

## The Top 10 Law Firm Marketing Strategies for 2022

Ready to take your business to the next level in 2022? Below are ten proven strategies to help you improve your marketing and grow your practice.

Don't try to do all ten of these at once - start with just one or two ideas that make sense for you and commit to making it happen. Let's make 2022 the best year yet for your business!

1



### Launch a Podcast

Podcasting is exploding as a form of media as people look for ways to consume information while working, driving, or something else to pass the time. Having a podcast is a HUGE credibility booster and a great way to show off your expertise.

### Stay in Touch with Your Contacts

If you aren't using email to keep up with your contacts, you're missing out! People have a lot going on and it can be easy to forget who you are and what you do. Send a regular email to remind people that you're out there and can help!



2

3



### Do More With Video

Create a short video series and post it to your social media. Video is becoming more popular as an alternative to text and images, and many people will stop scrolling down their timeline to watch a short video, so make it valuable!

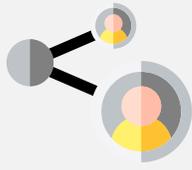
### Provide Value To Your Audience

Provide a free resource like a checklist, a personal assessment of their situation, or a worksheet to your audience that can help them (and you) figure out their legal needs. This will help you gather more information and help them feel as though you're providing a tailored solution for their needs.



4

5



## Network, Network, Network!

A great marketing foundation starts with networking. As things open back up, make sure you're getting back out there and meeting new people. Remember though, don't make it all about yourself, truly work to build great relationships that will turn into consistent referral sources down the road.

## Publish a Book

Like podcasting, having your own published book is a big credibility booster. Imagine having copies of a book with your face and name on the cover proudly on display in your office? Plus, it's easier than you might think, especially if you have a catalog of blog articles on your website.



6

7



## Find Your Niche

Don't be a jack-of-all-trades. Narrow your focus and bring in the work you enjoy doing the most. You'll be seen as an expert, which means you can charge higher rates! (Not to mention, potentially work less while making more money.)

## Focus On Educating Your Audience

Hold workshops, Lunch 'n Learns, etc. to provide valuable information to your audience in a group setting. This not only helps them feel more comfortable around you, but it provides a safe, pressure-free environment to ask about their situation and move closer to a hiring decision.



8

9



## Increase Those Reviews!

Testimonials on Facebook, Google, and your website go a long way towards validating your marketing message and making the buying decision much easier for your prospects. Don't be shy! Ask happy clients to share their experience with others.

## Free Up Your Valuable Time

Stop doing everything yourself. Most business owners are only working 60-70 hours a week because they're doing a lot of menial tasks that could be delegated or automated. Commit to getting those things off of your plate this year to free up time to do more of what you actually like doing (or to rest and enjoy time with family).



10