



5 PROVEN STEPS TO ACCELERATE BUSINESS GROWTH IN A CROWDED LEGAL MARKET

Your ideal clients are out there, and they need your services right now. Here's how to find them.



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INTRODUCTION

The number of law firms in the US continues to increase every year. Exact numbers are hard to find, but the consensus is that there are nearly half a million law firms in operation, ranging from solo practices to large firms with hundreds of employees distributed across multiple office locations.

Which means there should be plenty of lawyers and attorneys readily available to address the unique needs of every client.

But imagine if you were one of those prospective clients that needed legal assistance. It could be an individual or a large business.

Regardless, where would that client look for legal assistance? Well, they might ask their colleagues, friends, or family members. Or they might do Google searches. Or check LinkedIn.

But how would they find YOU? And why would they choose YOU?

Ideally, these prospective clients would already have some awareness of your firm's brand value, areas of practice expertise, and experience of partners in the firm.



Unfortunately, that's not always the case. And that's the conundrum for many law firms. They might have exceptional talent, skills, and experience – but very limited brand awareness.

As a result, it can be a constant struggle to expand their client base and accelerate revenue growth.

The good news is that the right strategic marketing campaigns can help firms of every size generate more prospects, more clients, and more revenue. Yes, marketing is an expense.

In fact, data suggests that law firms typically spend between 2-5% of their gross revenue on marketing and business development activities.

For larger firms, this can translate to millions of dollars annually.



Unfortunately, law firms sometimes waste a lot of money on marketing.

Think of all those billboards posted along highways showing lawyers in suits, arms folded, looking very serious.

Each billboard might be viewed by hundreds of people – maybe thousands – but:

What is the marketing strategy there?

Who is their target customer – anyone driving a car?

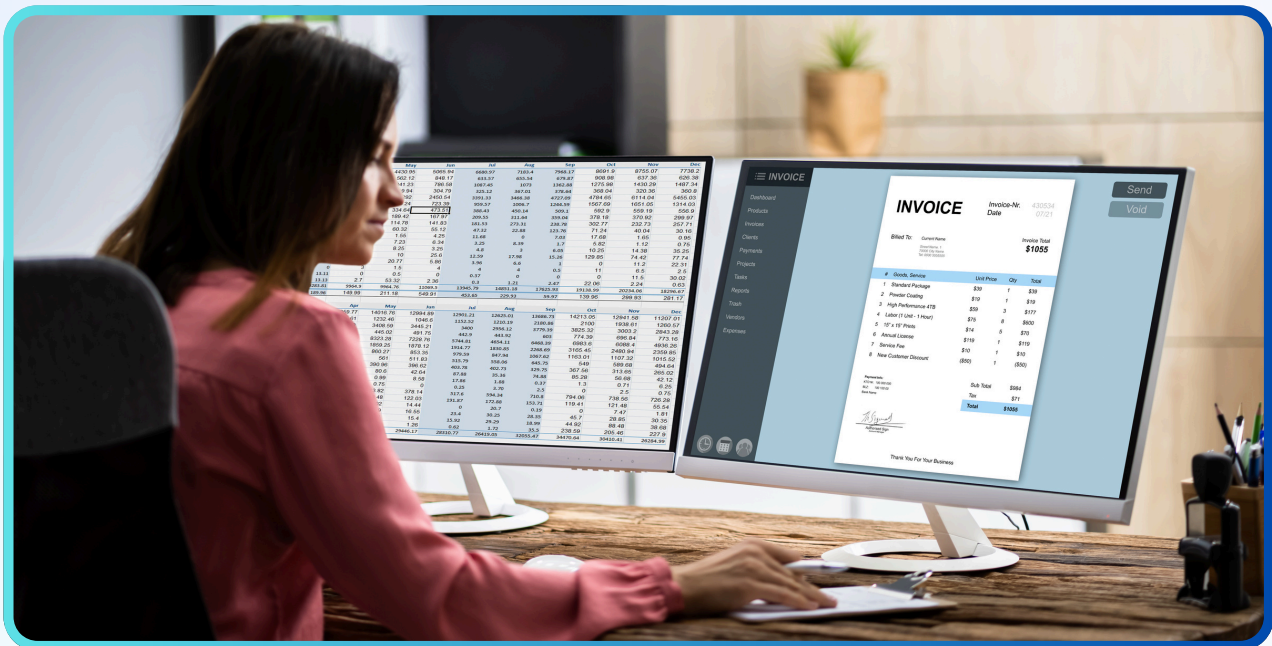
It's not surprising some law firms may not value marketing as much as they should.

But there is an important difference between spending money on marketing and investing in strategic marketing to accelerate revenue growth.

The purpose of this e-book is to share some insights on marketing best practices that will help you:

- **Rise above competitive noise**
- **Improve client acquisition, engagement, and retention**

1. Start With the Right Software Tools



To get started on your marketing journey, your firm will need a marketing software platform specifically designed for the legal market.

There are many options to choose from, but you will benefit most from a complete law practice management suite that includes comprehensive Client Relationship Management (CRM) functionality.

The right CRM system can help your firm operate more efficiently by streamlining client acquisition through automated lead generation, targeted lead nurturing, and conversion tracking.

These tools can help you accurately target potential clients through various digital marketing channels, including web content, social media, search engines, and email campaigns.

By automating these processes, law firms can save valuable time and resources while ensuring that no potential lead slips through the cracks.

This is especially true when AI technology is integrated into the entire software suite.

It's also important that the CRM system – and the entire law practice management suite – integrates seamlessly with your other office productivity tools, as well as your existing workflows and processes.

For example, prospects generated through your CRM campaigns can then be further qualified and onboarded through your intake process.

From there, the specific matters associated with each client (as well as the billable hours) can be carefully tracked and managed throughout the process until the case has been resolved.

At that point, the law practice management suite can help accelerate final billing and ensure a positive experience for each client.

The end-to-end process summarized above obviously goes well beyond the focus of this e-book, but it's helpful to understand an effective CRM system – especially when it's part of a law practice management suite – can be a strategic catalyst to:



Save time



Improve client experience



Accelerate revenue growth for your firm

2. Define the Ideal Client for Your Firm

With the right tools in place, you're almost ready to start planning your first marketing campaign.

But first, your team needs to be aligned on who, specifically, would be the ideal target client for your firm.

The ideal client would obviously be influenced by the primary practice area of your firm.

For example, firms specializing in criminal law might focus on individuals that need legal representation, while firms specializing in corporate law would often focus on businesses dealing with mergers, acquisitions, and compliance issues.

If your firm has multiple practice areas, you will need to define the ideal client profile for each one and consider developing different marketing campaigns targeted to each group.



One way to determine your ideal client profile is to first analyze your current and past roster of clients.

Think about common client characteristics as you ponder these questions:

- Which clients did you have the most success with?
- Which clients were easiest to work with?
- Which clients stayed with you the longest?
- Which clients generated the most revenue?

As you go through this process, you should gain clarity on the specific profile of the ideal client.

Likewise, you might also discover that some of the clients you have are not the clients you want moving forward.



3. Create a Strong Brand Value for Your Firm

As noted earlier, there are nearly half a million law firms in the US – and many of them are competing for the same target client profile as your firm.

To rise above this competitive noise, you will need to build a strong brand for your firm that prospective clients will find appealing.

So, before implementing any marketing plans to build brand awareness, start by answering these questions:

- What is your mission as a firm and why do you exist?
- What are the values of your firm that clients find most appealing?
- How are these values different and unique from your competitors?
- Why are you best suited to address your clients' legal requirements?



The answers to these questions should help you develop a clear, compelling, and hopefully differentiated brand value proposition for your firm.

These insights should also help guide branding and content development throughout your web site.

After all, once prospects become aware of your brand through digital marketing efforts, your website will likely be their next destination.

You get one chance to make a first impression, so invest the time to create a positive web experience for your clients.

Once your website is ready, you can start to test various digital advertising platforms, such as Google Ads, LinkedIn, and Facebook.

Each of these channels allows you to display your brand value to a target audience that aligns with your ideal client profile. Use these ads to succinctly convey the value of your law firm and your brand.

Prospective clients might not be ready to engage with you at that point, but a branding campaign with a compelling tagline or value statement will start to resonate with prospects – especially if you maintain that investment over time.

A strong online presence is essential for law firms in the digital age.



Another effective strategy in building brand awareness is Search Engine Optimization (SEO). The primary goal of SEO is to elevate your firm's position in search engine results, and there are several ways to accomplish that, including:



Keyword Research

Identifying the right keywords that your target audience is searching for and incorporating them into your content.



Quality Content

Creating valuable, relevant, and engaging web content that meets the needs of your audience.



Link Building

Acquiring high-quality backlinks from reputable websites to improve your site's authority.



User Experience

Ensuring your website is easy to navigate, loads quickly, and is mobile-friendly.

Throughout your brand-building process, your CRM system should be able to track and report metrics on each investment so that you have complete visibility into brand advertising metrics (impressions, clicks, website visitors, page views, etc.)

Tracking these metrics over time will help you determine how well your branding resonates with target prospects.

Once prospects recognize your brand and understand its unique value, they will be more likely to proactively search for you and be more receptive to new content from your firm.

And that leads to the next step in your business development strategy.

4. Educate the Prospects You Want as Clients



You've probably heard the phrase – "content is king." It's especially true in the digital age, where your prospects can proactively search the Internet for just the right content that will influence their decision on which law firm to work with.

During their search efforts, those prospects would likely be offered content from a long list of law firms – including some of your competitors.

But fortunately, because you started with an aggressive and sustained brand-building effort, your law firm would likely be part of those prospects' search results.

It's safe to assume that these prospects have specific goals in mind as they explore their options for legal representation.

It's also safe to assume that these prospects don't want to be "sold" – at least not yet.

More likely, they want to be educated on their specific legal dilemma, understand what kind of representation they need, then find law firms that meet their criteria.

At this phase of their "buyer's journey," they're trying to create a short list of law firm options that deserve deeper investigation.

Your goal at this point is to make sure you're on that short list. For that reason, the content you develop and offer to prospects must be educational.

Show prospects that you understand their specific pain points and have demonstrated success in helping clients with similar challenges win their cases.

Create content that is insightful and thought-provoking. This will help separate you from competitors and establish your firm as a thought leader in the legal industry.



And be sure to develop content in plain English (no legalese) that clearly demonstrates your firm's compassion, commitment, and expertise in helping those clients.

In addition to developing the content, it's also important to think about how to package the content. Every prospect likes to consume information differently.

Their preferences might include educational webinars, podcast interviews, explainer videos, thought leadership blogs, or even PDF documents focused on client case studies or the client engagement process.

To the extent possible, create educational content that can be packaged in many different formats.

All this content should be posted on your web site, ideally in the Resources section where all assets are organized by content subject and format.

In terms of specific promotional options, here are just a few to consider:

Assuming you've already invested time and money on Google Ads and social media to build brand awareness, you can use those same channels to promote educational webcasts, thought leadership blogs, and more – all with a call to action to learn more.

Build a database of target prospects and launch a monthly email marketing campaign focused on compelling educational content offers. Each offer should have a link back to your Resource page where prospects can access the content. Your CRM system will tell you which content is most popular with your prospects.

Advertise on digital media sites that your prospects will likely visit. For example, if your primary practice is real estate law, consider a real estate industry web site where you can promote educational legal content offers specifically tailored to real estate professionals.

Partner with industry influencers that have credibility with your target prospects. They typically have high-traffic web sites and offer promotional opportunities, such as co-hosted podcasts, that would allow you to deliver educational and thought leadership content to an audience of devoted followers.

If you have a pre-defined list of major accounts that you really want to have as clients, consider an Account-Based Marketing (ABM) program where custom content is typically created and delivered through a series of educational emails personalized for each account, and combined with direct-touch follow-up by the business development team.

Again, depending on the prospect's preference, the content for these programs should be offered in multiple formats on your web site.

It's also worth noting that timing is everything; each prospect could be at a different point on their buyer's journey and may or may not be ready for your offer.

For that reason, it's important to maintain a regular cadence on market education and lead generation programs. When your prospects are ready, they will take action.

5. Begin Converting Prospects to Clients

As prospective clients continue their self-paced journey toward selecting a law firm, they will have likely consumed multiple pieces of educational content and may have provided their contact details on your web site.

But when should your firm start to schedule phone conversations with these prospects?

The CRM capabilities within a law practice management suite can help answer that question because the software provides law firms with valuable, real-time insights into campaign performance and prospect behaviors and interests.

Metrics such as website traffic, email open rates, and social media engagement reveal a lot about client preferences. By analyzing this data, firms can decide which prospects are ready for phone follow-up, and which need more nurturing and education.



These insights can be used to further refine your marketing strategies and content development to meet the specific educational needs of your target prospects.

For example, if data shows that a significant portion of website visitors are interested in content focused on a particular topic, you can allocate more resources on developing and promoting content on that topic (a blog, for example).

This data-driven approach ensures that your marketing efforts are highly targeted and relevant to prospects.

You could even implement a lead-scoring model, which assigns a different numerical value to specific prospect actions. For example, five points for opening an email, ten points for downloading a document, and so on. Once prospects reach a specific lead score, they could be deemed to be worthy of phone follow up.

At that point, it's important to prepare for each call by first reviewing all information associated with that prospect. That includes prospect contact details and related information captured on your web contact form, as well as all relevant metrics summarized above.

Just as important, all details from the call – including a summary of the legal matter, discussion of fees, and next steps – should be carefully logged in your CRM.

This will simplify the intake process when the time is right and ensure that all subsequent client activities can be easily tracked through your law practice management suite.

Over time, prospect data captured and managed in your CRM will allow your firm to answer several important questions about the value of your investments in marketing:

- How much money was invested in your overall marketing campaign?
- How many prospect leads were generated as a result?
- What was the cost to acquire each of those leads?
- What percentage of those leads became paying clients?
- What was the average revenue generated from each client?

By carefully analyzing the results of your investments, you'll be able to determine total ROI, then optimize and scale additional marketing investments as needed.



CONCLUSION

Today's law firms participate in a crowded, noisy market, where prospective clients have an overwhelming number of options to choose from. Your formula for success requires building brand awareness, creating demand for your services, and ultimately attracting new clients.

This all requires time and money. But an effective and sustained strategic marketing campaign – planned and managed using a CRM system within a law practice management suite – can help you achieve these goals. Just as important, these CRM capabilities empower your firm to operate as a data-driven business, which means greater speed, efficiency, and agility.

And your clients benefit from a better customer experience, often leading to a long-term business relationship and more revenue for your business.

About AllRize

This e-book was created by AllRize (www.allrize.ai). We provide legal firms with a comprehensive practice management solution built on the Microsoft 365 platform and powered by Copilot AI technology. Delivered as a cloud-based SaaS offering, AllRize supports all local and remote users with a powerful suite of seamlessly integrated capabilities, including CRM, marketing, matter management, accounting, billing, and more.

AllRize easily integrates with the office productivity tools already deployed in your organization. And by leveraging the power of its AI technology, AllRize enables law firms to automate time-consuming tasks, accelerate staff productivity, and deliver a superior customer experience.



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