## **Full Service Digital Marketing For Lawyers**

# **Why Social Media Management Is Crucial To Growing Your Firm?**

You may be thinking: “I know, social media is taking over the world. I have a Facebook page already.” But what are you using that page for? What is it accomplishing? Attorneys are in a unique situation in that to gain the most out of their social media exposure, the platforms are utilized a little differently.

### Let’s take a look at what people want to see when they visit an attorney’s social media page and how the attorney can benefit from that page visit.

1. Referrals – When a customer likes your page or posts a review to your Facebook or Google+ page, that “like” or review is seen by friends of friends of friends. In the past, you had to count on “word of mouth” to gain your referrals. A review that is seen by hundreds or even thousands of people spreads MUCH faster than that same individual telling their friends one at a time!

2. Local News – When a potential client is browsing your Facebook or Google+ page, they are not looking for anything in particular, they are just browsing. However, by utilizing our social media management services and posting the latest news article about changes to a statute or a recent event that has happened relating to their situation, you are gaining that person’s trust, giving them a warm blanket of confidence that you are the legal professional most up to date with current law.

3. What To Be Careful Of – Attorneys must be aware of the difference between sharing insights and posting legal advice (you can guess which one is a no-no). If you are not sure, play it safe by putting “Insights shared on this page do not constitute legal advice”, and contact an expert in social media management for attorneys.

Another thing to be careful of is finding the perfect professional/personal balance. It is ok to post pictures of a vacation you were on or an up-close shot of Fluffy, the family poodle. People want to see that you are personable. However, too much of that may make your potential client think that you do not take your profession seriously.

# **Why Law Firm SEO Is Crucial To Scaling Your Firm?**

One of the most important metrics to direct your attention to when evaluating your marketing strategy, is the return on your investment (ROI). Let’s take a look at some of the reasons why Search Engine Optimization is ranked as a top performer when it comes to making more than what you are spending.

* Increase In Traffic – Law firm SEO works much differently than SEM. With [SEM](https://firmfinder.net/our-services/google-adwords/), you get what you pay for. Each time your ad is clicked on, you pay for that click. After the ad is clicked, it is gone until you pay for that ad to reappear. With SEO, you are getting your [website](https://firmfinder.net/our-services/website-design/) to appear organically down the center of the Google results. When your site link is clicked, it doesn’t cost anything. Better yet, when the next person searches for your services, your website is still there. This means you can increase traffic to your site without increasing your advertising spend!
* About 60% of all clicks go to the number one search result. Simply put, if you haven’t utilized law firm SEO to get that top ranking, you are missing out on 60% of the opportunities!
* Credibility – Consumers are more educated on how Google searches work and that trend is not slowing down. The average consumer knows that anyone can pay to have an ad appear. They also know that it takes time and a credible company to appear at the top of the organic results. Digital marketing for lawyers means seeing your website at the top of the organic results, giving the potential client a sense of comfort and confidence that they look for when hiring an attorney.

# **Why Online Reputation Management Is Crucial To Growing Your Firm?**

Fact: Being at the top of Google’s search results is important. But, even if you are at the top, you are up there with the other top ten websites and your customers do not have time to visit every search result. Many won’t even visit a company’s website before making the decision to call.

So what do they do instead? They simply scan the reviews on each listing, looking to see what other people are saying. They are looking for what is known as a Social Signal. Social Signals are your current customers talking about your business and sharing their experience openly online.

70% of customers trust a business with a minimum of 6 to 10 reviews. About 72% of consumers say they trust online reviews as much as personal recommendations, even those by anonymous posters!  
\*Reference Sources: ComScore, Nielson, Gartner, Google, and Other Reported Studies

So why do search engines care about how many reviews you have? Simple. They want to deliver the best results for users. So, who do you think they are going to favor a company with no reviews? Or a company with dozens of glowing ones?

Online Reputation Management for lawyers may be the most time-consuming piece of the marketing puzzle. It is definitely the most critical! Most consumers want to see at least six positive reviews before they pick up the phone, but it only takes one negative review to make sure they never do.

# **Why Google AdWords Is Crucial To Scaling Your Firm?**

First, let’s get a good understanding of some of the terminology associated with AdWords PPC Management.

Ad Rank – This is a value given by Google that determines your ad position (whether you are at the top of page 1 or the bottom of page 54684351). This value is calculated by your bid amount and quality score.

Average Position – This is how your ad stacks up against competing ads. Where your ad appears vs. where their ad appears.

Bid – The maximum amount you are willing to pay per click.

Conversion Rate – The number of times your ad results in a desired action ie: phone call.

CPA – Cost per Acquisition: The total amount of your ad spend divided by the number of conversions.

CTR – Click through Rate: The number of times your ad appears, divided by the number of times it is clicked.

## There are countless reasons why every law firm should be using AdWords to grow, however, there are two reasons that are especially attractive.

1.) Measurability. One of the greatest things about Pay Per Click advertising is you can measure every aspect of it and know exactly what is working, what isn’t, and how much money you are spending vs. how much you are making. Our PPC management experts will test different ad types as well as different ad content until we have found an approach that gives you, the attorney, the biggest return on your investment possible. The best part is you will be able to check every day to see how your AdWords are performing using our custom, easy to comprehend analytics dashboard.

2.) Scalability. One of the challenges that every marketer faces, is finding the easiest and fastest way to produce more “leads” without having to provide more time or manpower. Well, the answer is AdWords. Once we have acquired a comfortable CPA (Cost Per Acquisition), it’s as easy as increasing the ad budget. For example: if you are spending $1,000/month on AdWords, and that is producing 50 clicks on your ad, which you are turning into 5 paying customers, then it is safe to say that by just increasing your spend to $2,000/month you will in turn receive 100 clicks to your ad resulting in 10 paying customers.

# **Why The Perfect Website Is Crucial To Growing Your Firm?**

Your website is your online storefront. It is the face of your business, giving potential clients that first impression of what to expect if they dial your number. You must ask yourself – If I were looking for an attorney and came across my site, would I pick up the phone? How many clients per month is your website costing you by giving the wrong first impression?The services below are included with your law firm website design to keep it running smooth:

* Stellar Support Our support is our biggest advantage. When you work with us you’ll get speedy support and we’ll always exceed your expectations. In many cases, we’ll know your website has a problem before you do and we’ll begin working on a solution before you even submit a support ticket.
* Full Site Backups Keeping website backups is a thought that’s in the back of most of our minds, but it’s not something we act on until it’s too late. We’ve even heard horror stories of people who were backing up their site to their webhosts when the webhost server crashed losing the original files and the backups too.
* 24/7 Security Monitoring Security is a huge concern when talking about the information superhighway. Hackers are everywhere and malware infections can put your content at risk and potentially do harm to your site visitors. Just one virus from your website and you can almost guarantee that person won’t return to your site.
* Site Performance Few things are more frustrating than a slow website. In fact, Google even punishes websites with slow load times. We love to help make our law firm website designs fast. Aside from installing and properly configuring a great caching plugin, we’ll take a comprehensive look at your site and get it running smooth.

# **Why A Blog Is Crucial To Growing Your Firm?**

Blog content writing services for law firms can help a website in numerous ways. Not only does it help keep your potential clients informed, it will also signal new website updates to Google and increase your website’s overall on-page SEO. A blog can be informative about your industry, service, or answer a customer’s question. As each blog is written by our team of attorneys and posted, it will be added to your website as a new page. As new “pages” continue to be added to your website, your website’s index count increases, which allows for more opportunities for organic searchers to find your blog article or website.

Blogs are also a fantastic way to show potential clients that you are an authority in your legal specialty and that you genuinely care about them finding solutions to their problems. When people trust you, they are more likely to turn to you for legal counsel in their next case. Blogs also give you an opportunity to interact with your clients and create a conversation about the importance of working with the right attorney. By adding our blog content writing services, you are taking an important step in keeping your website relevant, fresh, and engaging for your potential and current clients.

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