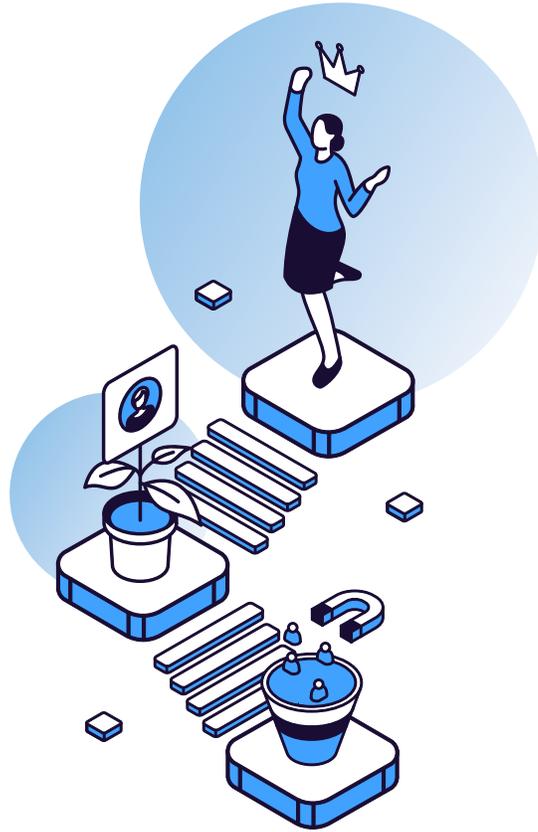


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# **8 Tips to Take Your Legal Marketing Efforts to the Next Level**

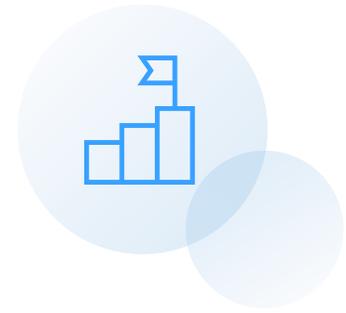


## **Are you looking to make this year your most successful year yet? If so, it's time to ask yourself some questions.**

- Are you attracting the right clients?
- Are you speaking into the proverbial void?
- How can you see what works and what needs to be adjusted in your marketing strategy?

A critical component for improving your law firm's profitability is your marketing strategy. While marketing can sometimes appear like guesswork from the outside, successful marketers know that marketing is a science.

If you're ready to reach and engage current and potential clients more effectively, here are eight concrete tips to get you started.



## 1. Align your marketing goals with your business goals

To set your law firm up for success in marketing, your marketing goals have to be tied to your overall vision for your firm.

All of your marketing efforts should move your law firm towards desired outcomes in your overall business strategy, not just outcomes you *think* you should have.

You don't need 100,000 followers on LinkedIn to succeed. You need the right strategy to engage with your target audience.

For example, if one of your primary goals is to increase revenue for the personal injury section of your law firm, then your marketing goals should support this with relevant lead generation strategies, SEO, social media marketing, and content marketing. Focus on initiatives on connecting with the clients you want to work with. (See more below)

Similarly, avoid using gimmicky [marketing tactics](#) that aren't relevant to your ideal audience just to bring in more followers at the time. Just because a competing firm is doing something on social media, that doesn't mean it will work for your firm and your specific goals.



## 2. Use the SMART goal framework to create more realistic goals

It's easy to set ambitious goals. But unrealistic goals will only set your team up for failure, not to mention some major burnout.

The SMART framework helps you establish realistic goals by applying specific criteria to the goal itself.

### A SMART goal is:

**Specific, Measurable, Achievable, Relevant, Time-bound**

For example, instead of setting a goal to “get more conversions from social media,” try setting a goal to “increase the number of new clients gained through social media marketing by 10% over the next quarter.”

### Why it works:

**Specific:** It lets you know exactly how many clients to acquire and how.

**Measurable:** You can track how many new clients you get from social media efforts.

**Achievable:** The growth rate percentage can be based on your available resources and past performance.

**Relevant:** Finding new clients through social media aligns with the overall business goal of acquiring new clients.

**Time-bound:** The goal specifically mentions the next quarter as a deadline, which provides a clear timeline for action.



### 3. Make sure you're talking to the right people

A defined target demographic helps your law firm save money and increase return on investment from ads, email campaigns, and other marketing materials.

Consider that Facebook skews to an older demographic, while TikTok is most popular for individuals under the age of 35. LinkedIn is the most popular platform for law firms, but all marketing efforts should be aligned with your target audience. Different delivery methods work best for different audiences!

Talking to the right audience also means identifying the appropriate talking points. A clearly defined messaging map can articulate:

- Decision drivers for your target audience (pain points, objections, etc.)
- Your firm's unique value proposition and differentiators
- How you'll incorporate these elements into your marketing content



## 4. Identify both successful and unsuccessful marketing campaigns from past years

We can learn a lot from our mistakes. Before setting and implementing your new marketing goals, review what goals and tactics you've used in the past.

What worked?

What didn't?

What patterns can you see emerging, and how can you use them moving forward?

This type of candid reflection helps identify opportunities for improvement and lays the groundwork for the months ahead.



## 5. Prioritize communication and client experience

Ultimately, your client service and client experience are going to be the ultimate tool (or obstacle) to growing your law firm.

If your clients are at the center of your marketing experience, then you are much more likely to see success. Instead of boasting about your firm, focus on answering common questions and concerns on your social media platform.

Focus on providing value to your clients and potential clients, and your law firm will stay top of mind.

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ⓘ **Tip:** Set aside time to regularly review your communication and client experience processes. Use a [legal client relationship management \(CRM\)](#) to send out a survey and gain [valuable client data](#) that will lead to more informed decisions.



## 6. Simplify your tech stack

Less than half of all law firms have a marketing budget. This is okay—the right tools can fill budget gaps. But don't make the mistake of pouring in tool after tool. When it comes to marketing technology, sometimes less delivers more ROI.

For firms with a small marketing budget, the first step you can take is to simplify your tech stack to reduce recurring costs. Here's how to do this:

-  **Review and evaluate** the tools you're using often to ensure they're still useful and necessary.
-  **Prioritizing marketing software** that fully integrates with your other legal tools for more effective operations.
-  **Focus your energy** on finding the right ones and using their features strategically to make the biggest impact possible.

**The goal:** pinpointing tools that you know you'll use every day, like a [client relationship management \(CRM\) software](#), and that integrate effortlessly with your legal practice management software.



## 7. Consider automation

Repetitive, manual tasks take time away from your day (and your billable hours), hurting your profit margin. One way to increase productivity is by **automating repetitive tasks**.

Marketing automation can also help lead to greater consistency in client touch points, follow-ups, and responses, all of which help build trust with your audience.

Potential areas for law firm marketing automation include:

- [Email drip campaigns](#) to guide potential clients through the conversion funnel
- Automated text message appointment and deadline reminders
- Workflow automation to reduce administrative work during client intake
- Smart, logic-based [intake forms](#) to separate qualified leads from cases that aren't a strong fit for your firm

Automation can also help you post on social media and brainstorm content ideas. Again, automation can increase consistency in your marketing by keeping a regular flow of content going to your social media channels.



## 8. Improve the client experience

Your client experience is your most important marketing resource.

A positive client experience will improve your reputation, increase referrals, and help your firm gain repeat business. For example, for mass tort law firms, if a client has a positive experience with your firm, they are much more likely to refer your services to friends and family who might be encountering similar circumstances.

Email and text message features in your legal CRM can help ensure that clients stay aware of upcoming events related to their case matters, which helps them feel more valued by your firm. For example, [one-click eSignatures](#) make it easier than ever for clients to turn around documents, which improves the client experience and saves time!

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**Tip:** Make sure to regularly assess client feedback and reviews to understand where your firm excels, where there's room for improvement, and if there are any misunderstandings that stem from how you market your firm.



## Marketing success is just around the corner

Law Ruler's robust legal software includes a wide range of marketing features, such as lead capture and management, reporting tools, and automated email campaigns. With Law Ruler, you can connect with potential and current clients more effectively, helping your firm achieve long-term growth.

See how Law Ruler can increase your firm's results when you [schedule your free demo](#) today.

**Schedule a Demo**