



Law Ruler

by vprofitsolv

8 Tips for Setting Your Marketing Efforts Up for Success in 2023



Are you hoping to make 2023 your best marketing year yet? This free guide is full of tips to kickstart your efforts by teaching you how to reach and engage current and potential clients more effectively.

Tips for establishing the right goals for your law firm

Clear and achievable goals are foundational to the success of your law firm, especially when it comes to marketing. Applying effective goal-setting skills to your marketing strategy helps you better manage your resources and allows you to focus your energy on projects with the greatest projected return on investment (ROI).

Still, even the best goal-setting skills won't get you very far if your marketing goals are opaque, vague, or impossible to reach. With crystal clear marketing objectives, it's much simpler to direct your efforts and resources toward the most impactful actions.



1. Use the SMART goal framework to create more realistic goals

Not all goals are created equal. It's all too easy to set goals that are attractive yet difficult to attain. The purpose of the SMART (specific, measurable, achievable, relevant, and time-bound) goal framework is to help you establish reachable goals by applying specific criteria to the goal itself.

For example, instead of setting a goal to "get better results from social media," try setting a goal to "increase the number of new clients acquired through social media marketing efforts by 25% over the next quarter."

Why it works:

- **Specific:** This goal lets you know exactly how many clients to acquire and how.
- **Measurable:** You can keep track of how many new clients your business gets from social media marketing.
- **Achievable:** The growth rate percentage can be based on past performance and resources available.
- **Relevant:** Acquiring new clients through social media marketing aligns with the overall business goal of acquiring new clients.
- **Time-bound:** The goal specifically mentions the next quarter as a deadline, which provides a clear timeline for achievement.

LAW FIRM MARKETING MUST: WRITE DOWN YOUR GOALS

You're more likely to achieve your goals if you document them in the first place. [One study](#) found that people who write down their goals, along with actionable steps to reach them, were 33% more likely to reach their goals.

Writing down your goals doesn't just make them more actionable—it also makes them more trackable (especially if you share them with someone else!)

2. Align your marketing goals with your business goals

If you want to set your marketing up for success, your goals need to be more than SMART. They also need to be tied into your overall vision for your firm. When these two things are in balance, improvements to your firm are more likely to follow.

All of your marketing efforts should guide your law firm toward the potential outcomes in your overall business strategy. For example, if one of your primary business goals is to increase revenue, your marketing goals might be centered on driving more qualified leads and conversions.

LAW FIRM MARKETING MUST:

Even though it may be tempting, avoid using gimmicky [marketing tactics](#) that aren't relevant to your business goals, audience, practice areas, services, or values.

“Our competitors are doing it” is never an adequate reason to change your marketing strategy—at least not on its own.



3. Identify both successful and unsuccessful marketing campaigns from past years

Before setting new marketing goals, consider the ones you've set in the past. What goals did you set, and how did you try to achieve them? Did you succeed?

A good place to start is by reviewing data from previous marketing campaigns. Take a look at the times you have—and haven't—been successful in reaching your goals. Which factors might have contributed to these outcomes? Is there anything you can do to mitigate any negative factors now?

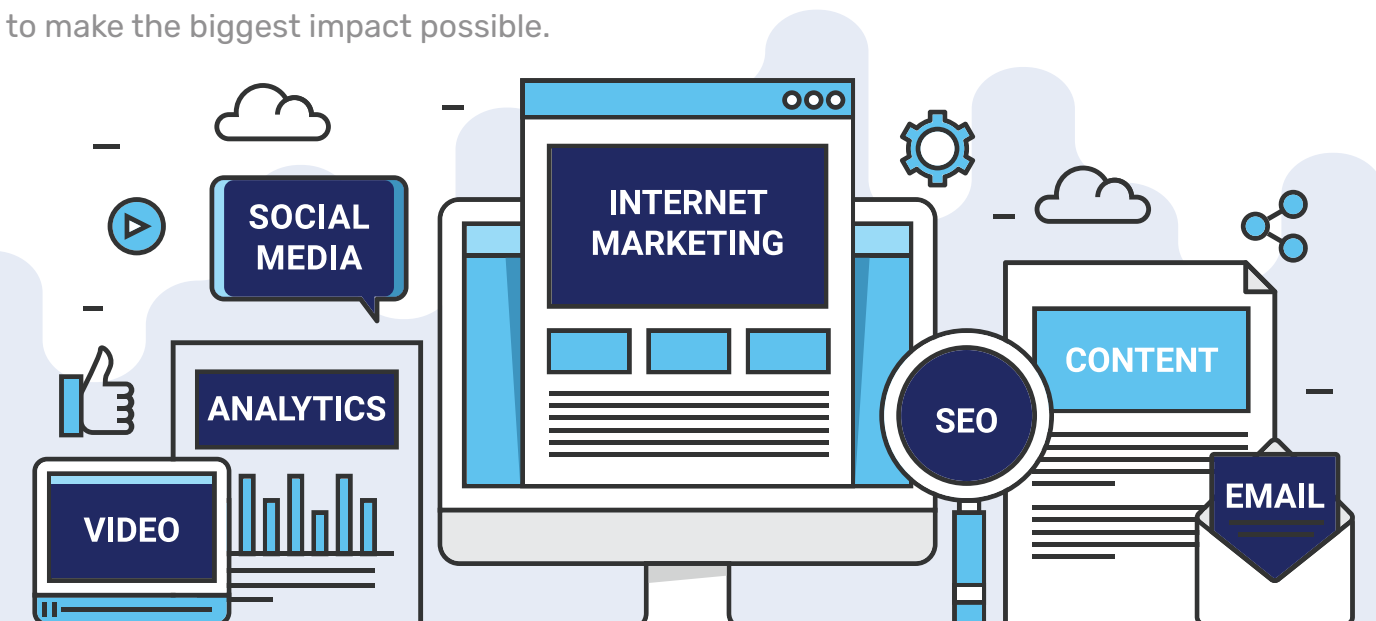
This type of candid reflection helps you identify opportunities for improvement and lay the groundwork for the year ahead.

TIPS FOR USING YOUR MARKETING TOOLS EFFECTIVELY

From timekeeping software to [client relationship management \(CRM\) software](#), there is a multitude of legal tools on the market and each one promises to help your law firm scale to new heights of productivity and profits.

As you compare them all, it's important to be realistic. While it might be fun to try out new software with all the bells and whistles, you don't need every tool available to reach your legal marketing goals.

Instead, focus your energy on finding the right ones and using their features strategically to make the biggest impact possible.



4. Simplify your tech stack

[Less than half](#) of all law firms have a marketing budget. If you're one of these do-it-yourself firms, right-sizing your tech stack makes all the difference.

Review and evaluate the tools you're using often to make sure they're still useful and necessary. If they aren't, consider eliminating them or scaling back your subscription to a lower tier.

You won't have as much time to spend on marketing your firm if you've got too many tabs open (literally). Prioritizing marketing software that fully integrates with your other legal tools is a great way to clear some space in your mind and on your hard drive alike. It will also simplify your marketing workflows—which is a plus, since the time you spend marketing your law firm isn't billable.



5. Consider automation

When you can, try to automate repetitive tasks to [speed up your marketing](#) and increase your billable time.

Marketing automation also leads to greater consistency in follow-ups, responses, and client touches, which helps build trust and credibility with your audience. Automation can also help you identify and target specific segments of your audience with personalized messaging, which helps build more meaningful client relationships.

Automation can also help you do things like post on social media and collect leads from your website. All around, it saves time and makes sure that your clients are cared for at all times.



6. Improve the client experience

Your marketing efforts don't stop once a new client signs with your firm. Managing the client experience through every step of the process is crucial to protecting your reputation, earning referrals, and gaining repeat business.

Did you know that [11% of callers](#) hang up within 10 seconds of calling a law firm because they're frustrated at not getting to speak with the person they ask for by name? Ensure that your clients have a positive experience with your firm by offering additional avenues of communication through tools like legal CRMs and online client portals.

TIPS FOR KEEPING YOUR CLIENTS TOP-OF-MIND IN YOUR MARKETING

Marketing efforts that focus on the needs and preferences of your clients are more likely to be successful. Make sure to regularly review and assess client feedback and reviews to understand what they are looking for in a law firm. Marketing via email and text messages can also be a good way to keep your clients informed and interested.



7. Make sure you're talking to the right people

It's essential to make sure you are targeting the right people with your marketing efforts. Otherwise, your time and money will be wasted on ineffective ads, drip campaigns, and other marketing materials.

Look at the data in your legal CRM to figure out which messages and delivery methods work best for each part of your audience.



8. Prioritize communication and client experience

Ultimately, excellent client service is the goal. When your clients are the center of your marketing efforts, you're much more likely to see success.

Go the extra mile to ensure that you're meeting the needs of your clients. Make sure to regularly review your communication and client experience processes, using your legal CRM to send out surveys via text or email. This valuable client data will lead to more informed decisions this year.



Marketing success is just ahead

Trust Law Ruler to support your quest for marketing success in 2023.

Our robust legal software includes a wide range of marketing features, such as lead capture and management, automated email campaigns, and reporting tools that help you better understand the impact of your marketing efforts. With Law Ruler on your side, you can connect with potential clients better, which will help your firm see lasting growth in the long run.

If you're interested in seeing how Law Ruler can increase your firm's marketing reach and results, schedule **your free demo** to get started today.

