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Making the Most of It:

Optimizing Your Firm's Digital Marketing in Uncertain Times

WEBCAST



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RECORDING

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YOUR QUESTIONS

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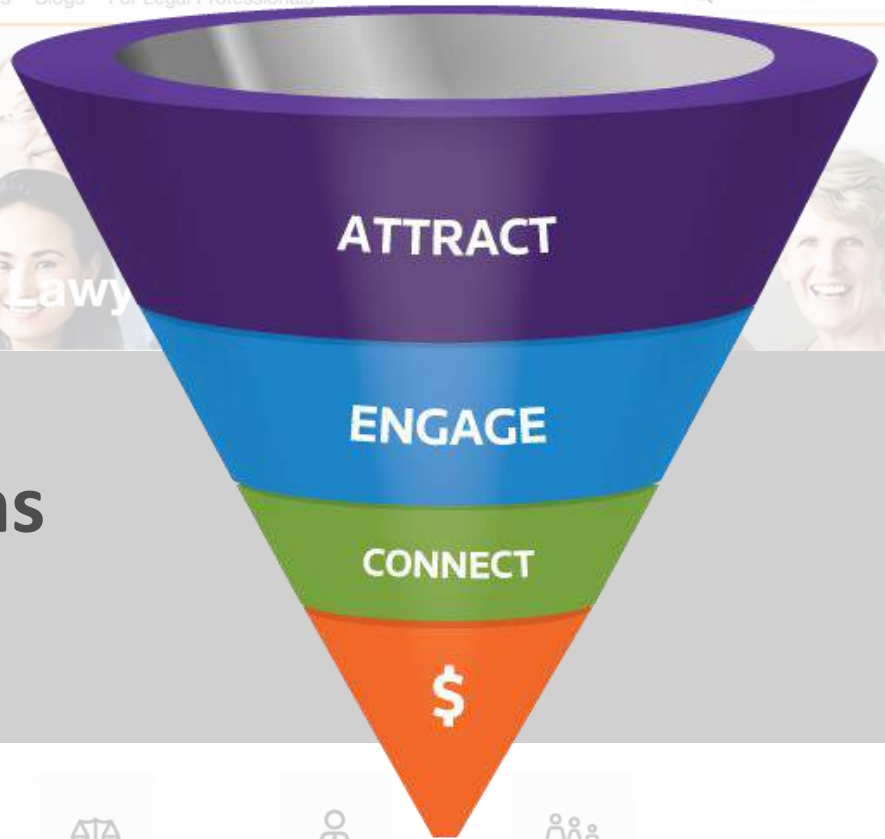
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Legal Marketing Solutions
THAT DELIVER RESULTS





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Today's Agenda

1

Current situation and impact on firm marketing

2

Be seen on legal directories

3

Get social

4

Start blogging

5

Q&A



the COVID-19 impact on

MARKETING AT SMALL FIRMS

- Forced to work remote
- Traditional marketing efforts impacted (outdoor advertising, networking, sponsorships)
- The Importance of staying relevant and competitive when it comes to bringing on new cases.





legal consumers

ALSO CHANGING

- Delaying elective legal issues
- Legal issues changing
- More time online
- Social media usage increasing
- Potential to change habits permanently

amidst challenge...

OPPORTUNITY

Ask yourself:

- What has been working and not with my marketing?
- I am “essential,” now how can I be found?
- How can I use any downtime to improve my tactics?
- Can I use this as a chance to take market share from the competition?
- How can I prepare my firm for when we return to normal?



THE KEYS



1

Avoid knee-jerk
reactions



2

Remember you're a
business owner



3

Focus on your
online-marketing

The Question is:

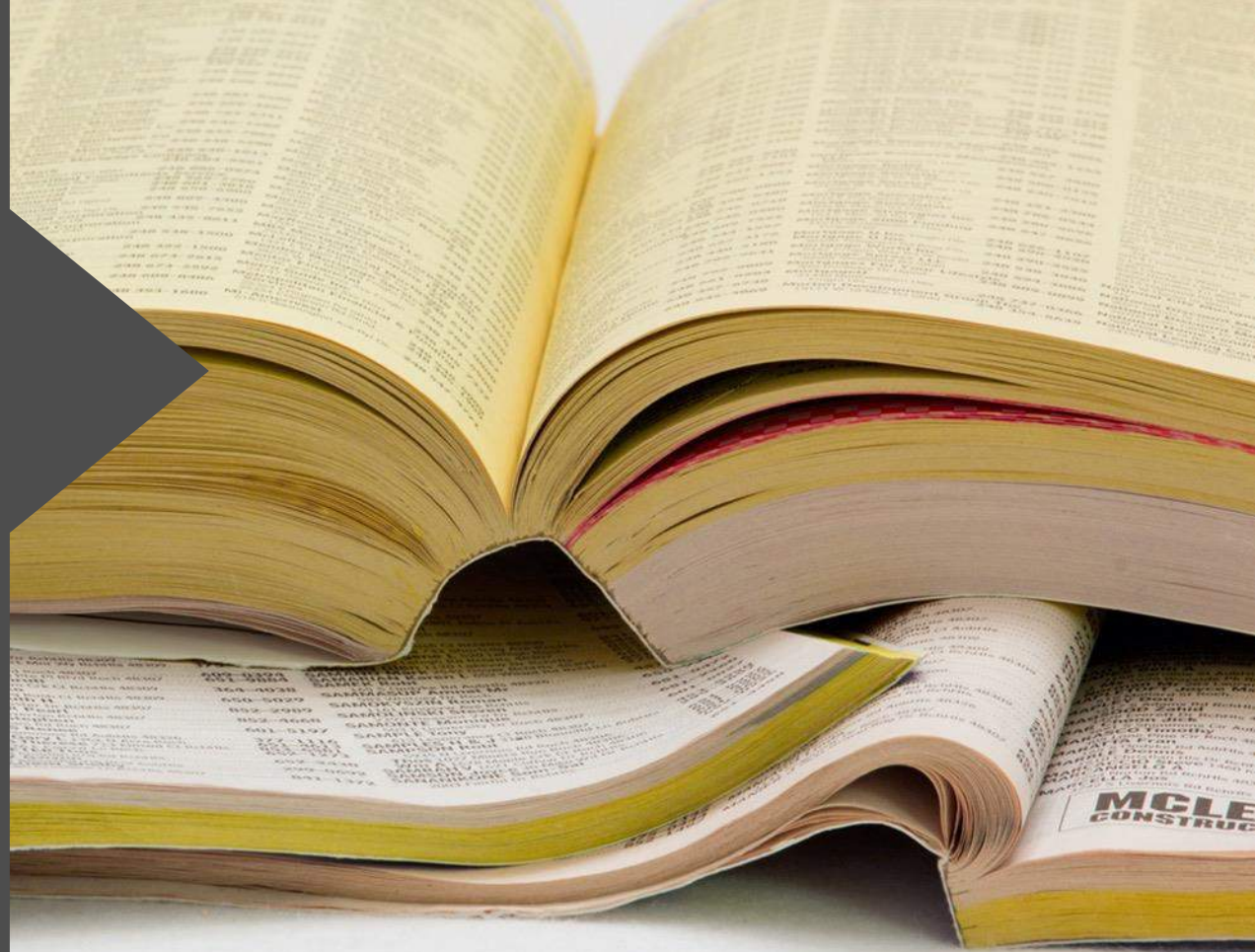
what marketing tactics
will get you through
today and set you up for
tomorrow?



1 : LEGAL DIRECTORIES



Remember
These?



Minneapolis Car Accident Lawyers, Attorneys and Law Firms - Minnesota

Nearby Cities: Hopkins, Saint Paul, Eden Prairie, Osseo, Burnsville
Related Practice Areas: Wrongful Death, DUI / DWI, Truck Accident, Brain Injury

Legal Issue:

Motor Vehicle Accidents -- Plaintiff

Location:

minneapolis, minnesota

FIND LAWYERS

Filter Results ▾

You searched for **Motor Vehicle Accidents -- Plaintiff**.

Did you mean **Motor Vehicle Accidents -- Plaintiff in Motor Vehicle Defects?**



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Now They Look Like This

legal consumers

MOVE FAST

58% take
action within a
week of their
incident

61% only
consider 1
attorney





legal directories

MOVE FAST TOO

Easy to
populate
information.

Benefit from
established
credibility.


legal directories

VALUE ON MANY FRONTS

- Online Legal Directories gives your firm Immediate Online Exposure
- Improved quality of relevant inquiries from directories (more likely to convert)
- The link to your website from Directory Listings (Backlinks) is seen as a referral to Google and other search engines.
- People searching these Directories will come across yours and click through to your site

So the question to ask yourself:

Is it important for your firm to have higher quality traffic, more second chances, and a 3X increase in being added to a client's shopping list over your competition?



PPC ads:
another quick path
to results

legal directories

WAYS TO MAKE IT WORK

- **Mix it up:** be on multiple directories (free and paid) to increase visibility
- **Keep it up-to-date:** make sure your listing is 100% accurate
- **Optimize every field:** contact options, headshot, reviews, etc. – make your listing robust
- **Use reviews:** give validation to your listing with feedback from former clients



2 : SOCIAL ADVERTISING



seriously

GET YOUR FIRM ON SOCIAL MEDIA

84%

of U.S. consumers are on social media

68%

of Americans use Facebook

44%

of the U.S. population get their news from Facebook

40%

are more likely to use a lawyer with a social presence

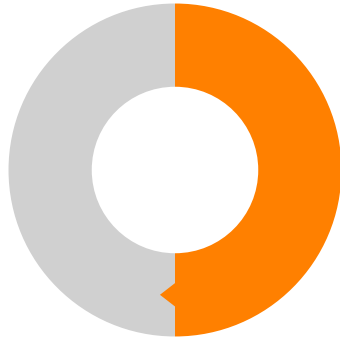


social media

RECENTLY



50+ percent
increase in Facebook's
messaging



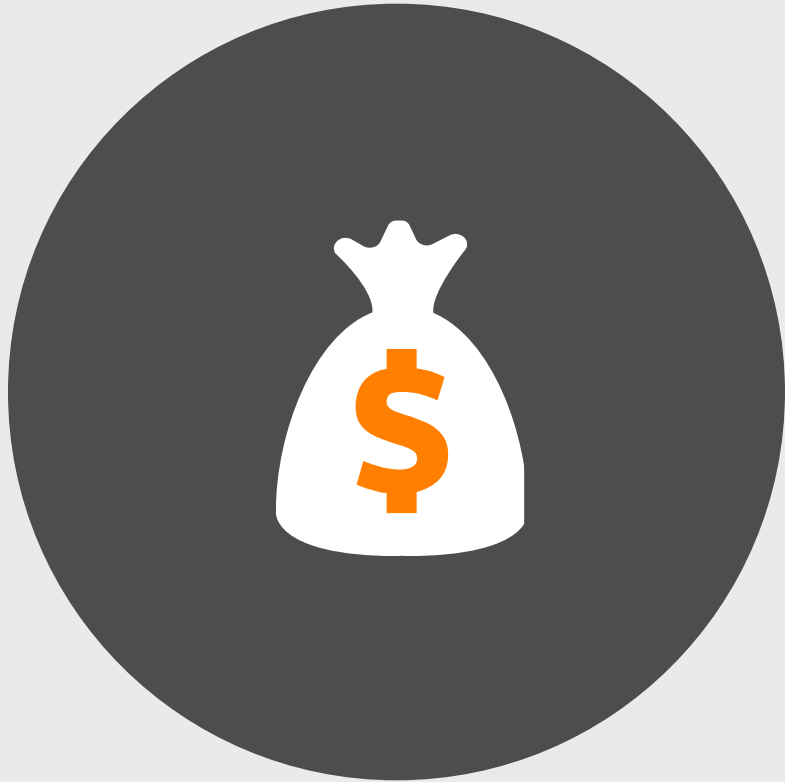
50+ percent
increase in traffic from
Facebook to websites



62 percent
Facebook users say they will
use it more

**THE
PROBLEM:**
getting seen





**THE
SOLUTION?**

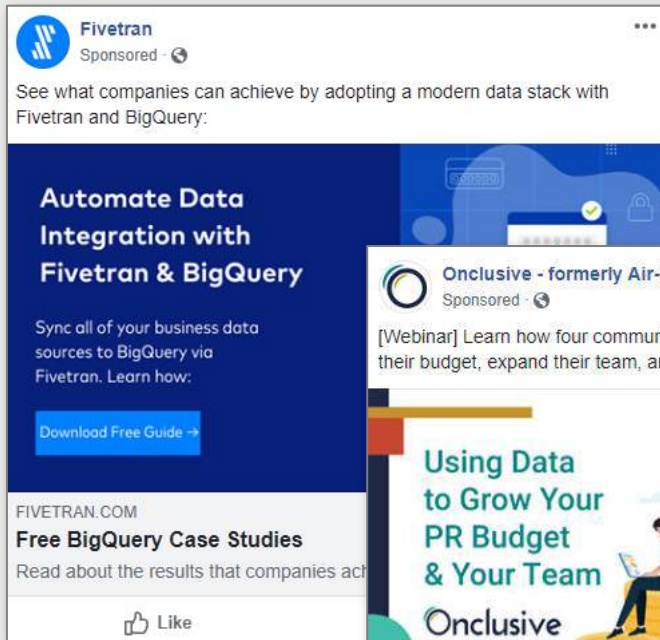
**add some
paid social**

paid social media ads

WHAT ARE THEY?

Simply put:

Facebook posts that display in a targeted audience member's news feed



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Automate Data Integration with Fivetran & BigQuery


Sync all of your business data sources to BigQuery via Fivetran. Learn how:

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Free BigQuery Case Studies
Read about the results that companies achieved

👍 Like

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👍 1

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This is a Facebook sponsored post for Onclusive. The header shows the Onclusive logo and 'Sponsored' status. The main text is '[Webinar] Learn how four communications execs have used data to grow their budget, expand their team, and advance their careers.' The main image features an illustration of business people interacting with a large screen displaying data charts, with stacks of gold coins and a large gold coin with a dollar sign. Below the image, it says 'ONCLUSIV.COM' and 'Using Data to Grow Your PR Budget & Your Team' with a 'Learn More' button. At the bottom, there is a 'Like' button with a count of '1' and icons for 'Like', 'Comment', and 'Share'.

paid social media

THE BENEFITS FOR LAW FIRMS



Place to build your
firm's brand



People trust
social



Precise
targeting



Customizable messaging to
each of your audiences



Quick and affordable compared
to traditional advertising



Opportunity: few firms
are using it

paid social media

WAYS TO MAKE IT WORK

- **Focus on Facebook:** it's the top platform with the best targeting
- **Start small:** test with a small budget at first
- **Think about your clients:** keep it professional and always address a pain point
- **Use multimedia:** use the power of video to stand out
- **Keep it active:** don't let it wither away – marry it with your firm's blog so it's always being shared



3 : BLOGGING



your firm's blog

IT'S HOW CLIENTS SEARCH

"How do I make my spouse quarantine?"

"Can I sue a vendor who didn't deliver?"

"When should I think about declaring bankruptcy?"

"Can I take action against my employer if I got sick while working?"

"Does my business qualify for CARES Act aid?"

your blog

THE BENEFITS



Raises your visibility
with search engines



Demonstrates your
expertise to potential clients



Reinforces your
credibility



Makes your firm sound more
human and approachable



Best place to address what is happening in
the world and not appear tone deaf

your firm's blog

WAYS TO MAKE IT WORK

- **Write to your audience:** know the problems they are facing and keep it in plain terms
- **Get ahead:** write now while you have time
- **Keep it frequent:** fresh content is good for your clients and in Google's eyes
- **Promote it:** use it on social and put some advertising dollars behind it





Final Takeaways

- 1** Avoid knee-jerk reactions
- 2** Now is the time to take stock of your marketing and reassess
- 3** Being seen on multiple digital channels important now as it always has been



Q&A

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