

# THE TOP 10 **MARKETING STRATEGIES FOR 2024**

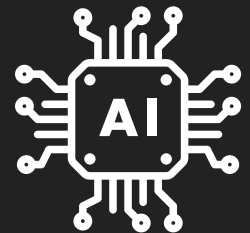
**Spotlight**  
Branding

Ready to take your firm to the next level in 2024? Below are our top 10 proven strategies that will help you improve your marketing and grow your practice.

You don't have to do all 10 at once—start with a couple that make the most sense for your firm and commit to doing them consistently. Let's make 2024 the best year yet for your business!

## 1. EMBRACE AI

Artificial Intelligence is here to stay. And while it won't replace your job as a lawyer, the firms who embrace AI will replace the law firms that don't. Commit to learning about all the ways it can help your firm!

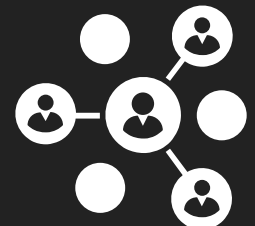


## 2. NURTURE

Many businesses have a great lead generation strategy, but most fail to do anything with those leads once they're in the system. Make sure you've created a marketing ecosystem that will nurture those leads along to help them make a buying decision.

## 3. GET MORE SOCIAL!

This is where your audience lives, so go to them! It's not enough just to have a page on Facebook and LinkedIn. You should be on Twitter and Instagram and regularly publishing content to those pages.



## 4. FOCUS ON VIDEO

Building on our first strategy, social content is leaning more towards video. Build your presence on TikTok. Post more video content to Instagram and Facebook. It doesn't have to be a sophisticated production, either. Just pull out your phone and shoot a video of you addressing a common concern.



## 5. LAUNCH A PODCAST

Podcasting is the most versatile form of content right now 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.



## 6. LIVE IN YOUR AUDIENCE'S INBOX

Email is NOT dead! It's an easy way to create touchpoints with your audience to stay top-of-mind and remind them of the many ways you can help. A monthly newsletter goes a long way towards driving referrals and repeat business.

## 7. NETWORK, NETWORK, NETWORK!

Your marketing foundation starts here. We're as close to getting back to normal post-pandemic as we can possibly be, so get out there and meet 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.



## 8. GIVE BEFORE YOU RECEIVE

Don't flood your social media posts and emails with hollow calls to action. No one is on social media looking to be sold to—they're looking for information. If you can be that source of reliable information, you'll be seen as the expert and the obvious choice to work with...no call to action required!



## 9. INVEST IN YOUR MARKETING

Marketing is more important than it ever has been. There are tons of resources available to help law firms understand how to market themselves well, so it's vital for you to make a serious investment in your firm's strategy. 10% of your revenue is a good bookmark for where to begin.



## 10. DELEGATE!

Yes, delegating is a marketing strategy! You as the firm owner aren't a marketer, so delegate the marketing needs to a dedicated staff person or an outside vendor. You'll still have control over final decisions and approvals, but you'll free up dozens of hours to allow you to focus on other things.



We can help you implement many of these strategies. If you're ready to chat, book your free strategy call at [Spotlight Branding](https://www.spotlightbranding.com).

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