



3 Steps Bankruptcy Attorneys Can Take for Better Marketing During COVID-19

With the economic turmoil caused by COVID-19, we will almost certainly see a big spike in foreclosures and bankruptcies in the weeks and months to come. That means bankruptcy attorneys like you have a chance to receive a large influx in business. So how do you make sure you're in the best position to serve as many people as you can and get them the financial relief they need?

In this report, we'll outline three easy ways to do that.

How can you make sure people find you?

As more and more people are forced to stay home, they're going to be spending more time on social media, browsing the web, and checking their email. While many other attorneys out there are drinking the Kool-Aid and throwing all of their money at SEO, hoping for one of 10 spots on the first page of a keyword search, you can put yourself in front of people on social media and in their inbox, which is a much more intimate setting than a Google search and really allows you to send a more personalized message.

But beyond the opportunity to reach new people, you don't want to forget the people you've guided in the past. Are they going to need you again? Or do they know someone who may need your help?

The truth is that while you may want to take every single case that walks through your door because it means more revenue, you know deep down that you don't have the capacity for it (unless you have a few associate attorneys on your staff to delegate the work to). So how do you make sure you take the cases you want? Referrals.

Look back through your business records. We bet you'll find that the best cases, whether it was the case value or the overall experience you had working with someone, was much better when that client came as a referral than a cold lead. That's because referrals truly do make the best clients.

How can you generate referrals? You have to remind your past clients and other contacts of who you are and how you can help them.

I know you've seen it - your email inbox has been flooded with a message from every single business in existence about their own individual COVID-19 response. Everyone is talking about it, and everyone is paying more attention to it. There's never been a better time to send an email to your contacts and be sure they'll see it.

Even more, as things clear up and we start to return to normal, people will be on the lookout for the attorney they need. If you start sending regular emails informing your contacts of how you can help them, they'll be more likely to think of you first when they need to file for bankruptcy. Even better, they'll tell their friends, family, and coworkers who may need to file bankruptcy about you.

At that point, the referral will walk in primed and ready to hire you. You won't have to spend as much time selling yourself or educating them, because you'll have everything you need to educate them beforehand.

How can you put yourself in the best position for success now?

It's actually pretty simple:

1. Get on social media
 - If you're already on social media, start posting consistently (1-2 times per day)
2. Send regular emails
 - Write blogs and film short, informational videos to include in your emails as a way to provide real value to your contacts. Avoid the cookie recipes!
3. Make sure your website is up to date
 - If your website looks old or the messaging is confusing, make the decision to invest in your digital office space right now! It's the first impression you'll make on new clients, so it better be a good one.

That's it! If you can take those three steps, you will have set yourself up for massive success once all of this clears up.

Should you invest in SEO right now?

NO! Do you want to know why? Because that's what all of your competitors are going to be doing. They're going to throw their marketing dollars into SEO in the hopes that they'll reach Page 1 of a Google search. However, if all of your competitors are doing that, that means only a few will actually make it - and it will be the ones who pay the most money.

Instead, go where your competitors aren't going. Focus on your contacts, whether it's your past clients or the referral partners you've created along the way. The people looking for legal help

on Google are going to be price shopping and looking for the cheapest lawyer. Don't commoditize yourself! This is your time to shine, and it's easier to achieve than you might think.

If you need help getting this strategy off the ground, Spotlight Branding can help. Contact us today to see how we can provide social media, blogging, video, email, and website services for you.