

The
Legal
Marketers
Guide to Analytics



mediahawk



CONTENTS

1.	INTRODUCTION	3
2.	KEY METRICS FOR LEGAL MARKETERS	4
3.	MARKETING ANALYTICS TOOLS	6
4.	SUPERCHARGE YOUR LEGAL MARKETING	8
5.	CONCLUSION	11
6.	CALL TRACKING FOR SOLICITORS	12

1

INTRODUCTION

How many inbound leads did you get last month? What marketing generated those leads? Are you certain?

It's simple isn't it? Law firms get leads through word of mouth, and if that's what your law firm is relying on then you had better be right because your competition are becoming more sophisticated. How can you be sure your print and digital marketing efforts are working?

Marketing has stretched beyond acquiring traffic, meetings and new clients – what happens to clients once they've said "yes"? How do we measure the relationships with our clients, how our staff are maintaining them and how we profit from them?

At the end of the day it all comes down to marketing analytics. Analytics tells us what's going right, what's going wrong and what we need to do to improve our efforts for more impact.

In this ebook we're going to teach you which metrics you need to track, what tools you need and proven steps you can act upon the data you find.

2

KEY METRICS FOR LEGAL MARKETERS

Mason Bullock, are a forward thinking law-firm, giving advice to commercial and private clients in a wide range of areas. They're a customer of Mediahawk using our call tracking software, are gaining a lot of their business from word of mouth recommendations – just like many other solicitors do.

Do they rely solely on this method of acquisition? No, they have set up a campaign to attract people who sit at the top of the buyer's cycle. People get recommended to you because they're looking for your services, but what about researchers who are not ready to do business with you yet?

The marketers at Mason Bullock understood this and created a whitepaper to give to prospects in exchange for their details, allowing them to nurture leads. Referrals are important, but open your eyes to other methods of attracting traffic and clients. It's important that you keep an eye on important data to measure the performance of your marketing, and we've boiled them down to four key metrics.

1. Cost Per Acquisition (CPA)

The cost to acquire a new client is high, so this is a metric you should constantly monitor. Advertising contributes to these costs, and while referrals are seemingly free, there's a price behind closing those prospects into clients.

2. Cost Per Lead (CPL)

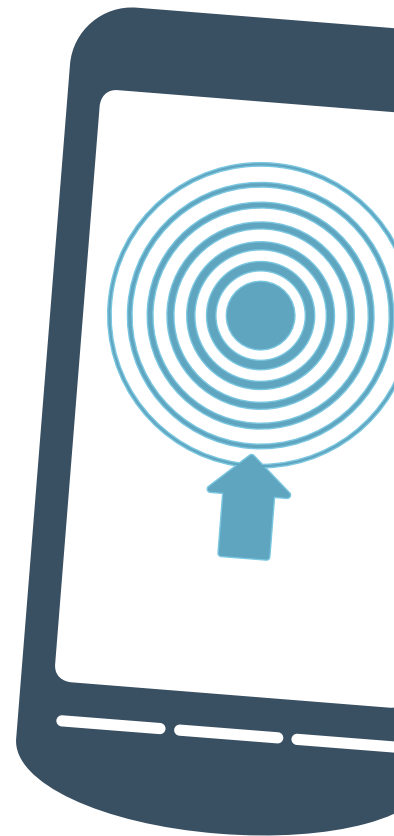
You may have a method of attracting leads through a white paper or other lead capturing method. Generally, these costs are lower than your CPA but should still be monitored closely.

3. Conversion Rate as Percentage (CR%)

What converts to what? You may have a CR% for website visitors converting to leads and a CR% for leads that convert to clients or meetings, as well as a CR% for phone enquiries.

4. Lifetime Value (LTV)

This is the amount a client is worth to your firm during your relationship with them. The traditional method of working this out is by calculating how much the average client retainer is worth to you in profit and multiplying it by years they stay with you. If your average profit from a client retainer was £1000 and they were a client for an average of 4 years your LTV would be £4000.



Now we know the metrics we must measure, how can we measure them accurately? Let's look at some of the tools that will help us...

3

MARKETING ANALYTICS TOOLS

In order to measure how our marketing is performing it's important to have the right tools to assist and make sure we're heading in the right direction. Marketing analytics software is a must-have in our current digital age. These tools are incredibly affordable and can easily be implemented into our marketing campaigns quickly.

GOOGLE
ANALYTICS



This is the industry standard for digital marketing analytics and shows you all website activity. It's simple to setup and can help you with many of the metrics we talked about above.

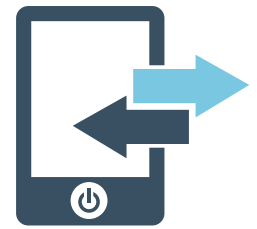
Sign up at www.google.com/analytics using a Google account. You'll need to add code to your website to use reporting. Your webmaster can help you with this.

Once done, Google Analytics will gather your website data including pages visited, traffic sources and visit duration.

To track the conversion rate of your marketing you'll need to set up something called a Goal. To do this head over to Google Analytics and click Admin > Goals and click "CREATE A GOAL".

Follow the steps here to track your funnel sequence, which would usually consist of a landing page and a conversion page – which is the last page the visitor sees during the funnel.

Apply more goals to other aspects of your site to measure important conversion points that are and optimise using the steps we teach you shortly.



We would be preaching to the choir if we told you how much you rely on the phone to generate enquiries, so let's answer the most obvious question: how do we track where our phone calls are coming from? Head over to www.mediahawk.co.uk and get set up by requesting a demo of the software to begin.

Call tracking will show you which of your adverts, PPC campaigns, referring sites and keywords are generating phone calls. If you're running adverts or sponsorships on other websites, do you think it's beneficial to measure they're proving their worth?

You'll also see which of your print advertising campaigns are generating a phone call too, meaning you can measure and cut those that are performing poorly, which helps improve your CPA.

We talked about how marketing goes beyond just gaining traffic, leads and clients. It's also about how those clients are dealt with on a day-to-day basis. No matter how large your firm, it's important to have vision over how your business is being run.

You can listen to calls coming in and out of your firm, which isn't a matter of distrust or to snoop on your staff, but for providing personalised training to maintain strong relationships with your clients; the lifeblood of your firm. This increases the CR% of prospects to clients and also increases client retention, which in turn boosts your LTV.

If this sounds like too much to handle then you can focus on the prospects and clients that matter to you the most by using received and missed call alerts. If you want to get back to a 6 figure client while you're on the road, or measure how your staff dealt with them, you can do so quickly.

You now have the tools in place to give you complete insight on everything that is happening in your firm. Let's move on to some actionable steps that you can take based on the data you've discovered by using these tools.

4

SUPERCHARGE YOUR LEGAL MARKETING

Your task is now to increase and improve all of these intrinsically linked metrics. The process behind our objective is simple: optimise marketing efforts to increase enquiries, prospect meetings and clients.



INCREASE YOUR CR%

The best way to leverage more leads and enquiries is to optimise what you're already doing. Let's start with your print advertising:

- **Ask yourself:** is my print advert acting as a direct response mechanism or just something pretty for readers to look at?
- **Include a captivating headline** that states why the reader should do business with you and to compel them to read on
- **Write clear, benefit-driven copy** and use fewer "me-isms" (time in business, number of clients, awards won etc.)
- **Include a call-to-action** that pops out of the page. Use contrasting colours and relevant copy
- **Use a unique web address** or call tracking number to track if your campaigns are worth the money you're spending

These are all effective elements of direct response advertising and by using them you'll be able to see what works and cut waste from your budget to put into resources that do work.

What about your website? Some of the same elements apply here, but there are other elements:

- **Try driving traffic** to simple and specific landing pages
- **Remove navigation** from these pages to force the visitor to take one action only
- **Make call-to-action buttons** pop out of the screen
- **Ensure your telephone number** is clearly visible at all times
- **Track metrics** using Google Analytics and Mediahawk to see what generates the most visitors, leads and phone enquiries

INCREASE YOUR CPA & CPL

Taking the above steps will help you reduce costs, but there is more you can do to improve your CPA and CPL:

- **Find marketing campaigns** that bring in little or zero response and cut them
- **Are you running PPC campaigns?**
Find keywords with high bounce rates and add them to your list of negative keywords. These keywords might only cost you a small amount each but add up in the long run
- **Create more landing pages** – HubSpot reported that websites that increase landing pages from 10 to 15 increase leads by 55%. This is a cost effective way of increasing CPA/L as well as CR%

IMPROVE YOUR LTV

We've saved the most important metric for last as it affects your bottom line the hardest. If your LTV starts dipping then so does revenue, but if you increase this metric just a little then how astronomical will the results be to your firm?

- **Train staff** and ensure they're handling calls correctly. We've recorded millions of calls over the last 10 years and seen how opportunities can get missed. Optimise your client service and sales efforts sooner rather than later
- **Use call recording technology** to spot frequently asked questions and adjust your service accordingly. You might be missing out on value you can provide clients with and by listening to these calls you'll deliver exactly what they need from you
- **Are your calls being answered** and in an acceptable time? Don't leave your clients waiting
- **Use call alerts** to get notified immediately of missed calls or received priority calls

5

CONCLUSION

Now you understand how important it is to measure all aspects of your business, and by focusing on and optimising the right metrics you can increase clients retention and, in turn, your bottom line.

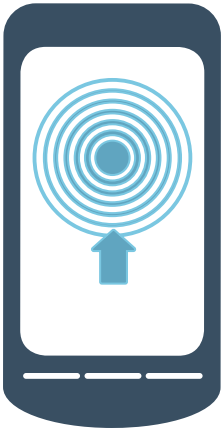
We could have listed a dozen metrics but decided to only focus on four. We don't want to overwhelm you and we do want you to have immediate results. All other metrics can be attributed and contribute to them as a whole.

As we say:

Action.
Measure.
Optimise.

Make sure you have the right technology to get the best results for your law firm.





Call Tracking For Solicitors

Request a demo and see how call tracking can help improve your customer service, cut your advertising costs and generate more business for your firm.

- **Measure your SEO & PPC efforts and measure which are really generating telephone conversions.** Make sure you're focusing on the right keywords and not wasting valuable marketing budget.
- **Improve customer service and sales staff effectiveness with call recording and call whisper.** By listening to inbound and outbound calls you can monitor how staff are performing and help to improve their performance with personalised training. You can also listen for any frequently asked questions to improve your content marketing strategy.
- **Follow your visitors through your website and discover which pages they visit before, during and after a call.** This is a super effective way of optimising your website as some pages will drive more phone calls than others.

REQUEST A DEMO



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