



4 Essential Tactics To Attract Clients To Your Law Firm



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Marketing in the legal sector is more competitive than ever

- 3 Marketing in the legal sector is more competitive than ever
- 4 Invest in Local SEO
- 6 Master Google Ads to optimise paid search
- 8 Retarget profitable prospects
- 10 Fresh content drives traffic and calls
- 11 Boost your ROI with call tracking

The legal sector has diversified its marketing mix massively in the last few years. This has been a reaction to the changing way that potential clients search for services and because the competition to be found online has greatly increased.

Google has become a battle ground for legal practitioners. Paid advertising has become increasingly expensive, with terms like 'solicitors' and 'divorce lawyers near me' being some of the most expensive bids on Google Ads*. Budgets can quickly be consumed if you're bidding on these terms but alternatively if you don't run a Google Ads campaign targeting your core services you would be cutting off a powerful lead channel.

Similarly, referrals, both online and offline, still drive leads, but the way these work is changing. For example, a word of mouth recommendation nowadays results in an online brand search in Google. Another journey might begin with a search on a reviews site of law firms.

If you're in the dark about where the leads come from, and which channels are producing an ROI, you're throwing budget away. To make the attribution process even harder, the telephone is still king for conversions in the legal sector. That's because potential clients want to discuss their sensitive and complex legal matters with another human being and a phone call continues to be the point at which someone converts.

With the clients' journey spanning both online and offline it's even more crucial for legal marketers to know which marketing channels are actually working in this increasingly competitive industry: as well as showing stakeholders where the budget is best spent.

Call tracking can do all of this and more, with unique numbers and caller attribution. We're going to show you four essential tactics to drive leads to your law firm.

*source: <https://www.webpagefx.com/blog/marketing/googles-top-100-most-expensive-keywords-in-2015/>

Invest in Local SEO

Legal representation has largely been a word-of-mouth business for many years, meaning personal recommendation is still of great importance to many law firms. Satisfied clients will recommend legal services to their friends and family based on their experience. This type of advertising requires local search engine optimisation (SEO) to aid new clients to easily find your business when searching online.

Local SEO has become one of the most important aspects of being found online. Millions of consumers use local search every day to find local businesses. Yet many law firms have not claimed their local business listing online which is a huge missed opportunity. About 96% of prospective clients are looking for legal help via search engines and if you are not visible to your local customers, you are missing out on leads.

Optimising for Local SEO is about allowing search engines to identify your business, which in turn means prospects can find you too. Listing your law firm in business directories such as Yelp, Superpages, Yellowbook, a Google My Business (GMB) listing and Bing Places for Business can enhance both your exposure and rankings very effectively.

Ramp up local SEO with call tracking

As many legal matters are complex, 74% of people who begin their search online end up phoning a law firm* for further help and guidance. People may require an immediate response to their query or require an open-ended discussion. In these instances, instead of completing a contact form or writing an email, picking up the phone to speak to someone will be more beneficial to the client. Therefore, it is crucial that a phone number is clearly visible across your marketing so that potential clients are able to contact you with ease.

The GMB Insights programme provides minimal information on the number of phone calls you have received via your listing on Google. Incorporating a call tracking number on your GMB listing can give you a clearer picture of the effectiveness of your local SEO efforts: with call tracking you no longer have to wonder which of your marketing campaigns are driving business. Call tracking will provide you with instant access to hard data that will identify where your efforts are paying off and where they need improving.

“96% of prospects are looking for legal help via search engines”*

Source: <https://www.lawlytics.com/seo/>

* <https://comradeweb.com/seo-vs-ppc-the-legal-marketing-battle-royale/>

Master Google Ads to optimise paid search

Google Ads paid search advertising is a profitable way for a company to target and attract quality leads to their website especially when it is looking to target local prospective clients who are searching for a specific service that you provide.

Using Google Ads you can see the keywords your audience are likely to be searching for so you can determine which are the most profitable. People will be searching for law firms near to their location so utilising pay per click (PPC) for local intent can help you get to the top of the search engine results.

The way it works is simple:

- 1. Users type keywords (or search terms) to search for specific products or services**
- 2. When the user has searched using a keyword you're bidding on your ad will appear above any organic search results (typically in the top three positions for a well-managed campaign)**
- 3. When the user clicks on your ad they are directed to your website. Or, the user is able to click the call button on mobile devices to call you directly from the search results.**

Sounds easy but appearing at the top of the results can be expensive and come with a high cost per click (CPC) if the campaign is not managed properly. Many law firms are spending hundreds, if not thousands of pounds, to appear at the top of the results without knowing which campaigns are the best-performing and how to improve others in order to reduce their overall CPC.

The first step is recognising which keywords and services are generating the most leads. Google Ads provides an interface that tells you how many clicks and conversions your ads are generating to help you optimise your campaigns, but the platform only shows you half the picture.

How call tracking will super-charge your paid search activity

When it comes to legal and private matters people still prefer to pick up the phone and speak to a person.

On Google Ads you are only able to track a call via the ads (when a user clicks on the call button where the call extension function is enabled) but you cannot track if a user calls after entering the site through the ad. Neither can Google Ads tell you the quality of the call itself, so how can you tell if the call converted to a piece of fee-paying work?

By tracking your calls, you are able to identify the quality of your paid ad campaigns and understand the journey each user takes after clicking on your ad. You can then credit the ad, keyword or service that has converted a lead into a client. This method of attribution will help to reduce your overall cost per acquisition (CPA).

For example, if users are also converting via the telephone, but you are currently not tracking offline interactions, this will result in a high CPA. Take a look at the example below:

Cost £1000/10 onsite enquiries = CPA £100

However, if you are tracking calls and your campaign achieved 10 converted calls, this will reduce your CPA.

Cost £1000/(10 onsite enquirers + 10 phone calls) = CPA £50

Retarget profitable prospective clients

When it comes to finding legal help, consumers are fully aware that legal costs can be high as a lawyer's time is expensive. So, it's even more important for prospective clients to make the right choice when choosing a law firm.

When it comes to enquiring about legal services, you really need to earn your prospective client's trust before they make the decision to place their business with you. Though your website is optimised to attract visitors, it actually could be converting a mere 2% of online traffic from first-time visits. The remaining 98% need more convincing if they are to become potential clients. So how can you ensure your brand stays in the forefront of their mind while they're in the research phase?

Here is where remarketing and retargeting fits into your strategy to remind visitors of your firm's name and build familiarity with your brand. Both remarketing and retargeting aim to focus PPC spend on the attention of previous web visitors who are more likely to convert.

Retargeting refers to online ad placement or display ads. Once a visitor interacts with your website, or completes a specific goal such as clicking on a service or typing in the site search bar, a cookie is set in their browser. This cookie enables you to 'retarget' visitors via Google Ads all over the web. The user is then reminded of your firm's services and is only a click away from being redirected back to your website.

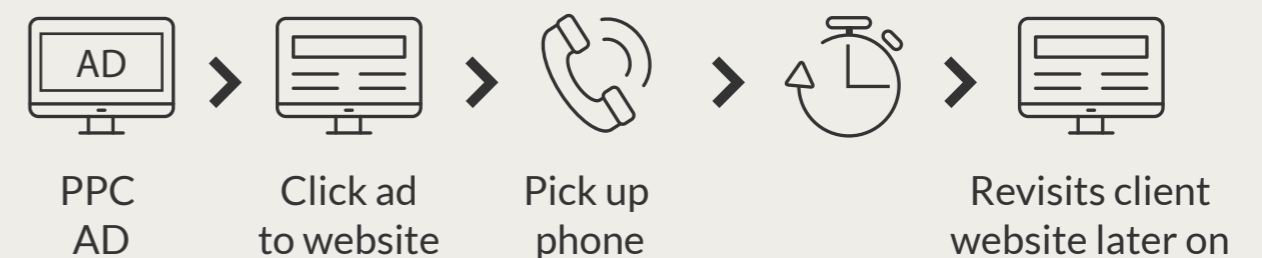
Email remarketing is intended to increase conversions from visitors who have interacted with your website but didn't enquire. During these interactions, the prospective client will have usually handed over their email address. Emails can be sent to remind the visitor of your firm's services, particularly the service the visitor appeared to be interested in during the time spent on your website. This is a useful way to continue a relationship with a prospective client even if they don't commit the first time around.

Tying this user journey up with call tracking

After a potential client has visited your website and carried out their own research regarding your firm, the natural next step in the client's journey is to make contact. As we mentioned earlier, when it comes to personal and legal matters, clients will prefer to pick up the phone to connect with you.

Your display ads are designed to grab the attention of your potential client, so it is crucial that a phone number is clearly visible on the webpage that they are being directed to. Using call tracking software you will be able to determine which display ads have generated quality leads to your business and if your retargeting efforts have been successful.

Email remarketing can be personalised to each potential client by providing more detail about the particular service they were researching during their visit to your site. Ensure a trackable telephone number is within your emails and on the page the potential client is directed to. This will enable you to identify which email campaigns are working effectively and are driving the leads to this channel, as well as make you aware of any under-performing campaigns.



Fresh content drives traffic and calls

Bloggng helps your firm appear in searches during your potential clients' research phase. In fact, companies with a blog generate, on average, 67% more leads than business' that don't have a blog*. As lawyers work closely with existing clients, you can start to recognise frequently asked questions and use this knowledge as an opportunity to create blog posts to attract leads.

For your blog to be successful, you will need to establish what content you should be creating. Consider the questions or areas clients query the most. You could analyse useful data by reviewing completed contact forms and identifying keywords used by visitors in the site's search bar.

For example, people could be looking up divorce proceedings or asking about their rights regarding child custody. Users searching for these topics will find your blog, and follow your business, for more advice and guidance.

The 'hot leads' viewing your blog posts are typically those who are in need of legal advice and your services. As they are likelier to convert, it is vital that you include clear calls to action in the blog that encourage users to call you to receive the appropriate advice and information.

Why use visitor level call tracking on your blog?

With visitor level call tracking you can identify the blog posts that have generated calls and track the unique user path of each call. As each phone number is unique for each user you are effectively able to identify where the user started their journey and each step they took before picking up the phone.

This level of detail means that you can track which keywords a user typed into a search engine, whether paid, direct, or organic traffic was responsible and then the moment they called you from that specific landing page. You can then determine which blog posts are driving leads enabling you to optimise your campaigns, ads and landing pages .

* <https://www.impactbnd.com/blog/bloggng-statistics-to-boost-your-strategy>

Boost your ROI with call tracking

Now you know how your audience are searching for your services, it's time to track all the ways they're getting in touch with you. Especially phone calls.

Not tracking your telephone enquiries means that you're missing out on knowing which marketing effort made them pick up the phone. By applying tracked numbers to your marketing channels, you'll understand what prompts a call, the path a visitor takes, the value of phone calls and the ROI of your advertising.

Call tracking gives a detailed insight into the channels that resonate with different target audiences, as well as evidence of the effectiveness of individual campaigns. You can't afford to ignore trends that drive business, such as the need to retarget potential clients, utilising content to attract awareness and Local SEO.

Use call data to track customers who engage both online and offline and optimise your marketing campaigns to improve response rates. Correctly attribute revenue to marketing campaigns to prove return on investment and enable you to focus spend on the most effective channels.

Integrate call data into these popular marketing systems:



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