid-visibility tools and services that continue to mitigate the impacts of organic content strategies on the web and especially on mobile.

Over the course of the last decade, I have been working with thousands of law firms, both small and large from New York to Hawaii and have seen a lot of change - which is the only constant in marketing. As a result of my experiences,



I am asked to frequently speak at bar associations across the nation, have [published four books](#) on matters dealing with sales and marketing, and one of the questions I continue to receive from many attorneys is...

What are the best ways I can improve my law firm's marketing today?

In answer to this question, I have created this guide to help attorneys across all practice areas and markets easily understand what the best current strategies are they can start using today to help generate and convert more clients and cases than ever before. So, enjoy and here is to your greater success!

Sincerely,

Dustin W. Ruge
President - Law Leaders®

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1

YOUR WEBSITE MUST BE DESIGNED FOR CONVERSIONS

Websites are now the virtual storefront to your practice - open 24/7. Judgements are made within seconds about you and your practice the minute somebody visits your website and more often than not, this will be the first and LAST impression you will ever be able to make with a potential client.

Most attorneys have now evolved into website 2.0+ which means a virtual and optimized website presence for both PC and mobile devices. As a result, the days of loading a website with pages of endless content to achieve the highest ranks and results in search is now giving way to small smart-phone screen interfaces where consumers increasingly cannot and will not read endless pages of written content. Instead, they are now coming to your website from many different sources - increasingly AFTER the initial discovery of you and firm has already taken place. This is why your website must be highly focused on conversions and now serve as a “conversion platform.”

CONVERSION ELEMENTS YOU NOW NEED ON YOUR WEBSITE:

CALL TO ACTION BUTTONS

Attorney websites now need clear and concise call-to-action buttons prominently and throughout your website - especially when it comes to mobile. Most consumers do not regularly work with attorneys and therefore need to be told how to start working with you. I know this might sound odd but consumers need to be easily told and intuitively shown what to do in order to work with you and simply having your phone number and a submit form on your website should not be confused with having a clear call-to-action. Most attorneys setup appointments or initial consultations with their clients and that should be your goal on your website...period! If you offer FREE consultations, then you need to place buttons prominently on your home page and throughout your website with a colorful button (ideally red) that stands out saying “**Schedule a FREE**



Consultation.” If you desire paid appointments, your button should read **“Schedule an Appointment.”** These buttons should then link to a **“How To Work With Us”** page that contains only a few simple and easy steps in contacting and working with you including a dynamic calendaring link (to your CRM, Calendy, Chili Piper, etc.) that allows users to easily schedule time with you or your firm without delay - which should be included in your email signatures as well. This simple change alone has led to dramatic increases on websites by doing nothing more than providing your clients with easy instructions of how to get started working with you.

CONVERSION AND TRACKING

No attorney should have a website without knowing how to measure and track the performance of their website. One of the best website analytics tracking tools is still Google Analytics and Google Search

Console and is provided for FREE and should be installed on your website. Once installed, you will want to become familiar enough with the system to look at your key performance indicators (KPI's) which I have listed later in this guide.

In addition to installing these measurement tools on your site, you should also install a user tracking code provided by both Meta (Facebook) and Google on your site as well. Why? Because over 95% of your initial website visitors will leave your website without converting so you want the ability to stay in front of them after they leave to help remind them of who you are and ultimately converting them into new clients. By dropping these tracking codes (or pixels) on your website you can now actively “retarget” many of these previous visitors after they have initially shown interest in you and/or your firm but left your website.



MOBILE DESIGN OPTIMIZATION

The majority (around 60%) of search now takes place on mobile - which results in a much smaller screen interface and changes in consumer behaviors when they reach your site on a mobile device. As a result, you need to be hyper-focus on what people will now see on your mobile website **BEFORE** they need to scroll down to see more (referred to as “above the scroll”). There is a simple “above the scroll” test involving four questions that you can ask to help determine if your mobile website is optimized for conversion:

1. **KNOW:** Will people know what you do?
2. **CONTACT:** How can I quickly call / text / chat with you?
3. **GO:** How can people quickly find your location & directions?
4. **DO:** What is the call-to-action to get started with your business?

OTHER KEY WEBSITE ELEMENTS TO ADD

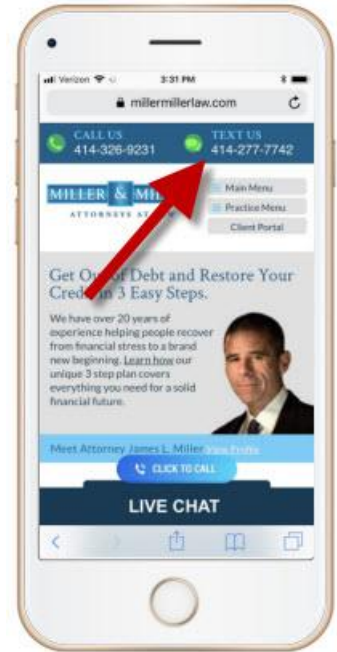
There are a number of important elements you can now add to your website that will lead to higher conversions and new client generation. These include:

- **VIDEO:** Most visitors to your website, especially those on mobile devices no longer want to read your content - they want to watch. Video is now the key to providing content that today’s consumers want to consume, so make sure it is easy to find and above the scroll on mobile displays.
- **CALL TRACKING:** 74% of contacts to law firms now happen by phone so you will want to know who is calling, how the calls went, and where they are calling from. All of this can be accomplished by publishing unique call tracking numbers on your website, landings pages and ads that will show you this information at any time. One of my favorite call tracking services is CallRail.com with services currently starting around \$30/mo.
- **YOUR ‘WHY YOU’ STORY:** As we will discuss in more detail further in this guide, you need to easily distinguish yourself from other attorneys and one of the best ways to do this is to create a short “why you” story that is prominently displayed on your website. Consumers have far more choices



than ever when selecting an attorney and your story can be your best and most distinguishing marketing conversion tool when done properly.

- MOBILE TEXTING:** In case you haven't already noticed, people love to text on their mobile devices. 89% of consumers now indicate that they prefer texting over emails and calls and fully 98% of texts now get opened. Because of this, the mobile version of your website should include a prominent "Text Us" button so your prospective clients can now reach you in a way they now want to...by text. Some of the more popular services for this is provided by ZipWhip.com, SlickText, SimpleTexting, SlickText, and many others with pricing starting at around \$20/mo.+



- STRONG CITATIONS:** Despite what you may know about yourself and other attorneys, most consumers and out-of-market attorneys still struggle when trying to distinguish a good attorney from a bad one. So your ability to quickly build credibility and trust with prospective clients is important - especially on the most trafficked pages on your website, starting with your home page. Whatever distinguishing citations and/or awards you have received should be prominently placed here. Examples include: Super Lawyers, Law Leaders, Board Certifications, Better Business Bureau, Best Law Firms, National Trial Lawyers, Best Lawyers, AAML, etc.



Best Lawyers®



In summary, your website will continue to increase in importance - especially as your first and best (or worst) impression to most customers today so don't neglect it and always find ways to review and improve on it. [My own research indicates](#) that the average age of a law firm website when it reaches the point of decline is around [2.5 years](#). This timeline for websites created prior to newer AI technologies has also dramatically



accelerated to the point where most websites that have not been significantly updated in 2023 are already falling far behind in performance. So, if you haven't done so already, plan on performing major upgrades and/or redesigned every two and a half years and you should be able stay ahead of a bad website that can help take your practice down with it.



2

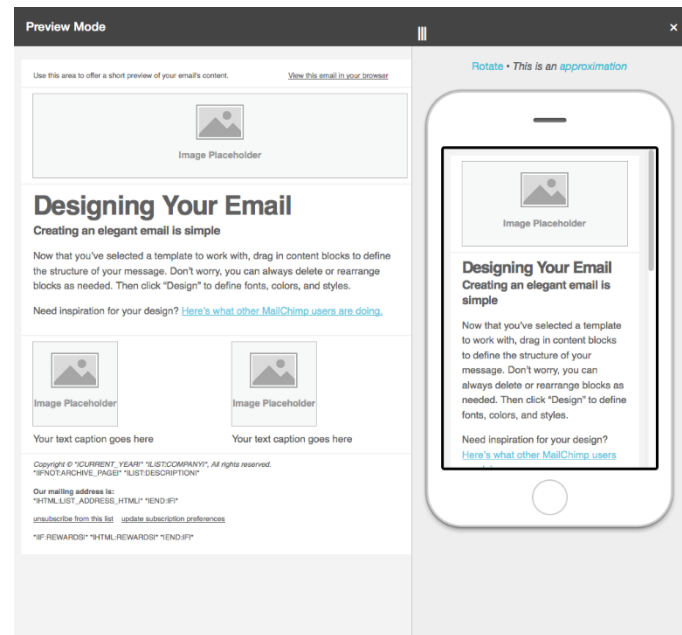
e-NEWSLETTERS

Once upon a time a good number of law firms would print monthly newsletters and then mail them out to current and former clients. Producing these newsletters was costly and resource intensive and as a result many firms simply did away with them over the years. But in doing so, many of these firms lost one of the greatest benefits provided by newsletters: increased referrals and repeat business.

Today, newsletters may be changing but the benefits still remain. What previously took countless hours and resources can now be accomplished in a fraction of the time and at little/no cost at all by switching from print and mail to emailed newsletters (or e-newsletters).

So why email? 9 in 10 people still start their days by reading emails and even if they don't read your content, they will still know that you exist...over and over again. So, it is important to set proper expectations and send out a consistent monthly stream of e-newsletters every month, every year. When it comes to measuring performance, in the legal industry, email open rates are around 18.70% and click-through rates average around 1.8%. These numbers may not seem initially compelling but if you want more referrals and repeat business, there are simply few if any better tools than e-newsletters to help generate more of them.

One of the greatest advantages of e-newsletters now is ironically what had previously plagued written newsletters letters in the past: time and costs. Today, most attorneys (or their marketing vendors) are creating blog and video content



that can be easily repurposed into your e-newsletters at no additional cost. And the time required in creating a e-newsletter is minimal - with many of the most popular e-newsletter services online that anybody who can operate a PC can easily create newsletters within a matter of minutes. Finally, there are a number of services like MailChimp.com that are literally FREE to use as long as your email list is less than 1K people...which most attorneys will not surpass. Which takes us to your email distribution lists. Many CRM tools like HubSpot also have great email marketing features integrated as well.

In order to send out effective e-newsletters, you need to get in the habit of collecting the email addresses of as many of your current clients, former clients, and referral contacts as possible and keep them updated and constantly growing in your e-newsletter systems. Companies like MailChimp and HubSpot even let you create sign-up forms that can be published on your website for you and others to easily sign-up new people with as well.

Finally, you will want to monitor and measure your results which we cover in more detail later in this guide. As for the best days and times to send out your emails, many major email providers suggest sending emails out mid-week (Thurs & Wed) around 10am local time for the highest open rates.



3

ADVERTISE YOUR SERVICES

Two major events have taken place since attorneys were first allowed to advertise with the passage of Bates vs. Arizona in 1977:

1. **Advertising has become much more affordable and accessible to ALL attorneys** - not just a select few in each market who could previously afford to buy expensive TV, radio, and print ads.
2. **The consumer buying journey is no longer linear.** With smart phones and access to information anytime and from anywhere, most consumers no longer select an attorney based on one factor alone. Consumers today go through a process of Discovery, Experience, and Fulfillment with everything they now buy - including legal services. As a result, this journey will commonly involve at least 6-8 touchpoints before they even decide to hire you - many of which now involve some form of advertising.

As a result of these two major changes, advertising has become much more complicated and integrated compared to the old days of simply running an ad in the yellow pages and fielding calls. Today, an effective attorney marketing strategy can now commonly involve 6 or more different marketing functions in use at any one time. Many of these functions now include advertising - the most common of which include the following:



- **ATTORNEY DIRECTORIES:** If you do any legal or practice-area specific searches in the search engines, you are likely to see legal directories like FindLaw, Super Lawyers, AVVO, Law Leaders, etc. at or near the top of these search results - both for practice area and named attorney searches (commonly made by referrals). Consumers recognize and trust these brands and therefore will use them to help discover and research an attorney for their needs. Since many of these directories receive high

authority and ranking in the search engines, it is an easy and effective way to buy immediate visibility and credibility fast in search. One of the biggest problems for most attorneys, however, is not only selecting the best legal directories but properly optimizing all their listings correctly for maximum results and conversion. Each directory can provide its own unique value so make sure you fully understand your needs (i.e. SEO value, new client generation, attorney profile branding, etc.) before you start selecting them.



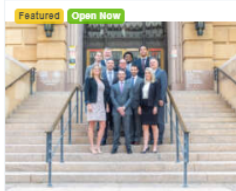
MEMBER DIRECTORY : DASHBOARD : LOG OUT

Top Rated Personal Injury Lawyers Near Me

Home / Law Leaders Directory

Showing 1 - 20 of 58

SORT BY: PHOTOS



David C. Shapiro

★★★★★ 5.0 (1)

Automobile Accidents, Truck Accidents, Scooter Injuries, Motorcycle Accidents, Bicycle Injuries, Traumatic Brain Injuries, Premises Liability Injuries, Burn Injuries, Spinal Cord Injuries, Construction Accidents & Defects, Wrongful Death

Shapiro Law Team

5725 N. Scottsdale Road, Ste C-110, Scottsdale, AZ, United States



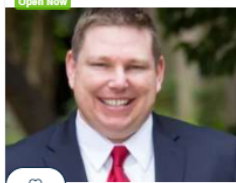
Elisabeth Martini

Personal Injury (Plaintiff), Insurance Company Bad Faith, Business Litigation, Civil Litigation (Defense), Construction Litigation, Insurance Coverage, Breach of Contracts

Resnick & Louis, P.C.

8111 E. Indian Bend Road, Scottsdale, AZ, United States

602-456-7581



Joseph Brown

★★★★★ 5.0 (1)

Automobile Accidents, Truck Accidents, Motorcycle Accidents, Wrongful Death

Accident Law Group

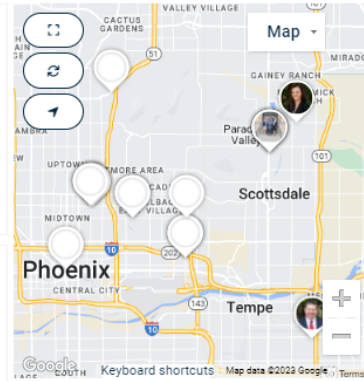
2141 E. Broadway Rd., Suite 211, Tempe, AZ, United States

602-262-4254



John P. Leader

★★★★★ 5.0 (1)



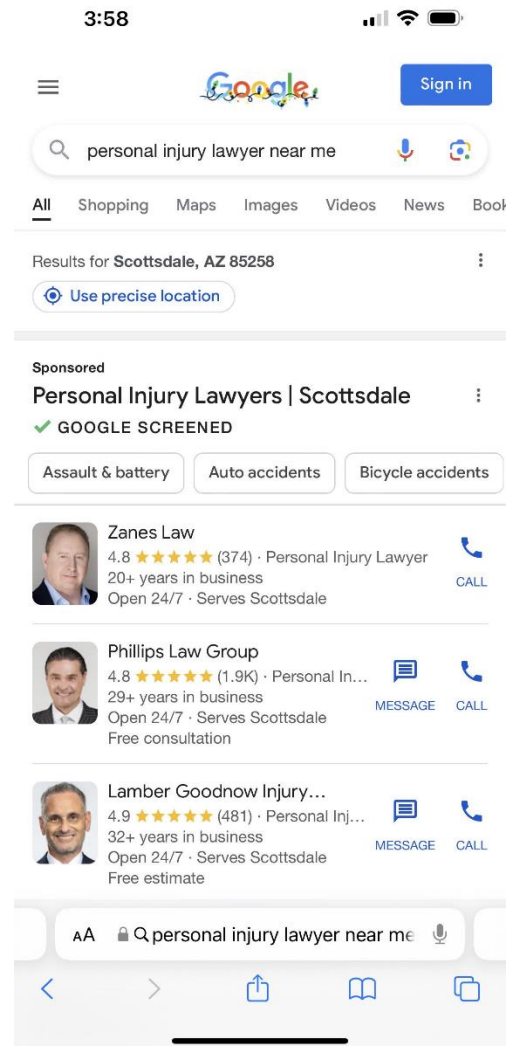
- SOCIAL MEDIA:** Social media throughout the years has evolved into a powerful and effective advertising platform. With around 82% of the entire US population actively on social media tools like Facebook, Instagram, TikTok, Twitter, etc., there is simply no denying the total reach on these platforms. And despite recent changes negatively impacting the full features and capabilities of previously advertising on these platforms, they can still be effective when used properly. But it is also important to note that social advertising for attorneys is different than most of the common types of digital advertising in use today. First, it is not direct-response marketing - most people are not on their social newsfeeds to find an attorney. Therefore, the new-client ads you run here should be treated as demand-generation discovery ads which commonly lead to high levels of delayed conversions. Second, social retargeting ads are excellent for retargeting previous visitors to your websites, content, and ads and despite recent limits in mobile user tracking online, these are still affordable and effective ways to help you stay “top-of-mind” with consumers.



- SEARCH ENGINES (i.e. Google & Bing):** Even though organic search results historically provide the best return-on-investment, search engines like Google, especially now with the dramatic rise of mobile search, have stacked the deck in their favor. Just do any attorney search by practice area on your smart phone (see examples below on the next page) and you will see what I mean. The top sections displayed in order on Google mobile search results screens can vary by search and location but here are the major components you will commonly see:



1) **Local Service Ads (LSA's)** Google started offering LSA's nationally in late 2020 as their new "leads" service. LSA ads are hard for attorneys to ignore since they are prominently placed at the top of the most common local search results pages in Google where PPC ads used to dominate. Once your firm completes the "Google screened" process to become part of the LSA ads, you can [set your bids](#) and only pay for the leads (calls) you receive from the service. Since its inception, I have found in most markets that transactional attorneys tend to get the best marketing results from these ads. It is also important to note that these are still unqualified leads and can be called and billed to you by anybody who sees your ads with little recourse and success in disputing charges with Google. There are also additional strategies that can be used to help your LSA ads better perform and convert beyond just becoming "Google Screened." So make sure you work with a good legal digital marketing service to help you maximize your ads.



2) **Paid Ads (PPC)** which is Google's traditional form of top-of-page visibility and is only recently moved to secondary positions when LSA ads are present.

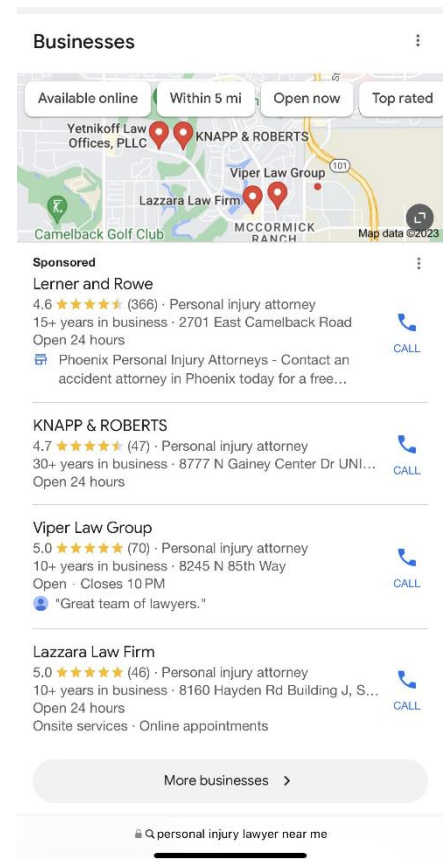
3) **Google Maps** allows attorneys to prominently gain visibility based on their location, [reviews](#), and other ranking factors. You can also buy the top positions of the maps displays through promoted pins in the local extensions of Google PPC.



- 4) And then there is everything else, including the **organic results** that can include FAQ's and are now more frequently buried deep down the page for the most common searches. For the most common searches in Google, these are often buried 3-5 scrolls deep on mobile devices but for the more unique "long-tail" searches organic content has a much better chance of displaying higher in the results.

On a final note, you don't have to spend a fortune just to compete in these paid search ads. And if you are creating video content, you can even retarget website visitors on YouTube, social media, as well as with paid ads. You can help control your budget by narrowing down search campaigns geographically, by search terms, to maps results, and much more. Depending on your goals and budget, even spending a little on paid search to start with can help. But no matter where you decide to market in the search engines, make sure to track and compare your results.

- 5) **DEDICATED LANDING PAGES:** If you are going to run digital paid advertising, you have the ability to control exactly where these people will now go when they click on your ads. Most attorneys haven't yet figured this out, so they continue to send their ad traffic to the home page of their websites...which is a mistake! Why? Because they should all be going to dedicated landing pages. Landing pages are nothing more than a webpage that has only one purpose: to convert traffic from your ad/s. They differ from traditional website pages in many ways.




First, users on these pages should only have three options: call/text, submit a form, or back-out, that's it! No navigation and nothing else to lead them away. Second, the content on the page should ONLY speak to the ad you ran. For example, if your ad was targeted to auto accident victims, that is all the content on this page should be about.

Finally, this page is all about one thing: CONVERSION. It is not designed to be indexed in search and nobody should get there unless you send them there through your own ads. Using landing pages can commonly increase conversions from 50-150% higher than traditional website pages alone, and if done properly, can still reside on your website - accessible only by direct links from your ads. [READ MORE HERE...](#)

LANDING PAGE OUTLINE

YOUR LOGO HERE



Your Video Here

STRONG CALL-TO-ACTION STATEMENT HERE...

Client benefit statement here (*How We Can Help You*) including bullet points:

- Benefit to client #1
- Benefit to client #2
- Benefit to client #3
- Benefit to client #4

FINAL URGENCY CALL-TO-ACTION STATEMENT HERE

Call 24/7 for a **FREE** Consultation
(xxx) 555-1212

FREE CASE EVALUATION
NO WIN NO FEE GUARANTEE

Your Name

Your Street

Phone Number


Vehicle

Describe Your Case

REQUEST CONSULTATION

This is for administrative purposes only. All information will be kept in the strictest confidence.

Your Accreditations and Awards Listed Here (Or customer Testimonials if no video...)



DustinRuge.com



4

CREATE A NEW CLIENT CONVERSION PROCESS

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

To help avoid this problem within your firm, here are a few things to consider:

YOUR PHONE IS YOUR MOST IMPORTANT TOOL

74% (and growing) of contacts made to a law firm today are by phone. With consumers now utilizing smart phones, the percentage of calls you receive compared to all other forms of contact is only increasing. People today don't want to fill out web submit forms on smaller mobile devices anymore - they want to call or text you first! So, you need to make sure that this phone experience is better with you than any other law firm you compete with. And here are a few ways to help do this:

- **ANSWER YOUR PHONES 24/7:** Your ability and willingness to answer your phone at *ANY TIME OF DAY* is a direct initial reflection to consumers of what kind of service you may provide them with moving forward. When clients call, especially new clients, and then receive your voicemail, you are offering a poor level of service to your clients and many will simply move on to somebody else who will better meet their service-level



expectations. If you cannot answer your calls 24/7, hire a service who can help do this for you. Companies like LawyerLine, Alert Communications, Smith.ai and others currently provide this type of service starting at \$200-600/mo. On a final note, a whole new wave of AI-enabled call center technologies and services are now coming online with the goal of digitally answering and routing calls without human call operators. Although they are not yet at the level of human quality, they are making major progress - so don't be surprised in the not so distant future when you won't be able to tell the difference between the two - and save money at the same time.

- **NEVER LET YOUR PHONE RING MORE THAN 3 TIMES:** I always time the number of rings it takes to receive an answer from a law firm. Why? Because studies have shown that consumers now EXPECT to have their calls answered in 3 rings or less. Anything more and you have already helped to create a negative reaction in the minds of the caller - even after you answer their calls.

ESSENTIAL TIP:

**ANSWER THE
PHONE
BEFORE THE
THIRD RING**



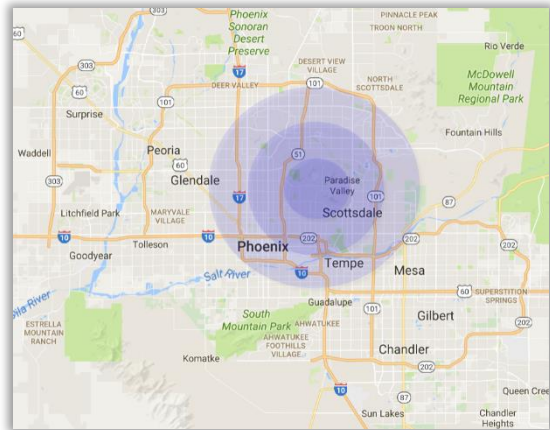
- **NEVER HAVE BAD PEOPLE ANSWER GOOD CALLS:** If any call into your firm is a current or potential client, it should always be treated as a good call. The problem is many firms continue to put poorly trained, poorly paid, and poorly managed people in charge of answering their good calls, and their practice suffers as a result. If you are going to hire or designate somebody to answer your inbound calls, make sure this person is positive, skilled, and proficient at what they do. Anything less and you will get far less than what you pay for - no matter how much money you may have saved in the process.

DOES YOUR OFFICE PASS THE “BEST CLIENT” TEST?

Where you choose to locate your office and the experience your clients have when they visit your office can help determine your success or failure before you ever begin your practice. So here are a few things you need to consider:



- WHERE ARE YOUR IDEAL CLIENTS LOCATED:** Every state, county, city, community, etc. is made up of different demographics of people. Therefore, it is not unusual to find pockets of people based on differing levels of age, income, ethnicity, crime, divorce rates, professions, accidents, etc. Once you know who your ideal clients are, you want to locate your office as close to the center of this population of people as possible. Why? Because most people do not want to drive any further than **16 minutes** to reach an attorney - and the closer you are to them, the higher your potential conversion rate. Therefore, your office will have a 16 minute “service radius” and you want that radius as close as possible to the middle of where your “best clients” are located.
- HOW GOOD IS YOUR INITIAL OFFICE EXPERIENCE:** One of my favorite things to do when I first work with a firm is to sit in their waiting room and observe how their visitors are treated, and what they hear and see while there. My observations include: What do they see on the walls and in the waiting room? What do they hear when the phone rings? How long are they made to wait? How are they treated while waiting? And what do they observe going on in the office? To me, these are all indications of the client conversion levels I can expect to see when I help send more new business the firm’s way. The bottom line is new clients will initially observe far more about your practice than you will realize yourself, so it is a good idea to have objective people quietly audit this experience for you on regular intervals so you are always keeping every experience at the highest levels possible.
- GO OUT TO YOUR CLIENTS:** Want to make the best first impression possible with potential new clients? Then go out of your way to get to them and stop expecting them to always come to your office. If you have a low initial consultation show rate, try going out to them instead for a few weeks and see what happens to this number. Remember, service is the name of the game and there is no better indication of your service to your clients than your willingness to go out and meet with them instead. Many traditional attorneys may cringe at this notion but trust me - the days of



continuing to expect good clients and cases to show up at your door are quickly dying along with the phone book.

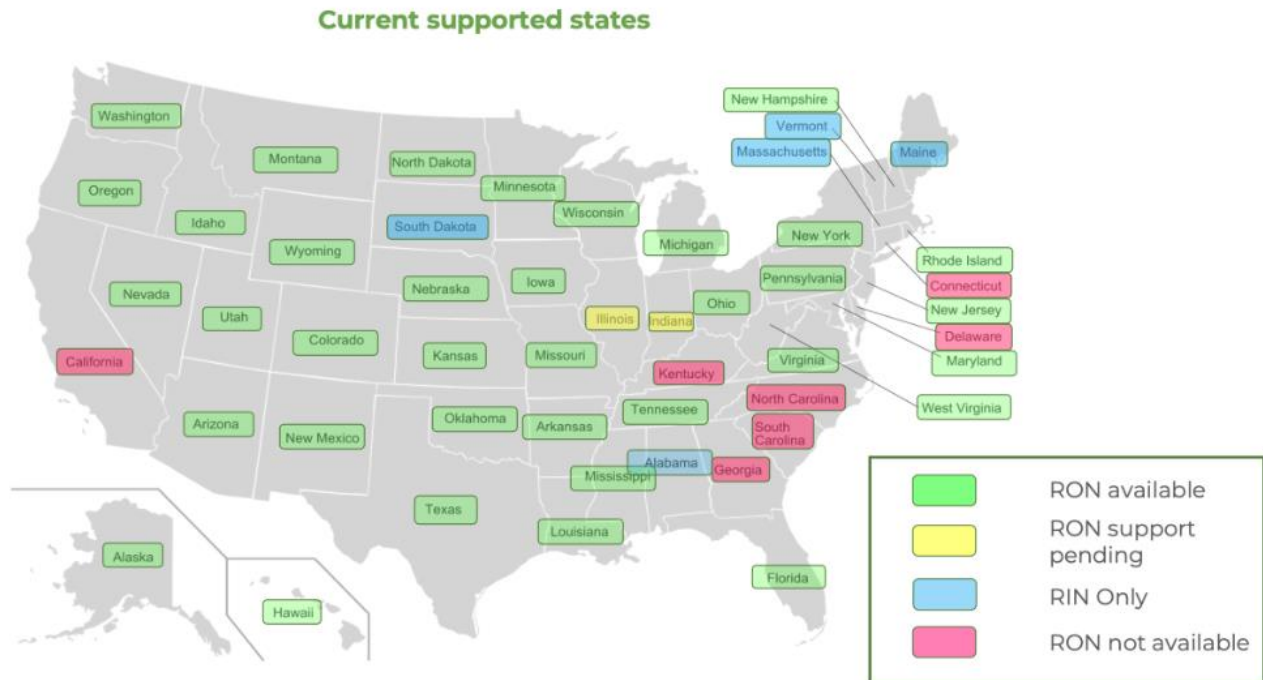
OTHER CONVERSION BEST PRACTICES

When it comes to offering good service, there are infinite and ever-growing lists of additional steps you can take to help grow your practice. Some of these I initially recommend include:

- **LEARN EVERYTHING ABOUT YOUR CLIENTS:** How much do you really know about your clients, their families, and where do you save and then use this information? This is critical information needed to provide high service levels moving forward in your practice - for the more you know about your clients, the more they will appreciate you and send more business your way. So, start by learning the vitals for each of your clients including: birthdays, anniversaries, children, hobbies, favorite sports teams, major life events, etc. Next, make sure you store this information in a CRM / contact management system with calendar alerts around key events. Finally, use and act on this information on a regular basis.
- **PERSONALLY STAY IN TOUCH:** In addition to all of the e-newsletters and other marketing touchpoints you will use with all your key contacts, nothing still replaces a personal, hand-written note from you. Think about it - if you receive 10 birthday cards and only one was hand-written, which one will stand out as being more meaningful and special to you? For this reason alone, I suggest that major life events be calendared for all your contacts so you send them out these personalize letters for each. Absent these events, make sure these personalized contacts go out at least once a quarter just telling them that you appreciate them and are always looking for good referrals. Some of the services to help write these hand-written notes for you include Handwrytten.com, Handwrittenmail.com, and others.
- **ADOPT NEW DIGITAL CONVERSION TOOLS AND PROCESSES:** COVID-19 rapidly accelerated a process that for cutting-edge attorneys was well underway. Utilization of virtual tools like **Zoom** and **MS Teams** for client consultations has now become widely accepted by most consumers today. So, make sure your technology and office support these meetings in a professional way - clients will be judging you by what they see through video in a similar manner as what they see in your office. Virtual document



signing using tools like **DocuSign** have now become the rule and not the exception and allow clients to easily sign documents on the PC and mobile phones - so get good at using these tools. Finally, there are now around 44 states that allow for various forms of “**eNotarization**” so if this is happening in your state, take advantage of this growing trend and use it to your advantage.



5

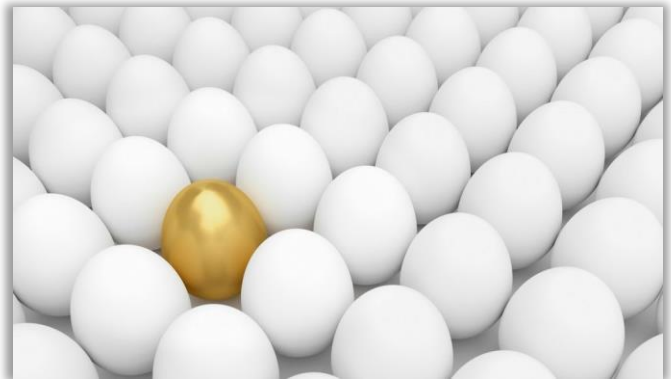
DEVELOP YOUR “WHY YOU” STORY

“There are 1.2 million attorneys in the United States...so why should I choose you?” This is a common question I start my branding CLE’s with to help attorneys think about how important this question really is. Most consumers will only use attorneys a few times in their lifetime and most know little or nothing about the practice and business of law - which is why they need to hire you to begin with. The problem today is most attorneys still provide consumers with messaging that only other attorneys can fully understand and distinguish from others. And the best place to start addressing this problem is with your story...

Every day I see attorney websites that tell me nothing unique about their firm. “Fighting for you” “Justice for all” “Know your rights” and so forth. This is attorney talk and cliché at best - and terrible marketing at worst. Remember, most people do not read attorney websites, they scan them. And when the average visitors’ time-on-site on most attorney websites today is only around 2 minutes or less, the main thing you want them to read before they leave is your “why-you” statement - which will ideally be located prominently on your home page. If you are using a video to convey this message, it should be positioned in the same prominent location on your home page.

Your “why you” story should be short, to the point, and contain these four elements that make up a great “why you” story:

1. Your Client/s
2. Their Problem
3. Your Solution
4. Their Success



Notice that “you” are only a small part of this story - keeping the focus squarely on the CLIENT! Contrast this with most attorney website content and videos



today that only focus on the attorney. That is the fundamental difference between stories that help connect with your prospective clients and those that simply turn them away. Here are a few examples of “why you” stories...

“When you or someone you love are injured in an automobile accident, your lives can be completely turned upside down while facing new challenges that can seem overwhelming to most. That is why at XYZ law firm, we handle more automobile injuries than any other firm in XYY, which provides us with the unique experience and results our clients need to help get their lives back on track and to get the results they deserve.”

“Getting a divorce can be one of the most emotionally and financially challenging events in a person’s life and that is why we created the XYZ law firm - so we could take our X years of combined experience in successfully helping families get through this process with the least amount of pain and hardship possible and to quickly help them get on with a happy and fulfilling life.”

“Being a victim of a sex crime can change your life forever, and that is why at XYZ law firm we have over X years of experience in successfully helping the victims of sex crimes to recover both emotionally and financially while helping to prevent sexual predators from hurting others.”

CREATE YOUR “WHY YOU” STORY NOW:

YOUR CLIENTS: _____

THEIR PROBLEM: _____

YOUR SOLUTION: _____



THEIR SUCCESS: _____

Once you have created your “why you” story, make sure to publish it anywhere and everywhere that clients and prospects can easily see and find it.

Remember: this is your unique story about who your clients are, what problems they face, what you can “uniquely” do to help them, and their expected results of you representing them. The better this story can relate to your targeted clients and their problems, the better new client conversions you can achieve from it.



6

TAKE CONTROL OF YOUR DIGITAL FOOTPRINT

Everybody now has a digital footprint. To see yours, simply go to Google and type your name and see what is displayed in the first 5-15 displayed results. Google will commonly auto complete a search result for you, so if your name is more common such as “John Smith,” continue by adding the words “attorney” or your city after your name and see which results Google suggests for you. The first suggested results will be what most people, including your clients, prospects, referrals, etc. see - which is what you now need to control. Why? Because this is how people will now initially judge you.

It is also important to remember that just because you may have a great website doesn't mean that people will only judge you by your website alone. In many cases, consumers will now look at all of the things about you, and many will trust what others are saying about you more than what you will say about yourself on your website. They are now looking for more information about you including: [online reviews](#), attorney profiles, awards and citations, complaints, news, etc. - all of which are coming from third-party sources. And guess what grabs their attention quicker than anything else? Yup - anything negative about you or your firm. So here are some steps you can take now to start taking control of your digital footprint:



- CREATE / COMPLETE YOUR BUSINESS & ATTORNEY PROFILES:** Many of the most popular legal directories and business review sites like FindLaw, Super Lawyers, Law Leaders, AVVO, Yelp, BBB.org, etc. already create basic profiles for attorneys and their firms on their sites. It is a good idea to make sure these profiles are completed, accurate, and optimized to display prominently when people search you by name. Your

attorney profiles on your website should also be designed and optimized as individual web pages for maximum branded search visibility.

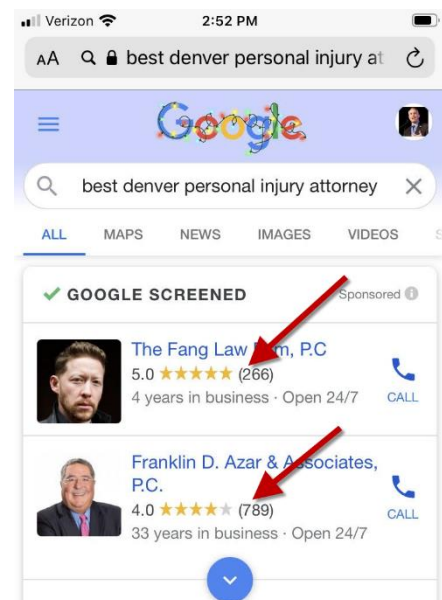
- GENERATE AND MANAGE ONLINE REVIEWS:** You will receive both good and bad reviews whether you like it or not. So you need to create a process of constantly soliciting good reviews and responding to bad reviews immediately. The importance in online review generation and management in the search engines became apparent with the introduction of reviews in your Google My Business (GMB) listing and now with the utilization of these same reviews in your Google LSA ads. Create a process and set goals for how many new reviews you want to receive and monitor your progress. And remember that **WHEN** you ask for reviews can be just as important as **HOW** you ask for them. If you need help automating this process, there are a number of good services online such as RevenueJump.com, TrustPilot.com, Grade.us, ReviewInc.com, Podium.com and others. [READ MORE HERE...](#)

Google
Reviews
5.0 ★★★★★

Read Our Reviews

OR

Write a review



- OPTIMIZE YOUR ONLINE WEB PROPERTIES:** If your attorney profile page on your website is NOT the first search result you see when you look yourself up in Google by name, then you have work to do. After your website, the same applies for any other online property where you may be present including: website/s, videos, blogs, press releases, images, Google My Business (GMB) Profiles, LinkedIn, social media, etc.



7

KNOW WHAT TO SPEND

If you ask most attorneys what their marketing budget is for the year, they may give you a funny look and simply grab their wallet. The fact of the matter is most attorneys do not effectively operate on a defined and strategic marketing budget which is why it is not uncommon to see wide variations in marketing spending for attorneys in the same practice areas and markets.

According to the small business association, the average small business in the US will spend **around 10%** of their annual revenue on marketing. When it comes to determining what budget you should spend on your marketing, it really varies based on a number of factors and considerations which include the following:

1.) Determine your **desired revenues for the next 12 months** and times it by 10% to get your baseline marketing budget.



2.) Consider **INCREASING** your budget percentage if you:

- Practice Personal Injury *and/or*
- If you practice in a city with over 750K people *and/or*
- If you are in the early stages of building your practice *and/or*
- If you want to grow your revenues/clients each year by greater than 20% YOY

3.) Consider **DECREASING** your budget percentage if you:

- Practice transactional law *and/or*
- If you practice in a city of less than 750K people *and/or*
- If you are in the winding-down stages of your practice *and/or*
- If you do not want to grow your firm's revenues YOY



So, in summary, most firms should spend in the range of **5%-15%** of their **“expected” revenues** and simply make adjustments to the percentages of revenue based on the factors listed above. When in doubt, after factoring in all of these considerations - you will not hurt yourself or your practice by sticking with an annual budget of **10% of expected revenues**. You should then know in 12 months if that was enough or not based on your results.



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KNOW WHERE TO SPEND IT

Once you have determined your marketing budget, the next step is to help determine where best to spend it. For most attorneys today, this can be a vexing question because marketing is rapidly innovating and evolving far beyond the casual comprehension of most attorneys today.

To begin, it is important to understand the evolution of marketing which is displayed in the timeline below and shows three critical factors of this evolution: WHERE we consume marketing information which determines the WAY we consume it, which determines the best TYPES of information to use in marketing...



As you can see from the chart, the newest evolution of marketing involves the use of mobile devices (the WHERE), involving high levels of engagement (The WAY) leading to the use of video content (The TYPE) that is most effective conversion content in use today. This in no way eliminates the continued utility of more traditional marketing such as search engines, TV, radio and the like but



rather helps to illustrate the trends in what is growing in marketing and what is not based largely on how people consume marketing information today. Which leads us to where to best allocate your own marketing.

A lot of factors go into this analysis, so to help keep it simple, I always suggest evaluating marketing distribution based on a marketing pyramid (see below). I do this for several reasons. First, it allows you to better understand how to categorize your marketing mediums based on their intended purpose - some of which can support multiple roles. Second, it allows you to better understand and measure your results based on what you currently have and what you may still need. Finally, marketing spend at the most effective law firms today is typically proportionate to the size of each of the four levels of a pyramid.

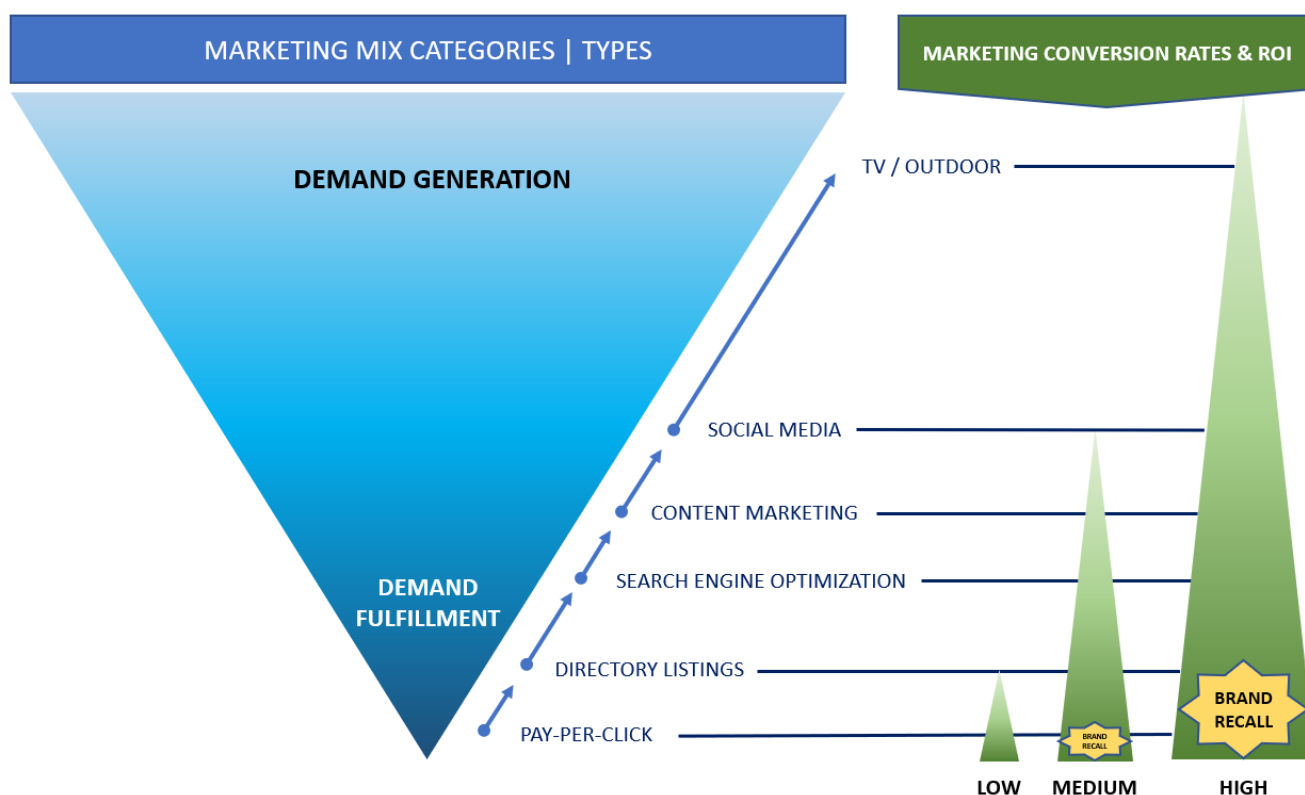


Once your marketing budget is established (See Chapter 7), start allocating your spending proportionate to this pyramid. As a starting point, this would be allocated accordingly:

- **VISIBILITY: 45%**
- **BRANDING: 30%**
- **CONVERSION: 15%**
- **RESULTS: 10%**



There are a number of variables that go into the ideal allocation for each law firm so make sure you work with somebody who has the knowledge to help you work through this based on your own goals, resources, practice areas and objectives. The biggest variable typically has to do with branding - the most often overlooked and misunderstood element of lawyer marketing. The reason for this is because branding can take time (often months and even years) to reach a high level of brand-recall amongst your targeted clients and therefore must be run steady and often (measured in frequency & reach).



When done correctly, brand-recall can lead to higher conversion rates from each consecutive dollar spent in visibility, This happens because more consumers will become familiar with your brand (leading to higher levels of trust) and will therefore be more likely to respond to your ads over your competition and better remember your name when they have a legal need and commonly end up searching for help (Demand Fulfillment). In business, this is the primary difference between constantly regenerating new revenue and building asset value.

Historically, brand building was limited to the highest spending law firms due to the relatively high cost of running TV, radio and outdoor ads (Demand Generation) which priced most attorneys out of these markets. Today, there are



a great deal more digital brand-building options that are much more dynamic and cost effective, and when done properly, can help firms of nearly any size accomplish the same objectives.

Finally, when it comes to marketing allocation, it is important to remember that as previously discussed, direct attribution marketing no longer exists. Therefore, when configured properly, a good marketing mix can include a growing number of marketing resources all working together to achieve the desired results. That is why the next section will help you measure what is actually working in your marketing mix and what is not...



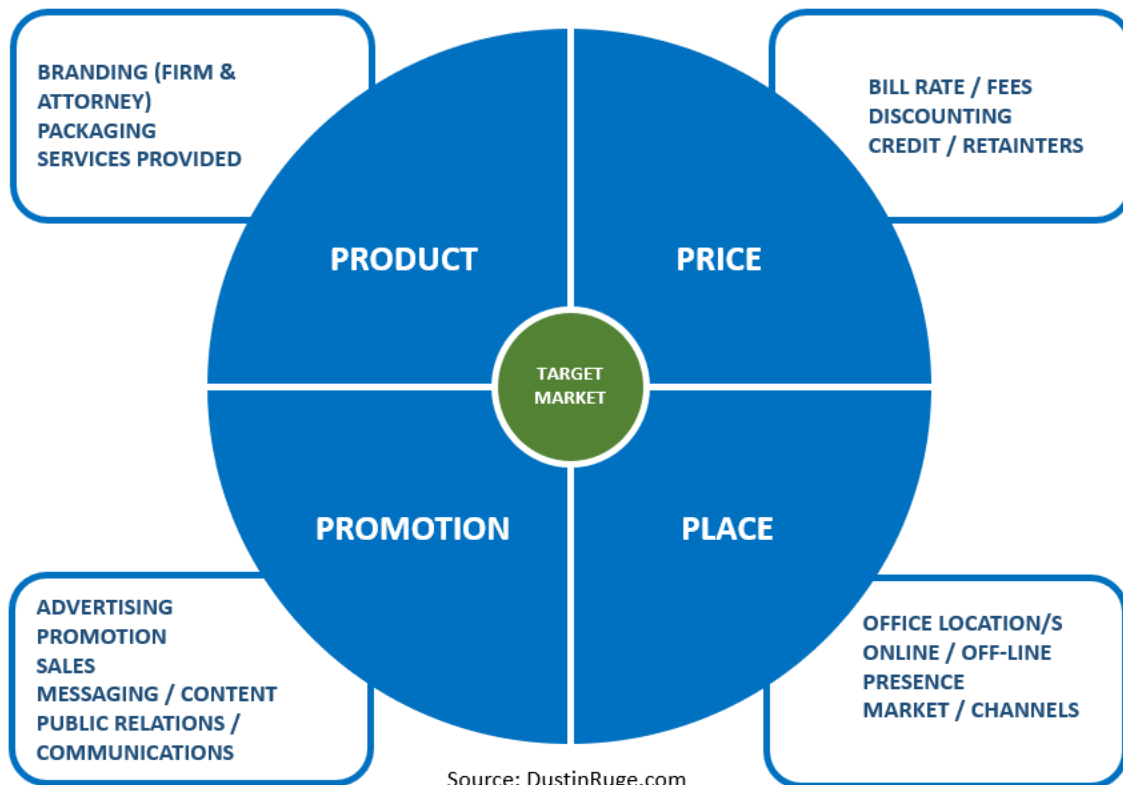
9

MANAGE YOUR ENTIRE MARKETING MIX

If I were to ask you what the difference is between advertising and marketing would you know the answer? Most attorneys don't. And for that matter, most marketing industry "experts" don't know either, so don't feel bad.

Although important, advertising is only a part of the entire marketing mix (see graphic below). It is important to understand this because successful law firms create strategies to manage ALL of the four major areas of their marketing - including advertising. Below I will list each of these four areas and more importantly, the checklist items you should address for each in your firm:

THE 4 P'S OF LAWYER MARKETING



PRODUCT

Branding of your firm and attorneys along with the services you provide can be critical to your success. Here are some areas of focus to better maximize this area of your marketing:

- Ongoing investments in your brand that allow consumers to better **DIFFERENTIATE, KNOW, LIKE, and TRUST** your firm and your attorneys.
- Presentation of services that that provide **GREATER PERCEIVED VALUE** than that of your competition.

PRICE

Contrary to popular belief, most consumers do not know how and what attorneys get paid for their services. **Contingency attorneys** are typically paid based on the percentage of successful outcomes, but for **transactional attorneys**, your bill rate, retainers, and billing/collections policies can mean the difference between a thriving practice and one struggling to survive. Both types of attorneys have one thing in common: you all have a limited amount of time to work with. Therefore, time is your most important asset to manage in your practice for every attorney.

Here are some areas of focus to better maximize this area of your marketing:

- **TRANSACTIONAL ATTORNEYS:** Create a strategy that allows you to **INCREASE YOUR BILL RATES** each year while reducing your accounts receivables and bad debt. Know your bill rates and those of the top competitors in your market. Increase and improve your potential client flow and intake process so **you can be more selective** with the clients and cases you want to take - so when you continue to raise your bill rates, you will not be afraid to say “no” to lower quality and/or bad clients and cases.
- **CONTIGENCY ATTORNEYS:** Create a strategy that allows you to increase your total income received per hour worked per year. For most attorneys, this means creating an effective system for **taking in more and better cases** while sending out more inferior cases to other attorneys for referral splits (if allowed in your state).



As for goal setting around price, write down your desired net income range for the next twelve months and divide that number by 2000 ($\$750K / 2000 = \375). In this example, you must be generating around \$375 per hour of your time to make \$750K of net income per year. It is important to remember that this IS NOT YOUR BILL RATE - this is the desired value of your time by hour. So, write down your annual net income goal, divide it by 2000 and that is what you must be paying yourself AFTER all of your anticipated expenses. For contingency attorneys, you can also add all your expenses to your annual net income goal and divide that number by the percentage of 2000 hours you realistically work to help calculate your desired bill rate as well. For example, if you billed for 65% of your working hours ($2000 \times 65\%$) last year and want to earn \$500K this year net and have \$150K in expenses, then your bill rate would need to be \$500 per hour ($\$650K / 1300 = \500).

PLACE

The location/s you chose for your business both off-line and on-line are now critical to the importance of your success. I cannot tell you how many times I have walked into beautiful offices with a terrible online presence and vice versa. The two MUST be both equally reflective of your brand and experience for your potential clients to maximize conversions.

Here are some areas of focus to better maximize this area of your marketing:

- Is your office/s located strategically in the heart of where your best and most desirable clients are located? Can they most easily access you and your office/s compared to your competitors?
- Does your office provide a more professional presentation and experience compared to competing firms?
- Does your online presence make the “best first impression” for your potential clients and is it superior to the online presence of competing firms and not like all the rest with little/no unique differentiation?



PROMOTION

Promotion is where most people focus when it comes to marketing because it is here that your “advertising” takes place. We have spent a lot of time dealing with this area of marketing throughout this guide and here are some key areas of focus to better maximize this area of your marketing:

- Does your advertising include the optimal mix of spending based on your current and limited budgets within your market/s? Have you tested to really know instead of just guessing?
- Are you spending at least 10% of your DESIRED annual revenue on your promotional activities?
- Do you have a measurement system in place to track the performance of your promotional activities so you can better see your trending, Marketing Return-On-Investment, and what is working and not working and why?
- Do you have 24/7/365 conversion system in place that provides a consistently better customer intake and conversion process than your competitors?




EMBRACE ARTIFICIAL INTELLIGENCE (AI)

Most people have heard of Artificial Intelligence (AI) by now, but the cold hard reality is most people are still confused by what exactly AI is and how it will impact their lives. We recently conducted a training and overview on what AI is and the impacts on legal marketing ([CLICK HERE TO WATCH](#)) for those who would like to learn more.

7 Ways Artificial Intelligence (AI) is Changing EVERYTHING You Knew About Legal Marketing

WHY IS AI IMPORTANT?
- PRODUCTIVITY GAINS -



- ✓ Automating Low-Value Tasks
- ✓ Improved Decision Making
- ✓ Improved Targeting
- ✓ Content Personalization
- ✓ Better Customer Analysis & Analytics
- ✓ Improved ROI
- ✓ Streamlined Processes

40%

Source: IBM

Generative AI can improve a highly skilled worker's performance by as much as 40% compared with workers who don't use it.

Source: Boston Consulting Group Study 1022

TOP BENEFITS EMPLOYEES GAIN FROM USING AI

A more efficient and productive work day	61%
Improved decision making or faster time to insights	49%
Improved creativity	38%
Better collaboration between teams	37%
Better engagement with customers	35%

SOURCE: snapLogic

LAW LEADERS

With AI we are already seeing some immediate and significant impacts on legal marketing in a number of key areas including: content creation and optimization, SEO, voice search, visual recognition, predictive analytics, feedback / experience analysis, video content creation, and much more. Here are a few areas where you can take advantage of new AI technology now in your legal marketing:



CONTENT CREATION

One of the most immediate impacts AI has had on marketing is through generative content creation - which can literally create thousands of new words of structured content within a matter of seconds. Historically, attorneys had to rely on manual writing and content creation by attorneys or marketers that often took days and weeks to create and publish. Now, this can be done in a fraction of the time for all content used on websites, blogs, ads, etc.

There are a growing number of popular AI powered content creation tools in use today including: ChatGPT, Copy.ai, Jasper.ai, and many others. Creating content with these tools is literally as easy as telling Chat GPT to “*Write a website page 2000 words long on eminent domain condemnation law and include why they need to contact XYZ Law Firm for help with these matters.*” This is merely one of an infinite number of examples of marketing content that can be created for law firms within seconds - thank to Ai.

But just because content creation has now become this easy, it further reinforces that this is only the first in a multi-step process of using AI tools to now manage content creation processes. Why? Because most AI tools today are merely spot-solutions and don't yet provide a complete, best of class, suite for most marketing processes. For example, Ai generated content **MUST** be thoroughly reviewed and edited by an attorney and/or a content editor to help make sure the information created is both accurate and formatted properly as marketing content. This also includes editing after further content optimization is made as described in the next section. [LEARN MORE](#)

CONTENT OPTIMIZATION & SEO

As discussed, AI provides additional capabilities beyond the simple generation of legal marketing content. Because Google still ranks content largely based on keywords, phrases, and content structure, many AI content tools now provide keyword discovery, competitive landscape, rankings, and content integration features that can enhance the overall performance and rankings of your new content.

Some tools like Jasper.ai allow you to provide keywords and phrases that are integrated into the new content they generate for you. Other tools like Scalenut basically provide all of these functions in one tool with capabilities to perform



research, content creation, and SEO. While other tools like frase.io, surferseo.com, and Pageoptimizerpro.com allow you to analyze content competitively online by keywords and phrases and how to create content that will compete and outperform competitors in search.

AI also allows you to better structure your content - especially as related to mobile search and how people do [voice search](#), which is commonly made in the form of a question such as “*Siri - how long do I have to file a workers compensation injury claim where I am located?*” AI now uses advanced (ANI & NLG) Natural Language Processing which now interprets user intent in search beyond traditional keywords and provides results in featured snippets. This means the content you create needs to utilize a schema markup that includes FAQ’s that you can discover through tools like frase.io and other AI SEO tools.

Finally, you will also see AI features increasingly being added to existing SEO and content tools as well - making them easier to use and more productive for the average user. For example, Google Adwords (PPC) planning and management was traditionally a tedious and ongoing refinement process. As a result, Google recently created something called Performance MAX campaigns that, through the help of AI, allows you to initially setup your search campaigns, load up all your assets, and then let Google dynamically create, manage, and run all of your assets in your campaign for optimal results. [LEARN MORE](#)

VIDEO CONTENT CREATION

Despite the recognition that video content is now the preferred marketing content the consumers now consume, especially on mobile devices, most attorneys have struggled with video content creation due to the time, resources, expertise, cost, and delays involved with its use.

AI now addresses all of these issues by allowing users to now quickly, efficiently, and cost effectively create new AI generated video content within a matter of minutes. These videos can now use avatars of you or others talking in multiple languages using dynamic graphics and Ai generated content - all by simply typing in what you want to say and for how long you want the content to run for in duration.

Some of the most commonly used systems for this currently includes Synthesia and HeyGen for Avatar videos and Waymark and InVideo for professional looking videos with graphics. [LEARN MORE](#)



11

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

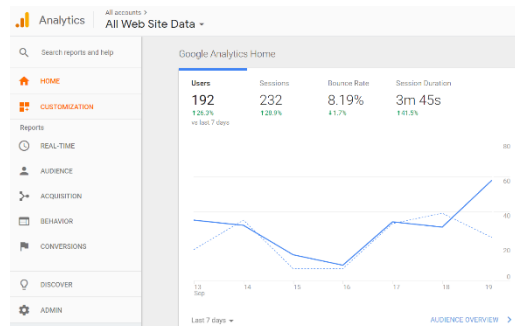
Key numbers to track every month and to compare as a trend from month-to-month...

- **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 page/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.
- **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.



- **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.

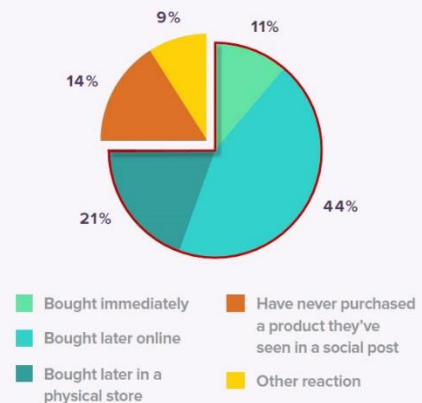


- **IMPRESSIONS:** Due to the demand-creation nature of social ads, you typically want to achieve higher levels of impressions for your campaigns. Facebook will commonly price your ads based on a Cost-Per-Click or Cost-Per-Impression basis which is measured in blocks of 1000 commonly referred to as CPM's. 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 build 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 be becoming stale and need replacing with new content.

76% Of Consumers Now Buy Products They Discover On Social Media

WE ASKED:

What action did you take after discovering a product in a brand's social media post?



Source: 2017 Curaleaf Consumer Survey

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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Law Leaders is an exclusive, peer-based legal community comprised of the most extraordinary (top 10%) lawyers in the United States. At [Law Leaders](#), our mission is to help identify, connect, advance, and promote the nation's top lawyers both within the legal community and with consumers who want the best legal representation possible. Each year we nominate new members, and for 2024, there are currently **88,156** nominated attorney members in the United States.

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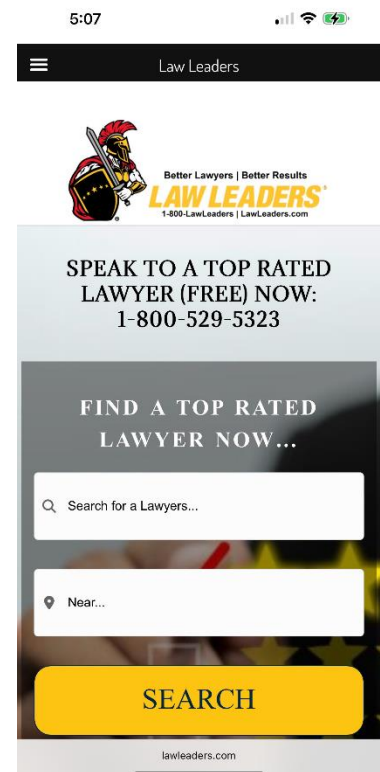
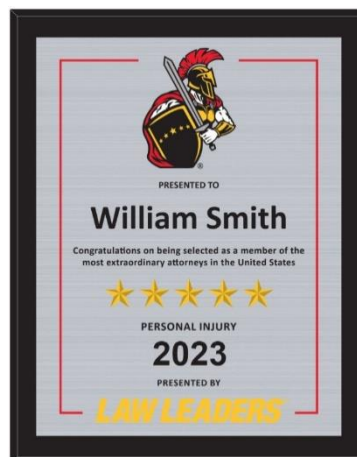
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- Keep up with member news and updates by liking us on [LinkedIn](#) and [Facebook](#) (Click on each to follow)



ABOUT DUSTIN RUGE

Dustin W Ruge is known as one of the most respected and trusted sales, marketing, and business growth coaches in the legal industry. In addition to his [numerous books](#) and publications, Dustin frequently appears and is referenced in major news and trade publications, business shows, and trains and keynotes at legal conferences across the nation. Dustin's career includes over 27 years' experience ranging from technology startups to Fortune 500 companies where he has received numerous awards and recognition for his work.



CONTACT DUSTIN:

Cell: 480-689-1494

Email:

- Dustin@LawLeaders.com
- Dustin.Ruge@gmail.com

Website: DustinRuge.com

Author Page: [Amazon.com](https://www.amazon.com)



”

Dustin has a unique and uncanny ability to speak and write about complex digital sales and marketing which is why we ask him to speak at our annual summit each year. He simply nails it on the subject.”



Harlan Schillinger

The Grandfather of Legal Advertising

”

Salespeople rule the world. If you want to become one of them, Dustin's is the best book with the most tips on how to do it.”



Sam Donaldson

Legendary ABC News Correspondent

