

WHAT THE INTERNET SHOULD DO —FOR YOUR LAW PRACTICE—

There's more to internet marketing than Google. Here's what the internet can do for your law firm:

★ Drive Referrals

The average lawyer is only earning one-third of the referrals they could be earning from people they already know. There's a huge opportunity to grow your law practice simply by maximizing referrals from current clients, past clients, colleagues, and the rest of your network. The right approach to social media and email marketing will help you close this gap and dramatically increase referrals.

★ Create More Repeat Business

It's important to stay in touch with past clients. In most cases, they will need legal services again, and you have the inside track on winning that business because they already know, like, and trust you. You can use the internet to proactively stay in touch with them and maintain top-of-mind awareness so that they think of you when they need help again - whether that is months, years, or even decades down the road.

★ Build Your Brand as An Expert

Clients want to hire an expert. They're looking for a lawyer that they can rely on, and they want to feel absolutely secure that their lawyer knows what he or she is doing. That's why your brand is so important - and you can use the internet to position yourself as a highly trusted, qualified, competent expert in your practice area.

★ Attract Higher Quality Clients

Good marketing serves as a "gatekeeper" for your law practice. It attracts good clients - clients who need your services and can afford your rates. But just as important, it should push away bad clients who will create headaches for you and your team. You can use the internet to make it crystal clear who you work with and how you can improve their lives.

★ Increase Overall Marketing ROI

Your internet presence should enhance and support ALL your marketing - online and offline. For example, when you meet someone at an event, they should be added to your email newsletter distribution list. This creates ongoing touch-points and further educates them on the value you provide. Every connection you make while networking becomes much more valuable to you - and now you're using the internet to massively increase your return on investment.



Spotlight
Branding