



# Beginner's Guide to (online) Legal Marketing

Remember the yellow pages? They've [taken a hit](#) in recent years. In fact, spending on most types of traditional advertisements has plummeted as digital ads have climbed to record highs. The shift signals a more competitive digital marketing space for law firms overall, especially firms that have a relatively new online presence.

Digital marketing represents an incredible opportunity for small to midsize firms. Taking client outreach to the web can have an equalizing effect.

**You don't have to have the highest revenue or largest staff to stand out to potential clients online.**

All you need are consistency, organization, and a message that resonates—along with a strategy for using time-saving, efficiency-boosting tools. Best of all, it's never too late to get started!

## Defining Digital Marketing

Digital marketing, also known as online marketing, is a compelling way for law firms to connect with future, current, and past clients via internet-based technologies. These connections may happen through:

- Blogs
- Digital ads
- Downloadables
- Emails
- Landing pages
- Mobile apps
- Search engine results
- Sponsored content
- Social media
- Text messages
- Video content

Any kind of communication platform or device connected to the web is fair game, but keep in mind that not every channel of communication is ideal for your firm.

Rather than a deep dive into every possible subcategory of digital marketing, think of this guide as a primer to begin [building your online marketing strategy](#).

Ready to begin an impactful online marketing strategy using the resources and tools available within your CRM software? Read on!



# Developing Your Digital Marketing Strategy

Sure, the concept of “digital marketing” is broad, but don’t get too hung up on that. **Believe it or not, you don’t have to dominate every digital marketing avenue to benefit from showing up online.** A focused, well-planned approach works just as well as—if not better than—posting on every platform every day.

The platforms, tools, and content you leverage to execute your law firm’s online marketing strategy should be tailored to:

- Your practice area(s)
- The potential and current clients you serve
- Your firm’s differentiators

## Be authentic

Authenticity breeds trust. If the persona presented by your firm’s online presence is a complete mismatch with client experience, it’s jarring. Your prospective clients may feel that it’s an attempt to get them through the door instead of a genuine representation of your firm.

Draw inspiration from other firms, but avoid outright copying their content or imagery. Instead, build your own voice and branding based on your team’s unique values, personality, and approach to practicing law.

## Know your audience

If you’ve been using a tool like a legal CRM or a practice management system for an extended period of time, identifying your target audience is easy. Just use built-in dashboard analytics to reveal what your most profitable clients have in common, then tailor your marketing plan to attract more of them!

If you don’t have data to draw on, it may be harder to research your ideal clients. Based on what you know about your existing clients, create a fictional “ideal client” to represent your audience. Consider these questions:

- Who is most likely to need your services?
- What is their socioeconomic status?
- Where do they live, work, and relax?
- How old are they?
- What are their hobbies?
- What social media platforms do they use, if any?



Add depth and credibility to your answers by interviewing past clients and conducting market research. Tracking social media platforms for conversations related to your industry or brand may provide even more valuable insight. This is known as “social listening.”

As you collect this information, add tags or fields to contacts in your CRM or practice management software to organize current, prospective, and past clients for easier segmenting.

## Set objectives

By now, you’re probably certain that your law firm should be online. But do you know why? What does your firm stand to gain from a more consistent digital presence?

You may be striving to:

- Build brand recognition
- Gain sign-ups
- Improve the client experience
- Enhance the client onboarding process
- Educate the public on general legal information
- Share your firm’s day-to-day culture and activities
- Collect direct feedback from clients or potential clients
- Grow your reputation locally and nationally

Whichever objectives you set for your online marketing strategy, make them relevant to your overall business goals. They should also be specific, measurable, attainable, relevant, and time-oriented (SMART).

### Examples of SMART marketing goals:



## Make a plan

Determine how you'll reach your law firm's SMART online marketing goals. The key is to keep your plan **actionable**—which means that it's detailed and realistic. If your plan isn't manageable in terms of money, time, or tools, your odds of success significantly decrease.

As you decide how best to achieve your firm's marketing objectives, remember your ideal client! Follow your prospects, rather than wasting resources on broad, untargeted campaigns. It's always easier to expand on your online marketing plan over time, so begin with manageable goals and avoid getting in over your head before you even get started.

## Create a content calendar

You may think that managing content from memory saves time because it doesn't require sitting down to create content in batches or map out a spreadsheet. In reality, this method leads to late or missed posts and a lack of consistency, both of which cost your firm time and money.

The alternative? Create a content calendar. Content calendars act as the framework or guidebook for executing a consistent online marketing strategy.

**Whether you use a Google Sheet or specialized tool, your content calendar should break your day-to-day content into these categories:**

	Example	Notes
Title	<a href="#">The Art of Cultivating Valuable Law Firm Referrals</a>	Title should be clear, meaningful, and relevant to the topic
Type of content	Blog	Is it a video, blog, presentation, guest post, podcast, or e-book?
Topic	Referrals	What legal topic does the content educate viewers about?
Buyer's stage	Potential clients at the "awareness" stage of the buyer's journey	Is the content intended for potential clients, current clients, or former clients? Where is the audience in the buyer's journey?
Publish date	September 15, 2022	When should the content "go live"?
Channel	Law Ruler blog	Where will the content be published? Is it a YouTube video, a blog, a social media post, or something else?
Promotional strategy	Share on LinkedIn & add to email drip campaign	Will the content be organic? If so, will you share it on another platform to promote it? If not, is it an ad? How much will it cost? How long will it run?



Your content calendar can be more detailed if that serves your team better. In addition to brand new videos, blogs, guides, and white papers, your calendar can also include revamps of your existing content.

Whether you're publishing content to social media channels, a blog, or a podcast, your content calendar is the roadmap to marketing success

## Review regularly

On a monthly basis, review your analytics to see where adjustments might improve the ROI of your online marketing efforts.

Choose key performance indicators (KPIs) to help you measure the success of your campaigns. For example, if your goal is to [increase email newsletter signups](#), you might track signups, in addition to how many people unsubscribe each month. If the numbers are disproportionate, this could be a sign to adjust your newsletter so that it's more useful to your audience.

# 4 Tools to Support Your Online Legal Marketing Strategy



## 1. Social media scheduling software

Running social media campaigns can be a lot of work when you do everything manually and on an as-needed basis. Social media scheduling software allows you to easily plan social media posts in advance and schedule them at the ideal time for your audience. Social media tools also provide you with detailed analytics that deliver insight into how your posts are performing, which helps you evaluate the success of your social media marketing.



## 2. Keyword research tools

If your attorneys author their own blogs (as opposed to working with a legal copywriting agency), make sure you're writing about topics that are relevant to your audience—and to Google. Keyword research tools give you insight into what your leads are searching for and how to best answer their questions.

## 3. Employee advocacy software

Your attorneys and legal support staff are some of your best resources when it comes to marketing your law firm. Make it easy for them to share news and insights from your law firm with an employee advocacy software like [Clearview Social](#).

## 4. Legal client relationship management (CRM) platform

Understanding and keeping track of leads and clients is essential to your digital marketing strategy. Understanding who they are allows you to make informed decisions throughout all stages of marketing campaigns.

## Getting Started with Law Ruler

Law Ruler's CRM and automated marketing tools make getting started with online legal marketing fast and easy. To learn how you can start spending less time managing your online marketing efforts and more time serving clients,

[Schedule a Demo](#) today.

