

Financial Year 2021-2022

# Marketing Plan



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## Executive Summary

Whether you are a sole practitioner, a partnership, or a small or medium-sized practice, law firm marketing is essential if you want to be profitable. The legal industry has become increasingly competitive, and just because you are great at what you do, doesn't mean people will choose to work with you ahead of your competition.

When it comes to marketing for law firms, gone are the days of relying on word-of-mouth and long-lunch Fridays as the primary way to attract and impress clients. The world has changed, and so has marketing.

Consumers are increasingly searching online for products and services. Legal services are no different. Remote work practices, the introduction of electronic witnessing, and technology generally, make it easier to do business from afar. Consequently, your law firm is likely competing in a larger market segment than it may have been in years gone by.

Marketing for a law firm doesn't need to be 'salesy', but it does need a coordinated, strategic approach – a written plan, over a set period, that identifies your marketing goals and the activities and processes you will use to achieve them.

Whether you choose to outsource all or some of this work, or do it entirely inhouse, our FY22 Law Firm Marketing Plan can help you reach your next financial year's law firm marketing goals.

# Target Market

The first step in every marketing strategy is to identify your target market, or your ideal customer. This may be different for each area of law you are offering, so breaking it up by services is important. For example, a family law client will be different to a commercial or criminal law client.

Start by writing down your areas of law and then identify your demographics for each. This will include important information such as age, gender, location, profession, income, and socio-economic status.

Some firms may service only the c-suite type of audience, while other firms may focus on the everyday mums and dads. Your target market is, will determine how you communicate with them through the marketing strategy outlined in this plan.

# Marketing Strategy

## Website

### Make your Website your Law Firm Marketing Hub

Key to law firm marketing success is **understanding the purpose of your website**. Your law firm website should be a lead generator and is the hub of your marketing efforts. It should act like a magnet – capturing the attention of search engines at every opportunity, attracting visitors, and encouraging them to stay.

Your marketing activities should be crafted in a way that drive visitors to your law firm website. Once there, with the right website, you have an opportunity to gather an attentive audience, answer their questions, and generate leads that turn into clients.

Ensuring your website is an effective lead magnet means giving it your undivided attention and treating it as your number one marketing asset. Like your home, if you are going to invite people to your website, you want it to be easily found, organised, and welcoming. Having interesting pieces (valuable content) generates curiosity and sparks conversation (enquiries), enticing visitors to stay (good rankings for SEO), and leaving a lasting impression so they return (trust and brand awareness).



## Quick Website Audit

- First impressions count - does your website load quickly and impress at first sight? Is the design aligned with the look and feel of your brand? Do the colours and design elements work harmoniously?
- Are your pages full width with a fixed header? The header is the top section of the website and contains the navigation menu, your law firm logo and contact details. It should be visible on every page.
- Does your home page contain a values statement (your law firm's DNA) and tell your visitors precisely how you can help them and what they can expect when they deal with your firm?
- Does your home page clearly identify your areas of practice, or are your visitors left wondering what you actually do?
- Is the navigation well-structured with a logical menu and clear page titles so visitors can easily find what they are looking for?
- Do you have a news or blog section with relevant, valuable content that is updated regularly?
- Are your staff profiles adequate and up to date?
- Have you used quality images and professional photography?
- Do you have online forms for visitors to get in touch, submit an enquiry or sign up for regular publications or updates?
- Is your website secure with 24/7 local hosting?

**If you find you are unable to tick all of these boxes, contact us for a free website audit.**

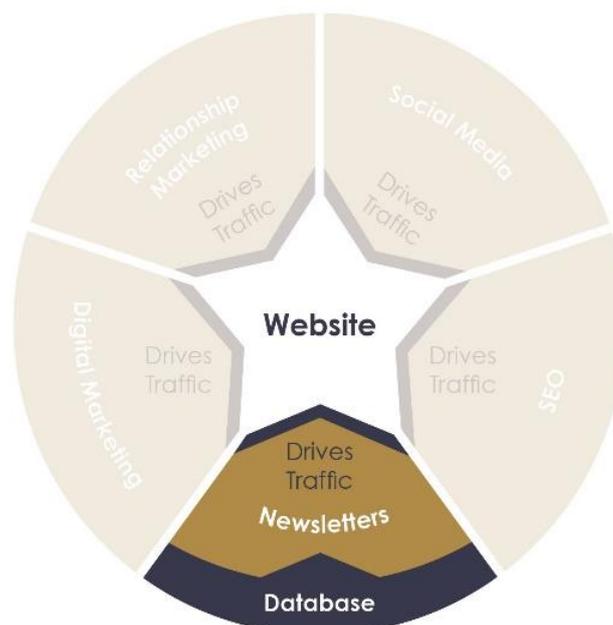
## Content Marketing / Newsletters

Content is information that is valuable, relevant, and/or entertaining to an audience. It takes various forms such as newsletter and blog articles, alerts, case studies, e-books, white papers, infographics, webinars, and podcasts. Content marketing is the process used to deliver this information to a targeted audience – your referrers, existing clients, potential clients, and anybody else on your contact list.

One of the best ways to disseminate content to an audience is through a personalised, professional e-newsletter service that drives visitors to your website. Sending regular e-newsletters is a cost-effective way to bring existing clients back to your law firm, generate new enquiries, and promote your law firm brand.

Once you have an audience, it is important to communicate on a regular basis. This means having a ready supply of valuable content and somebody with the time and expertise to prepare and distribute your newsletters to your audience on a monthly or bi-monthly basis.

An effective e-newsletter campaign has many moving parts – getting your contact list together, choosing a reliable e-mail marketing software service, identifying and creating content, designing a professional template, creating your newsletter, sending, reporting, and monitoring campaigns.



# Quick Guide to Creating a Content Calendar

- Identify your key areas of law – for example, wills and estates, family law, commercial law, conveyancing and property, employment law, dispute resolution.
- Select a balance of topics and create titles for say 36 articles across your core areas (allowing publication of 3 blog articles per month).
- In addition to choosing topics that have wide appeal, you will want to keep an eye out for new legislation and trends that will impact upon certain individuals or industry groups to craft special purpose news alerts.
- Arrange for somebody (or a team of people) with a flair for writing and who can communicate in plain English to create each article. Aim for 500-900 words for each piece of content.
- Schedule the publication of your content over a 12-month period and choose a regular e-newsletter service to distribute it to your audience.
- Wash, rinse, and repeat.

If you don't have the time or resources inhouse to create content for your law firm website or to send a regular e-newsletter, we can help. We send professional newsletters for law firm clients Australia-wide, and have a team of writers who produce quality, researched newsletter articles, blog posts, and website content for firms across Australia, UK and USA.

## Search Engine Optimisation (SEO)

One of the best ways to drive traffic to your website is to make sure it is optimised for online search engines like Google. Your law firm website is your number one marketing asset, open 24/7 for business. It should be capable of being found by anybody at any time, and on any day.

Search Engine Optimisation (SEO) is about taking steps to increase the quality and quantity of your website visitors via organic (non-paid) search engine results.

Improving SEO gives your law firm website the greatest chance possible of showing up on a search engine results page when potential clients are looking for the legal services you offer.

Here's what you need to know to get started on the SEO component of your law firm marketing plan.



## Tips to Improve Your SEO

- Visit **Google my Business** to set up a listing account and profile for your business. From here, you can check out features like **Google Search Console** which allows you to submit a sitemap of your website and check to see if your content is being crawled and indexed, and **Google Analytics** which collects data about your visitors and traffic.
- Audit your website for good structure, navigation, and functionality – user experience is fundamental to SEO.
- Create and publish interesting content and tell your target audience where they can find it by providing links in e-newsletters and on social media platforms.
- Be smart about labelling – using logical, clear titles for pages and content helps Google index the information, and visitors understand what they can expect to find when they land on your website.
- Include internal links to other pages in your website so visitors can find things easily and are likely to stay on your site longer, which is great for SEO rankings.
- Review your website hosting plan for reliability, security, and speed.

Our secure website hosting and maintenance service is designated for law firms only. We provide automatic system monitoring and critical platform updates to increase website uptime, and systems to proactively block malware and web application attacks.

## Social Media Marketing

Social media helps build relationships and communities where you can create brand awareness and get information out to your audience. People do business with people, and social media is a great way for your audience to get to know you on a more personal level.

Your social media activities should encourage engagement and, like all other marketing efforts, direct people back to your law firm website. There are many platforms to choose from - Facebook, LinkedIn, Instagram, Twitter, YouTube, and TikTok, to name a few.

Once you've decided on which social media platform or platforms are best suited to your law firm, you can plan ways to reach out and make connections.



## Best Practice Social Media Marketing for your Law Firm

- Understand your audience and choose your social media platform accordingly. There is always the temptation to try and be on every social channel available, but as more niche platforms appear, you may spread yourself too thin.
- Plan and schedule your social media activity in advance to ensure sufficient quality content is available and time dedicated to engage with, and respond to, your audience.
- Appoint a social media 'representative' (individual or team) to manage your social media marketing strategy and make sure they have been allocated time in their schedule to do this
- Be genuine and authentic, not spammy or self-promoting. Offer valuable information to help your audience. Follow the 80/20 rule – 80% information and education, 20% about the business.
- Analyse results. Most social media platforms include analytics to track and analyse your social media data so you can see what is working and what is not. These tools can help you find the best day, time, and frequency for activity to build a social media schedule that works for your firm.
- So you can move forward confidently, develop a social media policy for your firm which covers any relevant rules or restrictions on law firm advertising and deals with ways to address any negative comments.

## Digital Marketing

Digital marketing incorporates the many online activities you can undertake to promote your brand throughout various channels. Your overall digital marketing plan might include a mix of unpaid and paid mediums, for example, content marketing, social media marketing, paid search, Google AdWords, email marketing, text, and multimedia messages.

With so many options available, it can be difficult to choose which will work best for your law firm – sometimes inertia sets in, and you simply choose nothing. On the other end of the scale, you could be throwing money at an AdWords campaign without any real strategy and that is under-delivering on anticipated results.

The point here is to be informed about your digital marketing options and make decisions in line with your values, and that will best promote your firm and reach your target audience. Your activities should be complementary to your overall marketing plan, raise brand awareness and draw clients back to your website.



## Digital Marketing Checklist

- Define your audience. This will help to identify which platform or channel to choose to target the right audience.
- Establish your campaign objectives. Are you running digital marketing campaigns to generate leads, raise brand awareness or drive website traffic? Carefully establishing the right objective and expectations upfront will set clear KPIs and allow you to measure results.
- Set KPIs – your KPIs will be around the objectives established. For example, a KPI might be focused on how many leads you want to attract or how much website traffic you would like to achieve from the digital marketing campaign.
- Determine budgets. This is an important part of the overall campaign. Setting a budget too low may not help you to achieve the desired results. In many cases, platforms such as Facebook or Google AdWords will provide a recommended budget that will help you reach the volume of people you want to target.
- Create a landing page. A landing page is a dedicated page where your audience will ‘land’ on once they have clicked on your ad. The landing page is vital to the success of your campaign.
- Establish a follow up strategy. Any clients that have converted from your campaign should have an immediate follow up strategy. Work out if this is in a form of an email or a phone call and how soon after it should be executed.
- Track and measure. Regularly track daily results to see how the campaign is progressing. Throughout the campaign, adjustments may be necessary to maximise results.

## Relationship Marketing

Relationship marketing forms an important part of your law firm marketing strategy and should be scheduled accordingly.

Relationship marketing generally involves activities that strengthen connections with clients and build brand awareness and loyalty. This could include any activity geared towards building and nurturing relationships with your clients as well as the greater community. Examples include supporting local associations through sponsorships, conducting seminars, attending local community events, and speaking at Chamber of Commerce or other business meetings.

Visiting clients at their place of business, having coffee, and just getting to know more about your clients' workplace and industry is a great way to build trust and create lasting business relationships.

Your staff are your allies when it comes to marketing your law firm. They should also be encouraged to support local events, visit clients, or even try their hand at creating a short podcast or webinar to explain a legal concept. Be sure they consult with you before accepting a speaking engagement or making a video to ensure that they are the right fit, and the proposed activities are in line with your firm's values and DNA!



## Your Law Firm Marketing Plan

This is the part where you drill down and prepare a strategic plan that works for your practice. It's where you decide on a balance of marketing activities that are right for your law firm, and that will drive traffic to a central hub – your law firm website.



Your law firm marketing plan *may* start in your head, but it **must** end up on paper. It needs to be a detailed roadmap outlining your strategies, processes, costs, and anticipated results. It should contain a content calendar identifying the material to be created and published over a scheduled period, the allocation of tasks and a system for monitoring and reporting on the effectiveness of your activities. A responsible person or team should be nominated to drive the process.

## Marketing Budget & Activity Plan

You can start by listing each area of your practice, then identify those you wish to grow. Set targets in terms of numbers of new matters opened and fees likely to be generated. Plan for at least 12 months, then break it down into 30, 60, and 90-day action plans that set out what needs to be done and by whom. Everybody involved should know what they are required to do ahead of time.

Set a budget – what it will cost in time and money. Work out what you can do inhouse and what you need to outsource. If your team is time-poor or not equipped with the necessary skillset or experience, outsourcing can leverage valuable expertise to market your law firm in a cost-effective way that delivers results.

Set regular marketing meetings to discuss progress, tweak your activities and make sure everything is on track.

Your entire team should play a part in marketing your law firm – whether they are directly involved in your marketing activities or managing the first point of contact by greeting clients and directing new enquiries. When hiring staff, be clear that marketing your law firm is taken seriously and forms an integral part of the role.

## Next Steps

Law firm marketing is an investment. Regardless of your firm's size and status, and no matter which point you are at in your marketing journey, it is important to invest in activities that will work for your law firm.

We are a law firm marketing agency. We formulate gold-standard marketing strategies for busy lawyers to help them grow their practice through digital marketing, e-newsletters, and quality content. We build, host, and manage law firm websites for optimum performance and conversion with the visitor and user in mind.

Lift Legal Marketing was founded by two former lawyers who have the industry knowledge, backed by technical expertise and a team of experienced marketers who know how to develop income producing marketing strategies that will increase your revenue.

If you would like to grow your business this financial year, call us today.



If you need assistance to get started with your law firm marketing plan, or need quality content for your website, call Peter on 1300 881 811 or email [peter@liftlegal.com.au](mailto:peter@liftlegal.com.au)