

Prepping Your Legal Marketing Strategy for 2023

The end of the year is rapidly approaching and law firms are looking ahead to 2023. What do motivated legal practices marketers need to create an effective marketing strategy for next year? Law Ruler is here to help.



1 Identify your goals—and how you’re going to achieve them

Before the clock turns over on 2022, there’s a lot to be learned from this year. Review your 2022 marketing goals and strategy. What was successful? Where can you improve? Do you need additional resources to get where you want to be?

2 Assess your most profitable practice areas and clients

Time, energy, and money can be lost if your law firm marketing doesn’t target the right prospects. Review your marketing data to see which practice areas and clients bring in the most revenue. Make updates to client personas for more effective marketing plans.

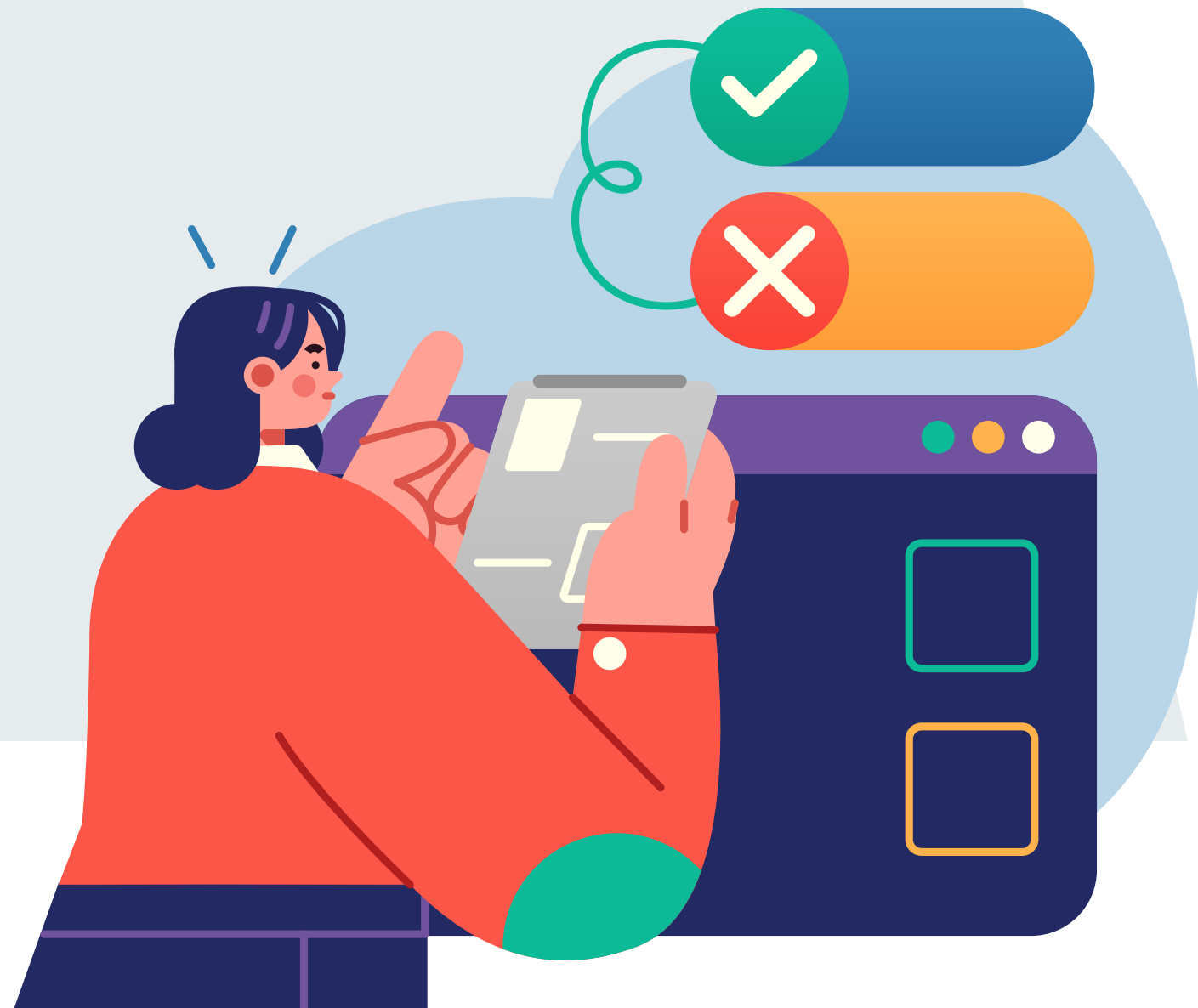


3 Find out where your clients are coming from

It’s not just WHO your clients are—it’s WHERE they come from. Look at your data to find out where are your highest converting leads are coming from. Referrals? Paid social advertising? Review sites? Analyzing your traffic can help you identify which channels are the best fit for your marketing dollars in 2023.

4 Review processes and workflows

Are your marketing workflows efficient? Do your processes run smoothly? Look at which tasks you can streamline or automate. Make sure your legal marketing tools are providing you with robust automation features to save you time and resources.



5 Update your reporting process

As you plan for 2023, think about how you can improve your reporting workflows. What additional data points do you need to source? Who should you share information with? How will it impact decision-making processes?

Law Ruler’s legal CRM can help you take on 2023

With Law Ruler’s robust legal CRM, your team can land more clients with less effort and in less time, leading to better organization, time management, and profits for your law firm.

Schedule a Demo