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# SUCCESSFUL WEB MARKETING

FOR LAWYERS AND LAW FIRMS

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## LAWYERS ARE LOSING CLIENTS TO UNEXPECTED COMPETITORS

Marketing has only one job to do: get clients.

If it's not doing that, then it's not marketing – it's just “doing stuff”.

And because they haven't embraced a serious web strategy, many firms and lawyers are leaking clients – often to people that they've never heard of.

The reason for these leaks is that the firm doesn't have an effective web strategy.

How do I know that? Because of statistics like these:

- Only 30% of B2B marketers say their organizations are effective at content marketing (Content Marketing Institute)
- 96% of B2B buyers want content with more input from industry thought leaders. (Demand Gen Report, 2016)
- 80% of marketers report their lead generation efforts are only slightly or somewhat effective. (BrightTALK, 2015)

And these are the figures from people who are **actively engaged** in web marketing.

So how is your firm going? Do you have an integrated strategy designed to:

- Capture qualified leads;
- Engage with those leads and provide them with high value content; and
- Convert those leads to paying clients?

Most firms don't. Fortunately for you, that's...

## AN OPPORTUNITY

Because there is still a big gap in the legal market to benefit from this space. Even better – you don't even need to be an “expert” to see some tangible results.

How many clients do you need to have a prosperous practice? Obviously it depends what area you practice in. But, for example, if you had 2 new clients per month in:

- Litigation;
- Family Law;
- Commercial transactions;
- Building and construction;
- Insolvency; or
- Banking and finance,

then the chances are you'd be a happy lawyer.

You don't need a million visitors a month, or to spend your entire budget on Google ads. Instead, all you need is to do the right things, with the right people, at the right time.

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## AN EXAMPLE STRATEGY

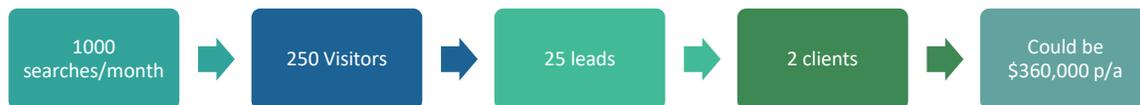
Let's say that 1000 people a month search online for “Family Lawyers in [Your Area]”.

And let's say that using a strategic approach to your content development, you manage to get just 25% of those people to visit your site – 250 in all.

And off those 250, just 10% give you permission to contact them in some way. We're then down to 25.

And of those 25, after you deliver some valuable, engaging stuff to them – 2 decide that they would like to come in and see you (less than 10% again).

2 new files per month at \$15,000 each = \$360k per year.



That's **\$360,000 in revenue for your practice right there**. From one search, on one topic, with one strategy (search engine optimization).

The best part? They came to you. You didn't have to hunt them down and call them 50 times. They came to you and asked you to be their lawyer. But as you can see - just getting visitors to your site doesn't serve any purpose if you don't DO something with them.

How does that sound compared to what you're doing now?

Let's see how we can start putting the pieces together.

## THE 4 CRITICAL ELEMENTS

With all the noise about internet marketing right now, I'd forgive you for finding the options completely overwhelming.

I'm going to narrow it down for you.

You only need to focus on **making 4 things work** nicely together if you're going to get a web marketing strategy up and running:

- Your website;
- Content/Media production and distribution;
- Social Media;
- Email.

That's it. Simple, right?

Of course, those are big topics, so let's explore more.

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## YOUR WEBSITE

Many law firms overinvest on website design, and underinvest on website strategy.

The result is that they have pretty websites that achieve very little.

Above all else, ask yourself one question: WHAT IS THE WEBSITE FOR?

If you're not sure, then here's my starting recommendation: your website is there to get you **permission** to interact with **pre-qualified** leads.

Getting permission is the online equivalent of getting your foot in the door – it can be used to provoke further discussion and give you an opportunity to build trust.

But it's best to get permission from relevant people – so that you're not wasting time and money trying to build trust with people who will never, ever be a good fit for your practice.

So here's what your website is actually for, other than simply "existing online":

1. Be your "base of operations" which holds your library of valuable content;
2. Receive relevant visitors;
3. Provide those relevant visitors with a reason to give you permission to contact them again.

That's it.

Is your website doing that? Or is it just "pretty"?

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## CONTENT MARKETING



I usually don't need to convince lawyers to write articles. Lawyers generate vast quantities of articles every day.

But in a world of around 1388 blog posts every minute, most of those legal articles:

- Don't get read;
- Don't deliver leads;

- Aren't very good.

I know, that last one is a bit rough, isn't it? But sadly, it's true.

Firms and lawyers don't strategically produce their content. Instead, they ordinarily use what I call "*The Update Strategy*". They:

- Wait for something to happen (case, legislation, news);
- Write a quick article/case note about it;
- Share it;
- Never think about it again.

Sound familiar? It's what many firms do, and because it depends upon external events – it's not much of a strategy at all. Add in to that the process of actually producing articles in a timely fashion (so you're not the last of the "update" emails that go around) and the fact that your content then looks and feels EXACTLY the same as everyone else's – and it's a failing strategy from the outset.

A strategic approach to content involves in depth consideration of:

- why you're doing it – what purpose does it have from a business perspective and what will it achieve for your bottom line?
- who you're doing it for – untargeted meandering is likely to achieve nothing
- a consideration of what's valuable and what's not – from both a content perspective and a production style perspective
- decisions about what media to create and where to put it
- whether your strategy needs refinement to achieve your goals
- how you're going to train your staff and yourself to execute better.

If you don't have these things in place, then you need to get them.

Run through the list above and start documenting what your approach is going to be – even in brief – and you'll be leap ahead of the competition already.

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## SOCIAL MEDIA STRATEGY

I really feel like social media should be one of the things that lawyers are brilliant at.

But mostly, we're not. We underutilise the platforms available to us by using them ONLY for distribution of our content.

As a result, for those lawyers who want to take it further there can be a real opportunity to stand out – even now.

Luckily, social media isn't that hard to get into – you just need to have... a strategy.

Here it is:

- jot down the audience that you've already identified in your Content Marketing strategy from earlier
- find where they hang out
- be kind, helpful and engaged with them.

Duh, right?

Sure, share your content with them as appropriate, but the main thing is this: be involved.

Think of social media as a gigantic online networking function. You find the people you want to find, you walk politely up to them and introduce yourself. You get to know each other and find out if there is potential for an ongoing business relationship there.

If you went to a networking function with a view to developing relationships with prospective clients, would you hang out in the corner, facing the wall, and not interact with anybody?

No.

Nor would you spend the whole time talking walking around handing out business cards to people saying “call me if you need a lawyer” – that would make you a schmuck, and we’re not interested in being a schmuck.

All the questions people usually ask, like:

- what platforms should we use;
- how often should we post;
- what image size is best;
- how should my title read?

all pale into insignificance next to this: engage with your audience where they are. Find them, meet them, interact with them.

Everything else is window dressing.

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## EMAIL STRATEGY

A lot of lawyers I speak to are a little bit... freaked out, at the concept of setting up an email campaign.

Why?

It’s because we have a preconceived idea of what is “professional” and what is not. That’s fair – it’s been beaten into us for years.

But it’s also wrong. It’s based on an outdated idea of what email marketing can be.

Your email campaign, done right, is designed to:

1. figure out what stage people are at and what they are interested in;
2. deliver valuable things to them on that subject that meets their needs;
3. nurture the relationship that you don’t know exists yet;
4. build trust and confidence in your abilities as a lawyer.

But, harking back to my comments earlier about content marketing, here’s what most lawyers do with their email lists (if they have one at all!)

- ask people to sign up to a “newsletter” – or just add them automatically when they become clients, even though they didn’t ask you to
- send them the “updates” that we mentioned earlier – even on topics that aren’t interesting to them
- pay no attention to anything else that happens.

To me that’s a waste of the most valuable asset you have – the permission to reach out to your contacts.

Surely if you could offer valuable information to people you would, right?

What if that information was tailored to their needs, on their chosen topics, at their right timing? Wouldn’t that be even better?

Well it CAN BE.

Why would you send somebody an update about a case relevant to stage 10 of their journey when they are at stage 1?

Why would you send a 101 piece of content to somebody who has been in business for 39 years?

On purpose – you wouldn’t.

But this is what lawyers do all the time, because they are underutilizing their email lists.

Without exception, email remains the most profitable component of your digital strategy and if you only pick one, then THIS is the one that you should focus on.

Email is personal, relevant, helpful, and more likely to be engaged with.

In short – it’s your best path to becoming liked and trusted by your chosen audience.

Here are some ways you can use your email list to better advantage:

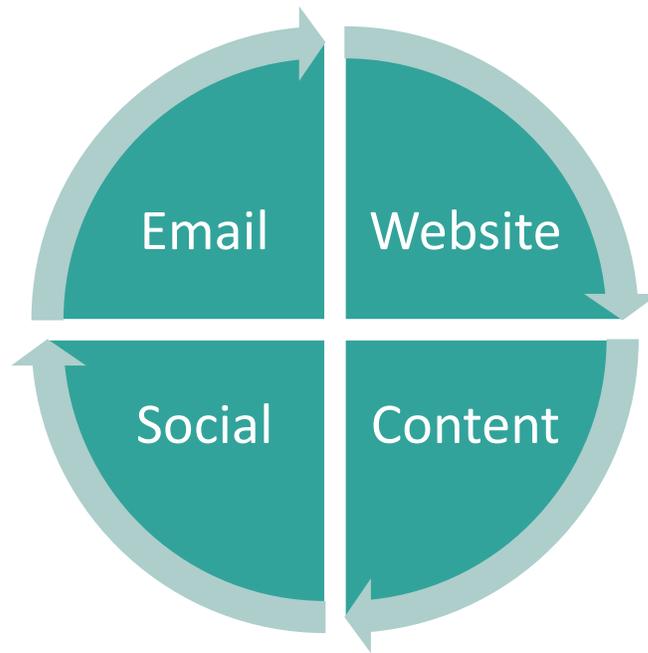
- ask your new clients if they’d like a series on Topic X to help them understand how their file is likely to go – then send it to them. For free. Automatically. It’s a value add beyond measure, they don’t feel like they have to ask “stupid” questions and you are free to do higher value work.
- Take new prospects through a 101 series on your area, with cornerstone information that they need to know before they engage you
- Offer existing clients relevant webinars, events and information that will be valuable to them
- Build trust by demonstrating your expertise in area X with well written articles that are actually valuable – not just case notes and updates.

But most importantly – TRACK what people do. What do they read? When do they unsubscribe?

Your reactions to what is happening with your people are paramount to the success of your email campaign. It’s the same as you’d do in person – look at what they respond to, what they don’t – and react accordingly.

You’re just doing it online instead.

## LET'S PUT IT TOGETHER



We've seen the 4 critical elements to your success. So how do they function together?

First let's double check our "why" – what's the point of all this?

It's to get clients, obviously.

And we get clients with the age-old principle of becoming known, liked and trusted, right?

So here it is:

- Your website is designed to receive traffic and drive people to your email list by providing them with value: **known** and **trusted**
- Your content is designed to drive relevant traffic from social media and search engines so they can see how awesome you are: **liked** and **trusted**
- Your social media is designed to engage with people and get to know them, also driving them to your website: **known** and **liked**
- Your email strategy is designed to send people to your website, engage with your content, and hear from you regularly on topics of interest: **liked** and **trusted**

Really we could put "known, liked and trusted" for all of the options – because they all feed into each other.

But the success of each is determined by the others. Unless you have all the pieces in place you're going to continue leaking clients – for no good reason.

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## WHAT ARE YOU GOING TO DO NEXT?

You've really got three choices at this point:

1. Decide that I have no clue what I'm talking about and get back to what you've already been doing
2. Take what I've told you and run with it, and spend the necessary time to master each of these areas in your own practice – by yourself
3. Work with me to kick-start your digital marketing strategy, design your systems, implement them and get detailed, contextual guidance along the way.

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## LET'S TALK ABOUT OPTION 3 - WORKING WITH ME STARTS FREE

I know that some of you are going to be interested in getting some help to flesh out your digital strategies. That's fair – there are a lot of factors to get your head around and sometimes it's good to have someone to help cut through the noise.

Here's how it works:

1. Read [this page here](#)
2. If you want in – hit the button at the bottom of that page and complete your details
3. If I think we're a good fit to work together – I'll be in touch with you to set up a **free** strategy meeting where we can discuss a tailored digital strategy for you.

Rather than me prattling on about it here though, how about this: if you want some help to design and implement your digital strategy and build your practice – then you can find out more at <http://amodernprofessional.com/consult>.

The first discussion is free because it's important we get to know each other and I give you more of an idea of what I can do for your specific circumstances. That way we're both sure it's a good idea before you pay a cent!

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## GOT QUESTIONS?

Don't be a stranger – if you got this far then we're obviously working well so far.

Reach out – hit reply to one of my emails or shoot me a message.

What are your challenges in digital marketing? What would you like to know more about?