



The ultimate law firm online marketing guide

By Pepe Toriello

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RED DE FIRMAS

LEGAL MARKETING IS NOT WHAT IT USED TO BE

Neither online media nor social networks will replace the personal skills of a lawyer to win clients.

However, digital marketing tools can help you raise your law firm's brand awareness more efficiently. Then let your personal skills do the rest.

The Internet era

Remember when Google bought YouTube for USD 1.65 billion in 2006 or when Facebook bought WhatsApp for USD 19 billion in 2014?

These numbers are few. I know.

However, they set a milestone in every market.

They proved what a company could do when it knows how to operate using the internet.

The new online distribution channels

Today there are thousands of companies that changed their operation to promote their services online, and crushed their competition.

However, this success was not only because they created a website. It is much more complicated than that.

This success is due to the correct execution of a marketing strategy focused on its customers.

Understanding their pain points and create specific solutions.

These companies are taking advantage of online tools to reach thousands of people in seconds from their cell phones.

That's the key!

Sales v. Marketing

It is crucial to make this big difference: marketing activities are not the same as closing a new client.

Law firms cannot evaluate the performance of their marketing department by the number of new clients they bring.

Why?

Because clients hire lawyers.

Lawyers are in charge of knowing the clients, of understanding their problems, of liking them.

The objective of a marketing department is to execute strategies to increase the law firm's brand awareness.

Once a potential client knocks on the door, it is the lawyer's job to close the deal.

Definition of sales and marketing

On many occasions, I have seen how lawyers transform their faces when I ask them if they have worked in sales.

As if this were something terrible or that could affect his reputation.

The truth is that sales are the engine of any company. It is what defines your success in the market.

A company without sales is a company without profit, and a company without profit is doomed to fail.

On the other hand, we have marketing activities.

Philip Kotler, a professor at Kellogg School of Management and one of the most important marketing experts in the world, defines marketing as:

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

It pinpoints which segments the company is capable of serving best, and it designs and promotes the appropriate products and services.”

However, what exactly is the difference between marketing and sales?

In my opinion, marketing activities aim to identify needs in the market and design products and services to meet them.

Sales are the closing of a transaction.

Digital marketing: the new traditional marketing

Until very recently, people considered online marketing as something different from traditional marketing.

By traditional, I mean media advertising, conferences, or newsletters.

Very few managers paid attention to the content of their corporate website or social networks.

This mindset has changed.

Now, online marketing is an essential element of any company.

There is no longer a marketing strategy that can ignore social networks or Google.

Advantages and disadvantages of digital marketing

The success of social networks and Google is because everyone uses them daily, for hours. LinkedIn, YouTube, Google, Twitter, and Facebook have become part of our daily lives and has helped us to communicate with anyone anywhere in the world.

They have become a source of knowledge and entertainment.

While it is true that communicating with anyone can be done in seconds through our cell phone, the reality is that today there is an oversaturation of information.

We receive hundreds of emails, thousands of notifications on all networks, WhatsApp messages.

The trick to win is to know how to get the attention of your niche market.

The most important thing to win their attention is to share valuable information.

Something that can solve a problem they are facing, or at least entertains them.

Otherwise, your posts will go unnoticed, and all the time you invested will go to the trash.

Remember the rule of the 7 seconds of Google: You have 7 seconds to gain the attention of a person when entering your site. Otherwise, they will go elsewhere.



The Law firms roadmap to become a partner

It is tough for a law firm to have a clear road map on how to become a partner.

There is no clear path at all, and I realized this since I started working as a junior associate. Some people were promoted very young. Some others had over 15 years working in the firm, and they were still working as associates.

However, there is one sure thing for becoming a partner: you need to bring new clients. I thought this was almost impossible at my age.

I even asked some of the partners I used to work how they closed their most important deals.

The answer to most of them was that they either were referred by other clients or they were friends with the CEO of the company.

How can a young lawyer like me close a deal without a long-term reputation, never played golf in my life and could not afford a golf club membership?

It is also tough to engage in business development activities because you are inside the office all day long when you work as an associate.

I never had a sales training, but I knew there was something else.

I decided to start studying marketing and sales books.

Then I discovered personal branding, and it was a huge eye-opener.

I read so many books and started listening to podcasts from [Pat Flynn](#), [Chris Ducker](#), [JL Dumas](#), [Amy Poterfield](#), and [Gary Vaynerchuk](#).

These guys build 6-7 figures businesses by sharing their experience online.


So that was the moment when I realized that: that was it!

Our core business as lawyers is to know how to sell our experience.

Creating relevant and consistent content

I read [Joe Pulizzi's](#) Epic Content Marketing book, and it changed completely the way I thought about marketing and business.

There is one fantastic quote I will never forget:



“ Customers don’t care about you or your services. They care about themselves, their wants and their needs.”

Content marketing is about creating information that helps your customers solve real problems. It helps your readers to discover (preferably on their own) that you are the best lawyer in your field.

You have to know the pain points of your target market and create the content of value to position

yourself as an expert and gain the trust of prospective clients.

Then use online marketing tools to get your message across and build awareness.

I built [Red de Firmas](#) implementing these same marketing strategies, and business has been growing great.

What happens in law firms?

Until recently, few law firms paid attention to marketing activities.

I don't know why.

During the 80s it was perhaps not necessary to have to leave your office to bring customers.

Lawyers could sit back and wait for clients to ring their phones.

Law firms' directories

Then came the law directories, starting with [Martindale](#).

During his golden years, Martindale was the only way for potential clients to know your signature.

They had a monopoly on the "yellow pages" for law firms.

The Rankings

Then, [Chambers and Partners](#) appeared and created a new advertising model for law firms: the rankings.

These new magazines allowed law firms to publish the transactions they represented during the year.

The reputation of lawyers in the digital age

An essential element to promote yourself as a lawyer is to provide excellent service.

There is no better marketing than that which comes from highly satisfied customers.

Our reputation as a lawyer is our most valuable asset.

Digital marketing tools are nothing more than devices that allow us to communicate with a much larger audience in seconds.

To have better communication with our online audience, we must follow the same principles as when we talk to someone personally.

You cannot arrive from anywhere with the CEO of a company and offer them to change their lawyers and hire your firm.

First, you need to work on creating a relationship of trust, and then you will have the opportunity to offer your services.

So, the first thing you have to be aware of is to focus on helping.

Communicate information that helps your target solve problems they face in the day-to-day work.

The key to an efficient marketing strategy is to help.

Helping people brings trust and builds a good reputation.

Good reputation and personal skills bring clients.

2. Word-of-mouth still king

Don't get me wrong. Even if you spend thousands of dollars to implement the best digital marketing strategy, it will be tough to close a deal if your services suck.

The most crucial element to market yourself as a lawyer is to provide an excellent service.

The legal industry is a highly competitive market, and any mistake can result in losing a client.

Not only that. An angry client will talk shit about your work to the people they know, and your reputation will be damaged.

You have to position yourself as an authority in your field and to provide exceptional services to build an excellent reputation.

There is no better marketing than the one that comes from highly satisfied clients.



3. People look on the web for lawyers

What do you do when you need information about something?

You google it.

Likewise, when someone has a legal issue or need some information on how to solve a problem, they look on google.

I can imagine two possible scenarios in case a person is looking for an attorney online:

- 1 They do not know any lawyer and have no idea where to look for, or
- 2 They know the name of a couple of law firms and want to know which one is the best choice.

In the first case scenario, let's imagine you have a fintech company and you want to hire a lawyer.

You will probably look for words like "fintech lawyer Mexico," "fintech compliance obligations," or "fintech regulation."

Then dig down until you find the name of a couple of lawyers specialized in fintech regulation and the name of the law firm they work.

Something similar will happen in the second case scenario. You will look for names on google or legal directories (eg. [Chambers and Partners](#) or [Legal 500](#)) and try to get as much information as possible.

You would also want to know about their experience.

Who are their clients, but most importantly, how can they help your company solve your legal issues.

Now, change of roles.

You need to build an online presence and to deliver valuable information so you can stand out from the rest (your competition).

Of course, people would like to receive some recommendations from other companies that have worked with you before taking a decision, and this is where your reputation will be of the essence.

However, if your name appeared on the first search results for “fintech compliance obligations,” you will have better chances to bring a new client to your firm.



4. Use your time wisely

Marketing and business development activities require much time, and you still need to take care of your current clients.

For this reason, it is essential that you have a strategy and know exactly how to execute it.

Lawyers rarely receive any training on sales during law school or at work, and that's why I decided to write this guide.

In [Red de Firmas](#), we want to help your firm grow your law practice.

We created this guide to show you some of the strategies we use in our own, hoping you can implement them yourselves.

This guide is also a tribute to all these people:

[Pat Flynn](#)

[Chris Ducker](#)

[JL Dumas](#)

[Amy Poterfield](#)

[Gary Vaynerchuk](#)

[Russell Brunson](#)

[Neil Patel](#)

[Joe Pulizzi's](#)

These guys are the real masterminds, and I'm only applying what I've learned from them to the lawyers' market.

So, if you don't know them, you must follow them.



How to market your law firm online

The Internet changed the rules on how we communicate with people around the globe.

You are one click away for getting in touch with someone that lives on the other side of the world just by using your smartphone.

I became obsessed with how online businesses could grow exponentially. So much faster than old brick and mortar companies.

In the beginning, I thought that this happened because some piece of content about their companies started spreading virally. Like it was some luck.

It is not luck. There is always a strategy and an execution behind this growth.






Startups around the world have taken advantage of the benefits of how easy it is to get in touch with your market by using online marketing tools.

Not just app developers, but also those old brick and mortars companies and consulting firms.

Law firms are not an exception.

Every company and strategy are different.

However, there are some rules that you can follow to increase your brand awareness, improve your customer loyalty, and bring new clients.

-  You need to take care of the information shared in your social media profiles, especially LinkedIn.
-  Create a blog where you will publish content that helps your clients and prospects to solve specific problems. Content that delivers real value.
-  Have a great website that is easy to navigate.
-  Use email marketing services to continue delivering valuable information.
-  Put all these elements together and plan their distribution.

Let's start to work.



Your online presence:

Starting on digital marketing

1. Social media: Double down on LinkedIn

Two years ago, I thought LinkedIn worked only for recruiters and it was a social network only to look for a job. I was very wrong.

Let me give you a few numbers to change your mind if you still think like I used to.

LinkedIn is the underdog of social media networks.



*Source: Get Proof: [The Case for B2B Marketing on LinkedIn](#)

Unlike other social networks, you are on the platform with the expectation that someone will connect with you for business.

No #foodporn pictures or selfies. It's all about business.

Another significant benefit is that it is easier to connect directly with people in your industry using LinkedIn.

If you receive an invitation request from somebody you do not know; it does not look weird.

You will probably accept it in case this person works in your industry or their profile information looks interesting enough.

This situation does not happen on other social media platforms such as Facebook.

When you know your market and publish content that gives your readers a real added value, they will engage with you.

Let me show you how you can increase your personal brand awareness on LinkedIn.

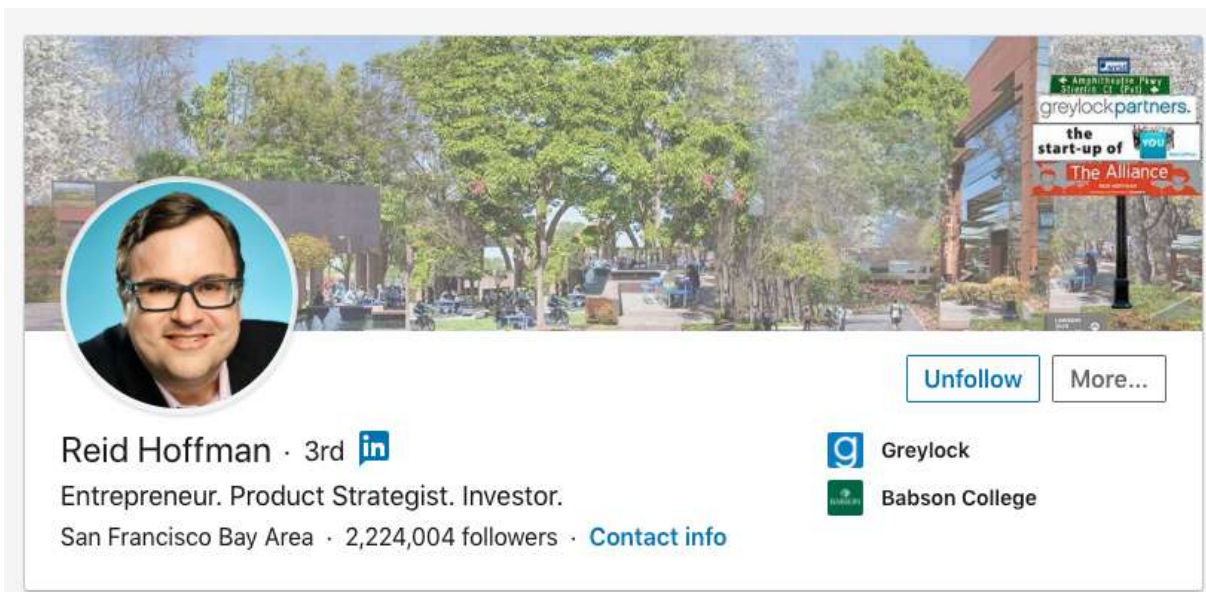


A. Convert your LinkedIn profile into a sales pitch

It is straightforward. If your objective in LinkedIn is to get in contact with prospects, then you need to give them clear information about how you can be helpful for their business.

It is your elevator pitch and works like if you meet your prospects in person.

It would be best if you convinced telling how you can help them. There are a few things you have to take into consideration:



This guy is [Reed Hoffman](#) (co-founder of LinkedIn). I wanted to share his background picture as a good example of how you can use this space correctly.

Have a good profile picture

Just have a good photo with good light.

Everybody wants to see a face and not having a picture on your profile looks suspicious, right?

It looks like an old profile that no one has used in years.

It would be best if you had a good picture.

Background image

This space can be used to show people what do you do in a very visual way.

You can also use it to promote a product or service you recently released.

Headline

Your elevator pitch.

Remember [Google's 7-seconds rule](#). You have 7-seconds to catch the attention of people looking at your website. Otherwise, they will close it or go somewhere else.

You need to take advantage of every opportunity to get the attention of any prospect and explain who you are as easy as you can.

Showing 620,133 results



Gary Born • 1st
Chair of the International Arbitration Practice Group at Wilmer Cutler Pickering Hale ...
London, United Kingdom

Summary: Gary Born is the chair of the International Arbitration Practice Group at Wilmer Cutler Pickering...

Volodymyr Yakubovskyy, Dr. Herfried Wöss, and 88 other shared connections



Jaime Gary López • 2nd
Associate Attorney
Mexico

Ximena Aguirre Franco, Eurídice Palma, and 72 other shared connections

When you run a search on LinkedIn, the only information you can read from the results are name, headline, a summary, and shared connections.

The headline is the only one you can edit.

Extract

This place is where you can start being more creative in your profile written information.

Just take what you published on your headline and explain who you are.

Please give more details on how you can help people solve their problems.

You can also use this space to talk about who are your current customers.

It is not the same to say that you are a great experience lawyer representing companies in the energy industry than saying that your client is Iberdrola.

Chris Ducker · 3rd
Founder, Youpreneur.com
Cambridge, United Kingdom · 500+ connections · [Contact info](#)

About

Chris helps entrepreneurs become the go-to leaders in their industries; building profitable, sustainable business around them and those they want to serve.
... see more

RELATIONSHIPS Should Be TREASURE...
Behind the Scenes of the RISE OF THE...

Now, pay close attention to the first two lines in your extract because those are the ones that will show for default when you look at anybody's profile.

You have to be very clear and go straight to the point because not everyone will click on "... see more" to know what else you got.

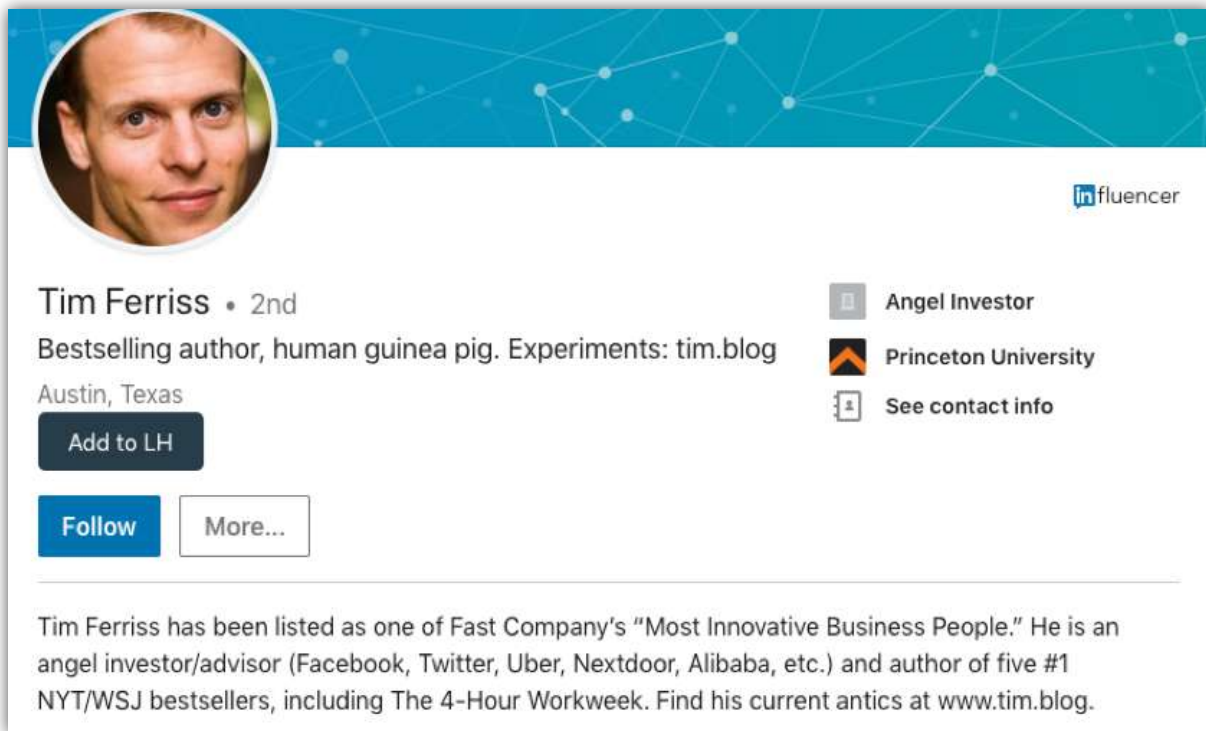
Remember the 7-seconds rule. You need to get people's attention as fast as possible.

Call-to-Action

Another tip for having a fully fleshed profile is to include a link to a website that you wish your prospects go once they read your information.

For example, if you have a blog where you publish information about your services, then you would like to include it either on your headline or in your extract.

Try it in both places and see where it has the most engagement with your readers.



Tim Ferriss includes a URL of his blog (tim.blog) in his headline.

Multimedia content

Lastly, there's something left to do. You need to have a one-pager PDF or a 1-minute video with more detail about your services.

If your profile information is interesting enough and you already got the attention of a prospect, the next step will be to have more information about your services.

Place take advantage of this and make it easy for interested prospects to get more information about you and your business.

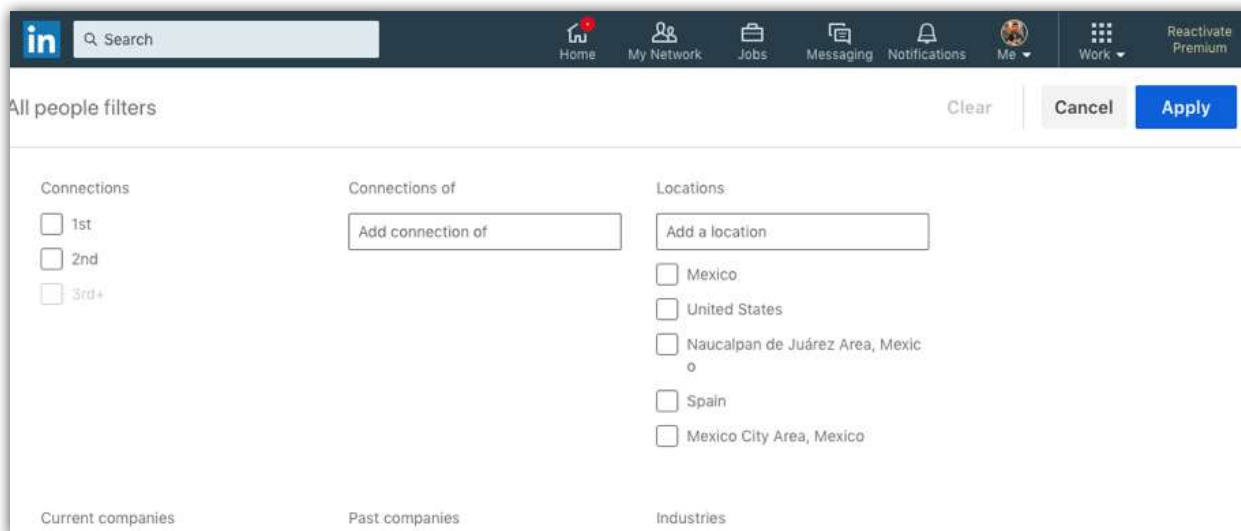
B. LinkedIn's searching tools to look for prospects

During the past few years, people are taking their LinkedIn profile much more seriously.

Almost everyone has, at least, information about where they work, their title in the company, and location.

If you have a good understanding of who your target market is, LinkedIn makes it very easy to find the correct person.

Let me show you how:



1 You need to know the name of the company, location, and the name of the title of the decision-maker you need to contact to get hired.

For example, if you work in the energy law department of your firm, you would like to look for the CEO or General Counsel of renewable power companies.

2 Hover your mouse over the search box and click on the amplifier glass icon so you can go to the search filters.

3 Type in the filters the name of the company, the location, and the title name (i.e., CEO, General Counsel, Head of Legal).

4 Click on the Apply button, and you'll have your new prospect list ready.

Keep in mind that this strategy can also be used to get in touch with any other kind of people and not just for prospects.

Think about contacting a person you will like to invite as a speaker in a conference your organizing or a marketing professional you would like to hire for a project.

LinkedIn makes contacting people very easy, but you need to have a strategy to get in touch with them appropriately.

C. Communicate correctly with your new contacts

When I started searching for leads on LinkedIn, I made the grave mistake of sending a template message and copy-paste it to at least 25 people a day. That was my strategy.

From those 25 persons, maybe one would answer, and then, 1 of every 5 of those people would give me an appointment.

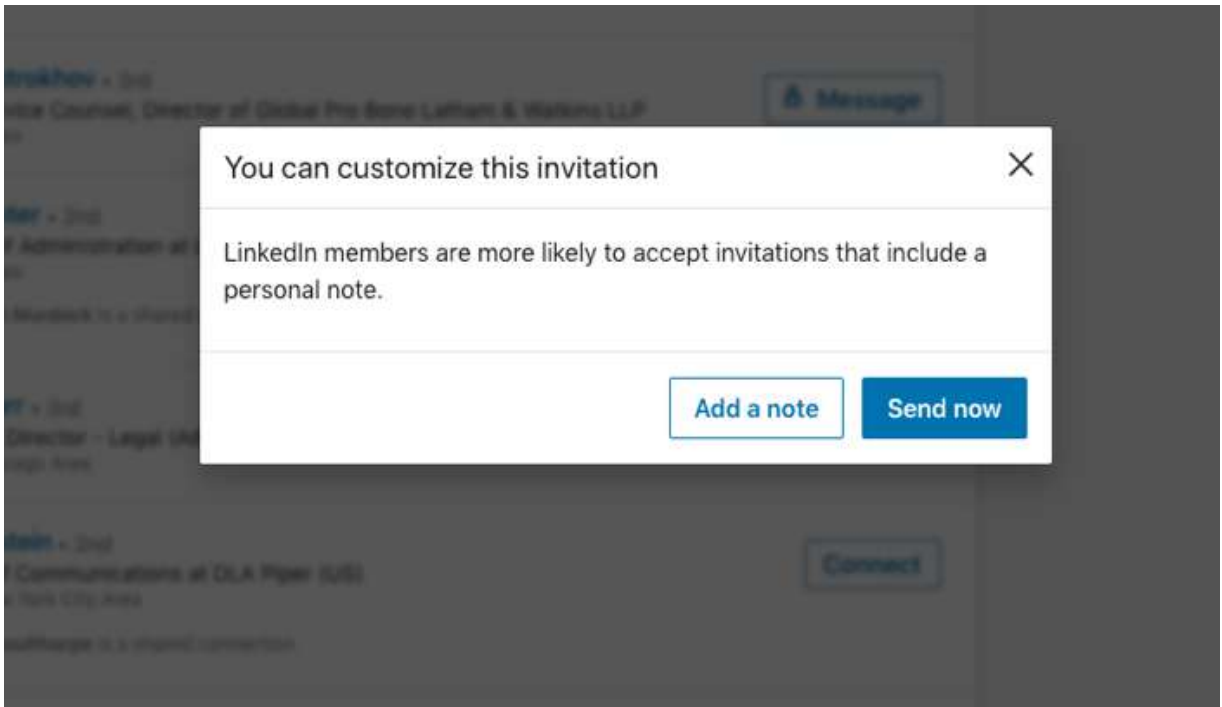
I am pretty sure that 99% of all the people I texted thought that my messages were annoying.

So if anyone of these persons is reading this guide, my apologies.

Yes, sales are a number strategy, and the more people you contact, the more likely you are to close a deal.

However, you have to approach people in social media as if you were doing it personally.

You cannot just approach some stranger and ask them for an appointment. It's weird. If you want to take advantage of LinkedIn, you must first win their trust, and the best way to earn it is to be helpful.



Share valuable information

Let me explain myself. We have a significant advantage as lawyers, and that is that people hire us to solve their problems.

Think about the last legal opinion you wrote or the recent conference you had with a client to answer some legal issues.

Keep in mind that, if a company asked for your help regarding a legal problem, it is very likely that more companies have the same question.

Concentrate on your area of expertise and think of something that can help them to solve or avoid a legal problem in their company.

Write it in the form of a recommendation with a couple of real examples and publish it in your blog.

That information has a value.

The money saved from a fine or the time it would have been necessary to invest in investigating a solution.

The next time you want to contact a manager of a company, do not tell him what you do or how high are your firm's offices.

Better to do some prior research for some exciting pieces of information about them to start a conversation.

We will talk about how to create valuable information in the next chapter.



Once you have found a prospect's profile, you will see a Connect button. Click on it.

A pop-up window will show asking you if you want to send a note.

This note will be your first message you can send to a prospect to connect with them. You have 300 characters to convince them.

You can use this opportunity to send them a link to your blog post.

Try being more personal, and call them by their name and saying that you hope it will be useful.

If they accept your invitation, then they will become your contacts, and you can send them longer messages.

However, do not rush and ask for an appointment yet. You still have to gain your audience's trust.

Next step, you need to have a blog running.

2. Blogging

Your blog is the headquarters of every piece of content you create, and you should place it on your firm's website.

Michael Hyatt, author of *Platform: Get noticed in a Noisy World*, says, "Without a platform -something that enables you to get seen and heard- you don't have a chance. Having an awesome product, an outstanding service, or a compelling cause is no longer enough."

In the last chapter, we talked about the importance of LinkedIn for contacting prospects and publish relevant information.

Even though LinkedIn is a great platform to grow your network, you do not control the traffic you gain.

As Joe Pulizzi said in his *Epic Content Marketing* book:

"You need both content you own and content spread around other platforms, but the focus should be on a platform you can control."

There are many ways of building your blog. I use [Wordpress](#).

Why is it essential to own the platform for your content?

Because you want to control the information, your readers will see while they are on your website.

It would be best if you placed call-to-actions, and tell your readers what to do when they read your content.

Let's use one example.

If you want to publish a guide on the bankruptcy process in your country, you wish that your readers contact you.

You have to make it easy for your readers.

A good recommendation is to place a link to your profile on every article you publish.



A. Build relationships and reputation faster

Word-of-mouth continues and will continue to be the best marketing for your law firm.

However, you cannot control it or push your clients to give some referrals about your practice to other companies.

On the other hand, building a good reputation in your market takes much time and a lot of "successful cases."

Things have changed in the digital world.

In specific, the ability to communicate with your target market has become much more manageable.

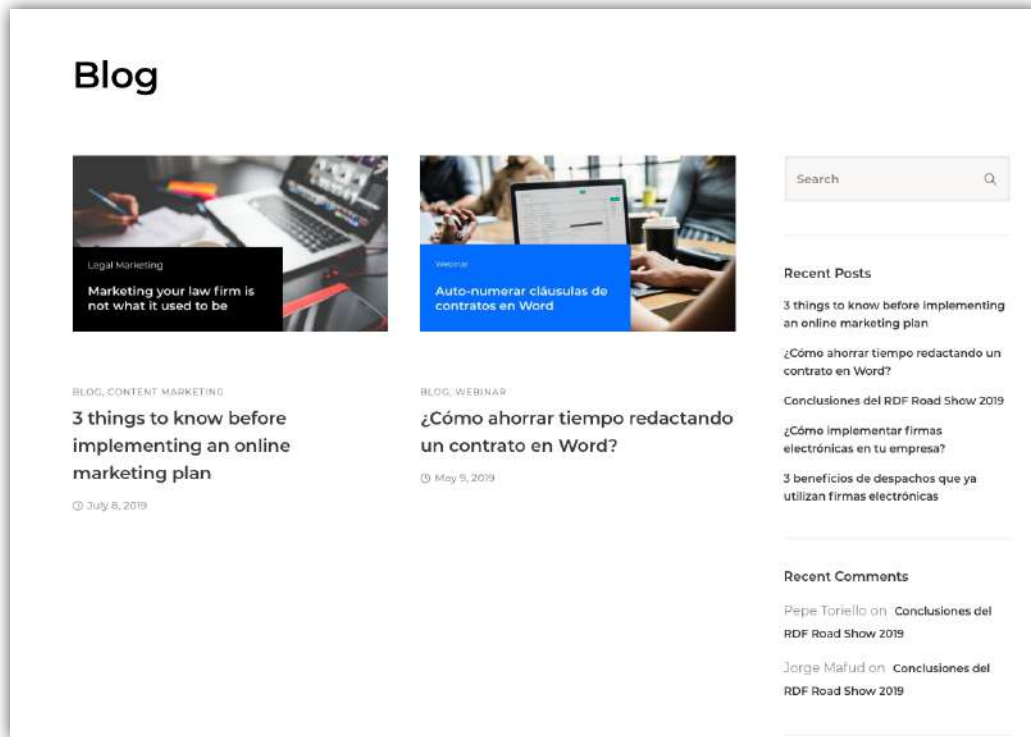
Nowadays, you do not need a 15-year old professional career to prove to the CEO of a company that you are an expert in your field.

Here is the trick: the best way to build better business relationships and reputation faster is by providing valuable information consistently to your niche.

One of the big mistakes of every company starting to develop an online presence is that they only write 2-3 articles, and then stop.

You need to be consistent by providing valuable information and excellent service to get noticed in a competitive world.

B. Position yourself as an authority in your field



reddefirmas.com/blog/

Position yourself as an expert in your field that your clients or prospects can trust whenever they have a legal problem that needs to be solved.

If you help managers to solve specific problems they are facing in the operation of their companies, then they will see you as an expert in your field.

It is straightforward. Lawyers are problem solvers.

If you work in the energy department in your firm, you need to prove that you have the knowledge and experience to help other energy companies.

It is crucial to publish content that can be used by managers of energy companies to solve specific legal issues.

For example, you can publish information on the primary regulatory obligations that energy companies need to do for operating in your jurisdiction.

You can also write about a problem that one of your clients had, and how you helped to solve it (taking care of any confidentiality duties, of course).

You will gain the trust of decision-makers and position yourself as an authority in your field if you provide valuable information to your niche market in a consistent manner,

However, you also need an efficient content marketing strategy to spread your word and to bring new clients. We will talk about this later on.

C. Avoid Writer's Block: Know Your Customer's market

When I started to run Red de Firmas, my sales plan was to schedule as many meetings with any company with no plan at all.

We just wanted to sell as much as we can, without knowing who our target market was and what they need.

This was, of course, a waste of time.

Just imagine how it feels like when you get a call from a bank offering us a new credit card or if we want to change our mobile phone provider.

You automatically know that somebody wants to sell you something.

I know entirely when this is going to happen.

When you answer this type of call, the people behind are usually call-centers, and you can tell so quickly.

They will call you and say something like:

-Good evening sir, is this José Toriello?

-Yea, who's this?

-Hi, my name is Martha. How are you doing today sir?



You don't have to wait until they tell you that it is a bank or about the benefits of your new credit card to know that this is a seller.

You can tell right away when you hear the tone of voice and the noise in the background.

Human beings have this chip in our brain that automatically triggers when someone wants to sell us something, right? It feels annoying, and we all hate it.

The worst of all is that, if you tell them that you're not interested, they will keep pushing.

Remember our marketing rule?

"Your customers don't care about you or your services. They care about themselves and their needs."

It means:

People don't care if you represented a client in a billion-dollar transaction. They care about their day-to-day problems and how can they be solved.

It is the very first thing we have to acknowledge.

The best way to make people pay attention to you is when you talk about their problems and how are you going to solve them.

It is not easy and is a prevalent and big mistake. We think we know our clients.

However, to know what exactly are the main pain points that your target market is facing and to provide valuable information, you have to do some research.

D. Do your homework and research.

When you touch pain points that people feel related to, they start to listen. Also, if you show them a way to solve them, they become interested.

Doing proper research of your target market will help you to have a solid foundation for your content marketing strategy.

You will be able to understand your readers way better and create services that solve specific problems.

It will sound more interesting than just talking about the size of a transaction you worked recently.

E. How to discover your prospect's most significant problems?

There are different ways you can do this. However, what I have found more efficient is to conduct interviews and surveys.

To conduct an interview, contact your current clients and invite them for a cup of coffee or meet them at their office.



I recommend doing this personally.

You will have their full attention, and it won't look awkward if you want to dig deeper into their answers.

If you do this by phone, there is a big chance that they will be doing something else while talking to you.

For the survey, you can reach a much larger audience faster than doing it personally.

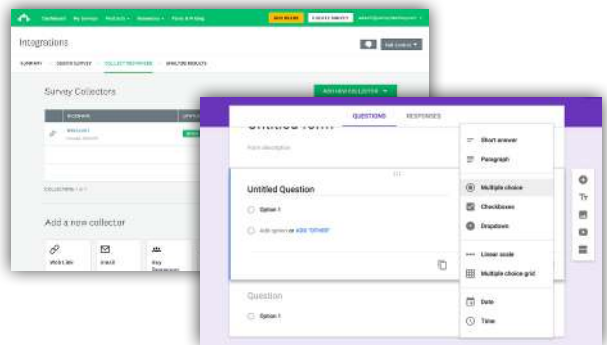
However, keep in mind that just a small percentage of people will take the time to answer it.

It would be best if you also had a big email list or network on LinkedIn.

There are several apps on the web that you can use to gather this information.

I recommend using [Google Forms](#) or [Survey Monkey](#), since they are easy to use and free.

What should I ask for during an interview or a survey?



[Neil Patel](#) recommends asking open-ended questions to discover your clients' or prospects' most significant problems. It gives them the freedom to talk about what is on their minds without holding back.

In my opinion, the two most important questions you need to ask are:

Question #1: *What's your biggest challenge in ___?*

You want to know any challenging situation that your clients are facing in your field.

If you work in the litigation department of your firm, you want to know the specific problems they are facing.

It will give you valuable information on how you can help them.

Question #2: *What are your most burning questions about ___?*

Sometimes, the best information comes from the client's questions.

Just imagine when you get a call from the client asking for your opinion on specific issues. More than one person may have the same query in your client industry.

Well, asking this question will take you one step ahead and know what their most burning questions in your niche are.

F. Five blogging tips to remember



Use great titles

Think about how a magazine works.

The titles they have on the cover are used to grab the attention of their audience and make you open them.

That is precisely how blog or article titles work.

You need to have an excellent title for your content, or nobody will read it even if it's the most magnificent article in the world.



Focus on solving a problem

Take advantage of your research efforts and talk about your niche pain points. If you focus your efforts on helping your readers on how to solve their biggest challenges, you will be successful.



Do not miss the call-to-action

All of your marketing efforts must have a goal.

If you want your prospects to schedule a meeting, you need a call-to-action with your profile on your website or a [Calendly](#) link.

Here are some other call-to-actions you can use:

- Join us on LinkedIn.
- Ask a question.
- Request a meeting.
- Sign up for our newsletter.

Keep in mind that most of your blog traffic will never come back.

Because of this reason, you have to offer them additional valuable information so you can continue in communication.

So, growing your email list must be one of your most important goals in your blog. We will discuss it in the [Email Marketing chapter](#).

Think on building a content package

When you start writing a new blog post, think about how you can use that information to create additional content.

If you want to write a blog post on how to incorporate a new LLC in your country, think about how this can be useful for a foreign company in your niche.

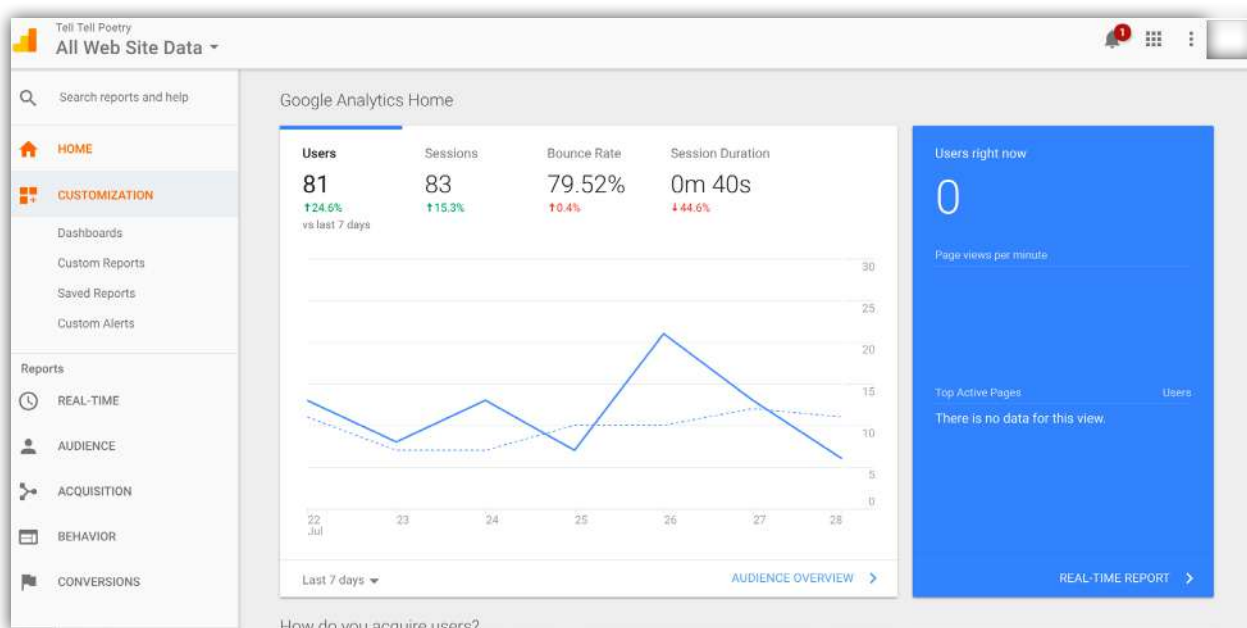
They would also want to know about taxes, how to import products, employee benefits.

Maybe you are not a tax or foreign commerce law expert. However, you can get some help from other areas in your law firm to create a guide targeted at international companies that want to invest in your country.

Keep track of your metrics

The only way to know if people are reading your content is by keeping track of your metrics.

The best way to do this is through [Google Analytics](#). Some metrics that you want to keep track are Pageviews, Time on site, Signups to your newsletter, Visits, and unique visitors.



google analytics



3. Have a great website

Your law firm website is one of the most important online assets. It is your virtual front door.

Keep in mind that your website needs to answer three main questions: Who you are, what you do, and how can you help.

The best websites are not necessarily the ones with the most refreshing design.

You can spend thousands of dollars to make it look super elegant.

However, if it is difficult to navigate or it fails to answer the three above questions in less than 7-seconds, it will be worthless.

A widespread mistake is to focus on the law firm's history and organization, without providing information on how they can help their audience.

Keep in mind the main marketing rule:

"Your customers don't care about you or your services. They care about themselves and their needs."

They do not care if your firm has 80+ years in the market or your vision. They want to know how you can help them and if you have experience in similar cases to be sure if they can trust you.

I'll give you a few tips on how you can make your law firm's website more attractive and easy to navigate.

A. Focus on your client business: Keyword research

I am not going to get into too many details about keywords and SEO, because there are many free online trainings.

I recommend you check out Neil Patel's [SEO Made Simple: A Step-by-Step Guide](#).

However, I am going to explain it as simple as possible so you can get the main idea.

Then, focus on how you can use this information to improve your website.



How Google works?

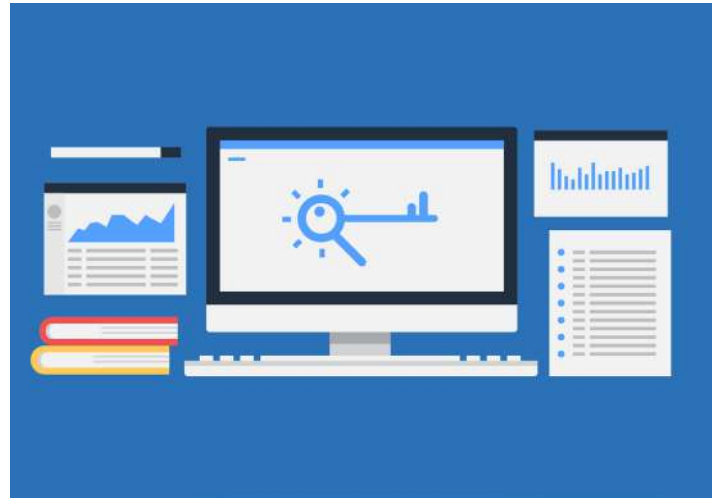
The power and reach of Google are so impressive that it even became a verb in the Oxford English Dictionary.

So, the trick to be found online is to think about how you look for information on the web.

Which words you use and how you 'ask' Google.

If you are interested in buying a new camera, you may type something like: "best camera for photography," "best camera 2019," or "best professional camera for beginners."

These are the keywords.



To explain this term, I like [Technopedia definition](#): "A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a Web page."

You need to include these keywords across your website for Google to know that the information contained in it will be relevant for the people looking for these words.

Google search ranking

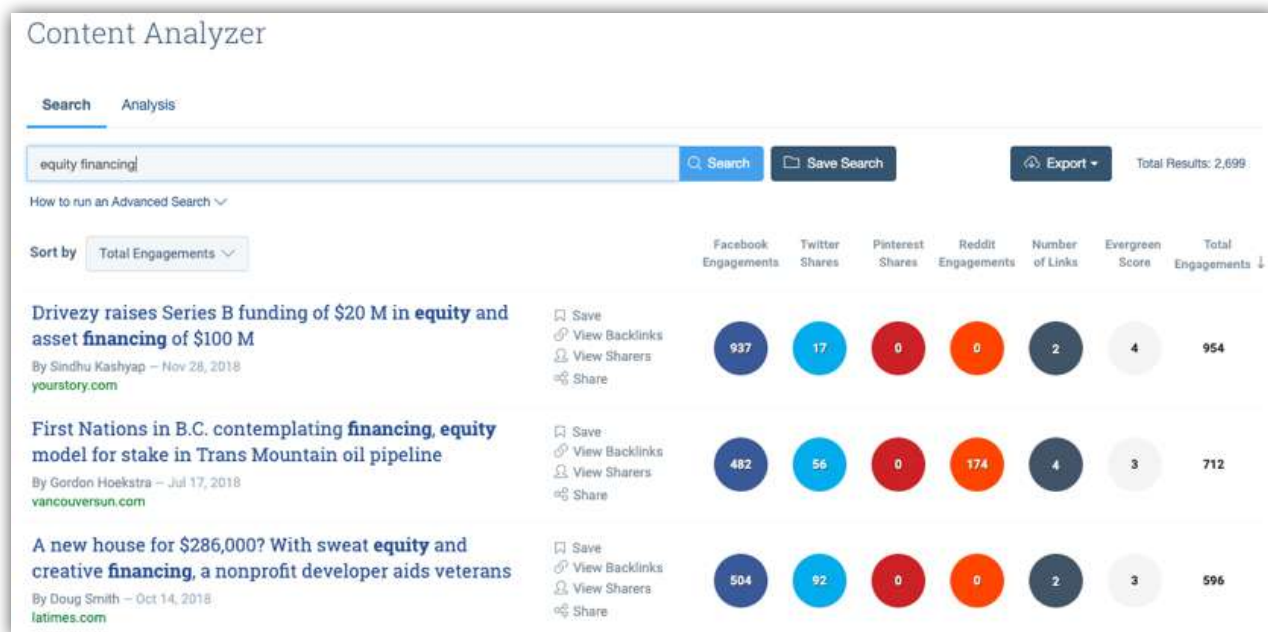
It takes quite some time for your website to rank in the first results for the keywords you would like to compete with.

However, it does not mean that doing keyword research is useless for your online marketing strategy.

On the contrary, you can use this information for your content to make it easier to find and, also, to find topics that your prospects will find interesting.

Remember that, if your audience likes your content, then Google will love it too.

So, let me give you three tips on how you can look for relevant keywords for your website SEO and content strategy:



1. Make a list of possible keywords

Put yourself in your client’s shoes and think about the last legal opinion or conference call you had. What were they asking for?

Make a list of the most common queries or issues in your niche.

2. Look at what is your competition doing.

Sometimes you can get much valuable information doing this research.

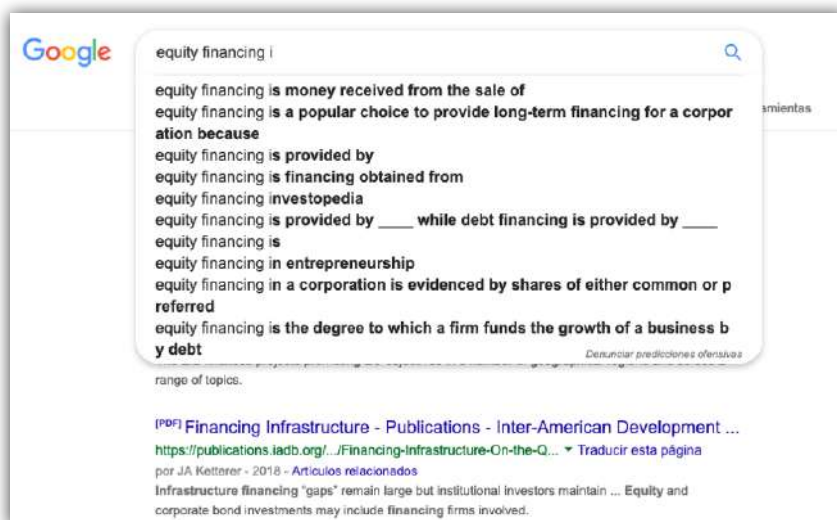
What are other firms talking about in their social media, blog, or conferences? Then use this information and look for it in [BuzzSumo](#) to find content that has been shared the most on social media channels.

Take for example “equity financing.”

3. Discover other related keywords.

Once you have a list of new long-tail keywords, write them in Google’s search bar. You will find how other people are looking for the same information.

For example, write down something like “equity finance i” Google is going to give you some other phrases you can use.



B. Make your website easy to navigate

Have you ever been on a website and it is so damn difficult to understand what it's all about?

It is very annoying!

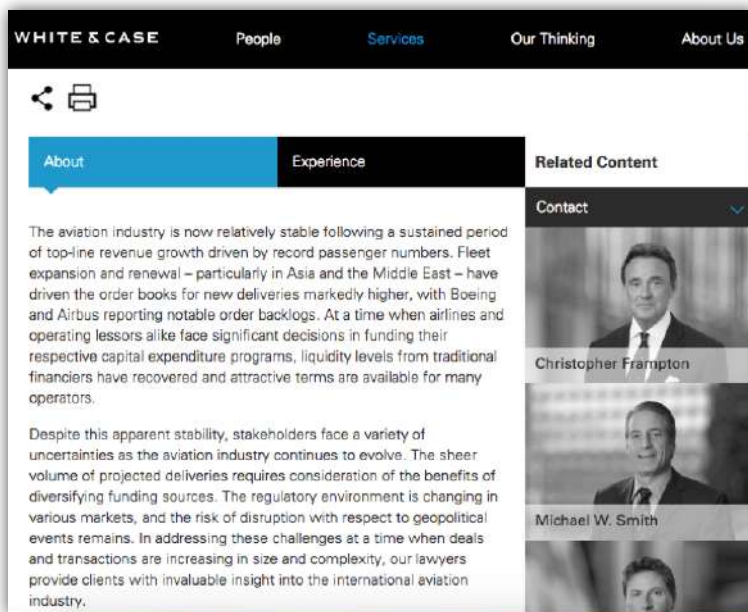
Just think about it. A prospect enters your website, or somebody else recommended your firm.

If they cannot find your contact information, it will be challenging for them to get in touch with you.

Another prevalent mistake is that they list all the practice areas, but they forget to provide contact information of the lawyers that work in each area.

Your website has to be very easy to navigate, and if you make it difficult for your visitors, they will never get in touch with you.

Many details can be used to make your website easier to navigate. However, I consider these are the basic and most important ones for your law firm:



They start with a description of their practice areas and a summary of the current business environment.

Then they give you some examples of the most important transactions they have represented and the contact information of the partners in charge of each area.

1. A clear description of your practice areas and give some examples of the transactions you have represented. People want to know if you have worked on similar cases than their own.

2. Place your contact information where you can find it. Include your phone number, email, and LinkedIn profile.

3. It must be mobile-friendly. More than half of the visits to your websites will come from mobile devices. That is why your website must be easy to navigate in a desktop, mobile, or tablet.

As an example, I like the White & Case website: [White & Case website](#).

C. Lawyers profile focused on how they can help clients

Put on your client's shoes again. If they are looking for a lawyer, the main thing they want to know is if you have experience working on similar cases.

Another common mistake I have seen in law firms' websites is that their lawyers' profile starts with their education. I am not saying that it is not vital which law school you studied.

However, you are not going to be hired by a company because you went to the best law school in your country and have a master's degree at Harvard.

Your clients want to know how you can solve their problems first, and then, maybe, they will check your academic background.

Another example of how you can implement this recommendation properly. Take a look on [Skadden's website](#):



Skadden Skadden, Arps, Slate, Meagher & Flom LLP and Affiliates SEARCH

Stephen F. Arcano
Partner, Mergers and Acquisitions

NEW YORK
T: 1.212.735.3542
F: 1.917.777.3542
✉ stephen.arcano@skadden.com

Stephen F. Arcano serves as a global head of the firm's transactions practices, advising companies, boards of directors and financial institutions on a wide range of corporate matters, including mergers and acquisitions, corporate governance, and other corporate and securities laws matters.

Their lawyers' profile starts on who they are.

Then gives you information about the most representative transactions they have represented, links to some of the articles published on their website, and a description of their credentials at the end.

4. Email marketing

I know what you are thinking.

“We have years sending emails to our clients with client alerts. It is not new for us.”

Maybe you downloaded this guide because you wanted to innovate your law firm’s marketing strategy using social media and getting a better ranking in Google.

Well, let me tell you something. Email is not dead, and is still one of the best online marketing tools for two main reasons:

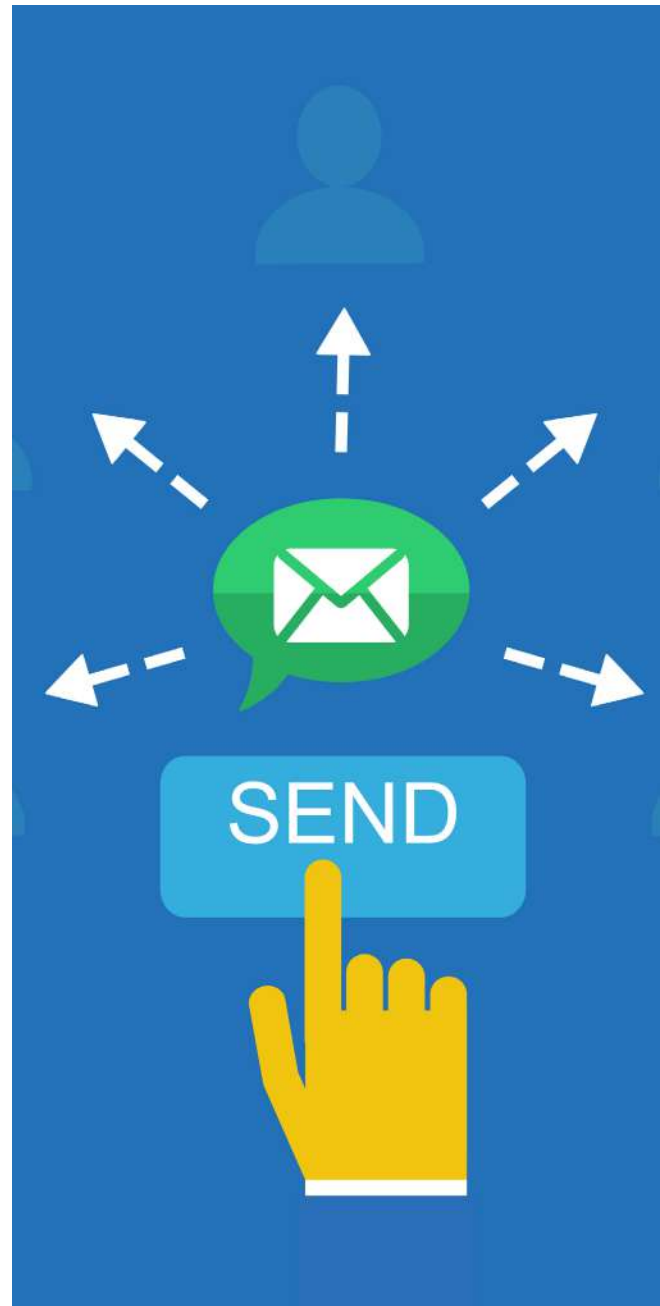
- Email is one of the first things that we open when we wake up, and
- It is one of the best tools to have 1-on-1 conversations with your audience.

Yes, our inbox receives many emails every day, and it is tough to get your audience to open them all. Well, so does your posts on social media.

The main difference is that you depend on an algorithm to appear in your audience’s newsfeed. There is no [organic drop](#).

However, you can be sure that your emails will go directly to your audience inbox (unless your email is in their spam folder).

Like any other online marketing tool, you need to have a strategy to increase the open rate of your emails and that your audience reads them.





Newsletters or client alerts

Writing a newsletter is a powerful tool for sharing with your audience relevant information about their market, legal updates, or information about the other practice areas in your firm.

It is crucial to target your emails to the people that will be interested in the information you want to share.

If you email general information, then, the response of your audience will be below average.

Remember that we all have our inbox with hundreds of emails, and you need to compete with all of them.

I will show you some recommendations on how to clean your email list, choosing the right email marketing service, and automatically personalize your emails.

Importance of delivering valuable information

We already discussed this in all previous chapters: Content marketing is all about delivering relevant information consistently.

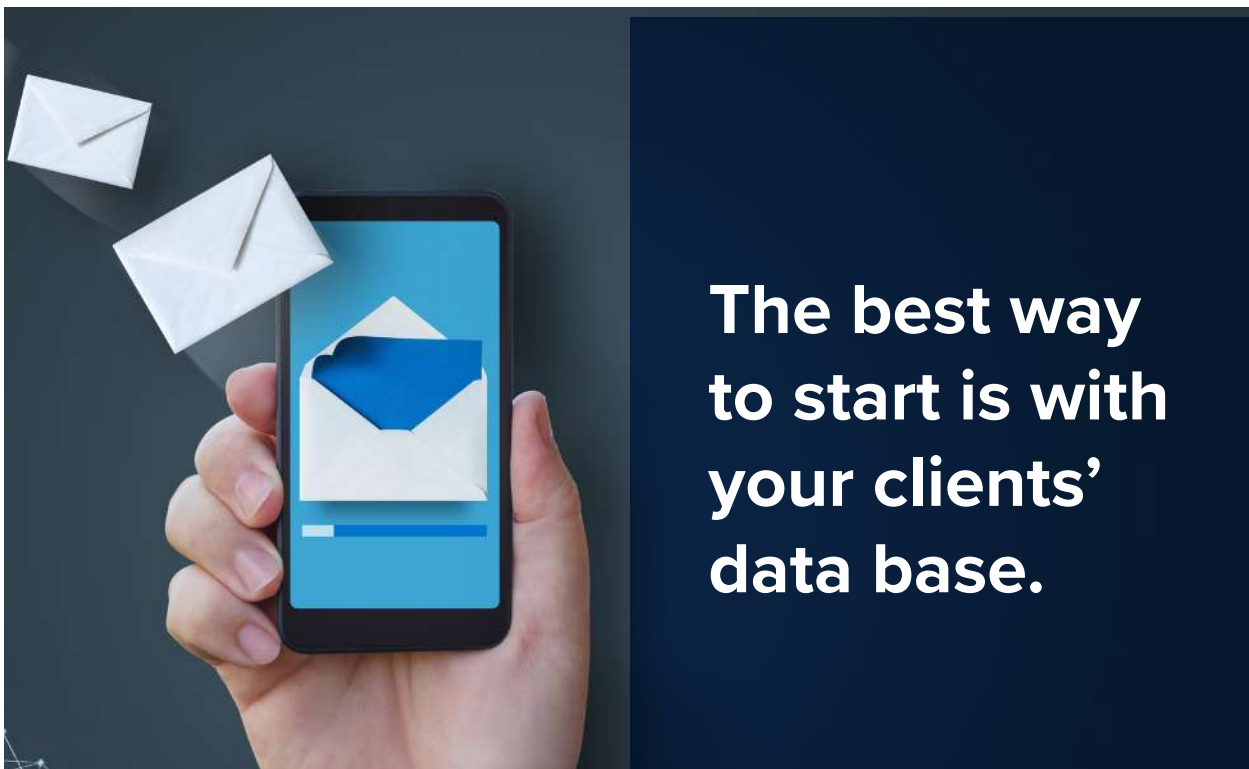
With emails, it works the same.

10-years ago, people used to subscribe to any newsletter and read almost every email they got in their inbox. It does not happen anymore.

For Gary Vaynerchuk, Chairman of [VaynerMedia](#), email is all about delivering on promises. If you promise terrific, exclusive content and you provide, you'll keep intrigued high.

A. Building Your Email List

You'll need a list of people before you start sending emails. Right



**The best way
to start is with
your clients'
data base.**

The best way to start is with your clients' database.

As a first step, you have to have your contacts organized.

Start by creating a spreadsheet and add your contacts, including the following information: first name, last name, email, company, and title.

After a couple of years working in a law firm, we all have a personal collection of thousands of

business cards in a drawer of our desk. Take them out and start saving their contact information.

Sounds great to have an email list with more than 10,000 contacts. However, this does not mean that they are all prospects that will be interested in your content.

So, clean up your contact list and delete the contacts that are not relevant for your market.

Once you have your contacts organized, we can move to the next step.



B. Segment your contact list

You have to send emails that are relevant for your audience to be successful.

The information you share to a prospect may not be of interest to a current client that you have worked with for years.

Alternatively, your clients in the oil & gas industry may not be interested in reading legal updates regarding compliance obligations for banks.

You have to deliver information that is relevant for each person that receives your newsletter. Otherwise, people won't open your emails.

The next step you have to take for your email marketing strategy is to segment (or tag) your clients in lists. It will help you to deliver information like if you were talking directly to them.

By default, you should start segmenting your client database with the following classification:

- Current clients.
- Prospects.

Once you have organized your contacts, then, I recommend classifying them accordingly to their industry. The more specific you are, the more relevant your information will be for your audience.

By doing this, you will be sure that the people on each email list will be interested on the information you want to share.



C. You need an email service provider

It is not an option anymore. You need an email service provider.

Here are some reasons why in case you are still not convinced:

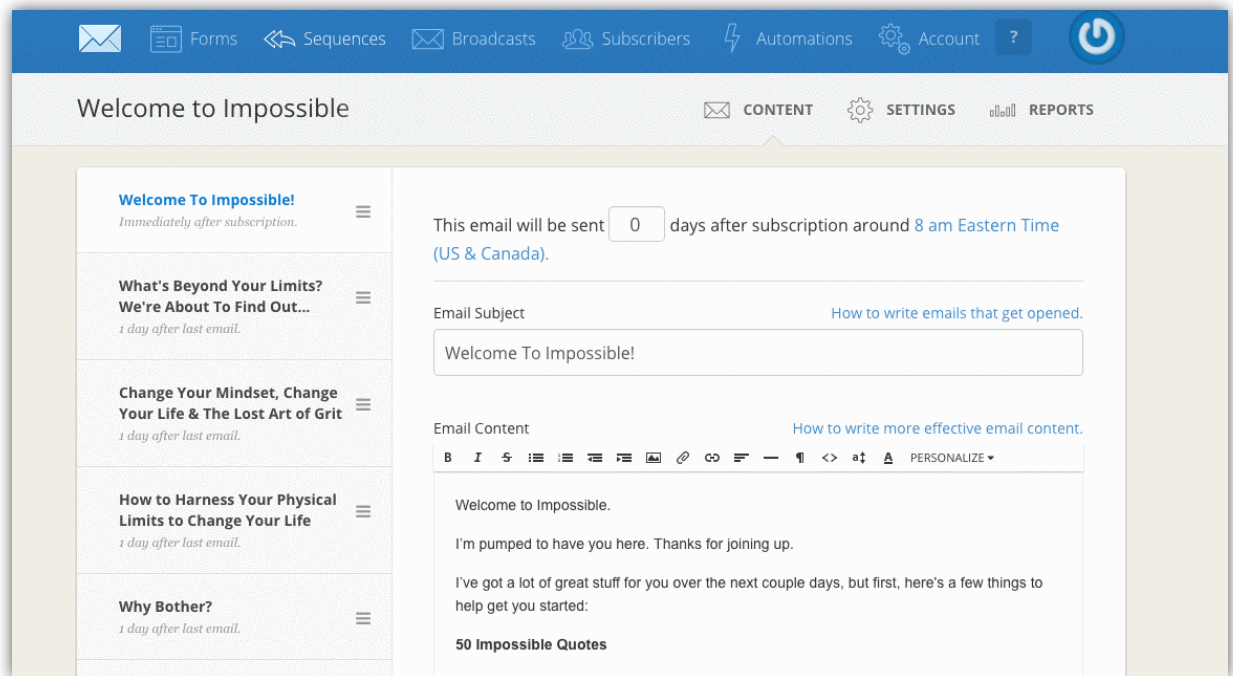
- Send as many emails as you want in seconds.
- You can classify or tag your contacts.
- You can monitor the open rate.
- Automate the delivery of email sequences.

In summary, it will help you to work on your email marketing campaigns in just a fraction of the time than it would take by using Outlook.

Additionally, you will be able to know who is opening your emails and how your recipients are engaging with your content.

It is crucial because you need to monitor your results to know if it's working.

Some numbers you want to know are open rate, click rate, Unsubscribed rate.



According to Pat Flynn, the [open rate for emails](#) in all industries is less than 20 percent. If you're above 20 percent, you're doing pretty well.

MailChimp published a report called [Open rates Benchmark Study](#), which found that the legal industry has an average open rate of 21.4%, a 2.71% click rate, and a 0.22% unsubscribed rate.

You want to be over those numbers to know if your email marketing efforts are working.

Which are the email service providers I recommend?

There are a lot out there. However, I recommend you starting with [MailChimp](#) because it is easy to use and has a free trial version.

Once you feel comfortable using their tools and want to use more advanced automation tools, then I would definitely recommend you using [ConvertKit](#). It is the one I use.

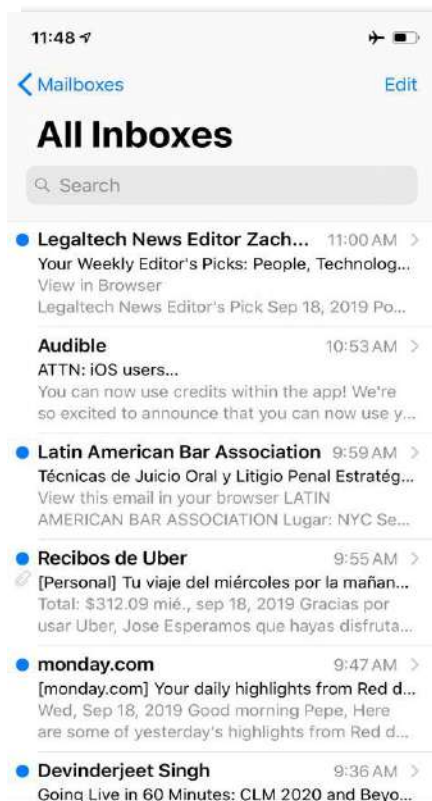
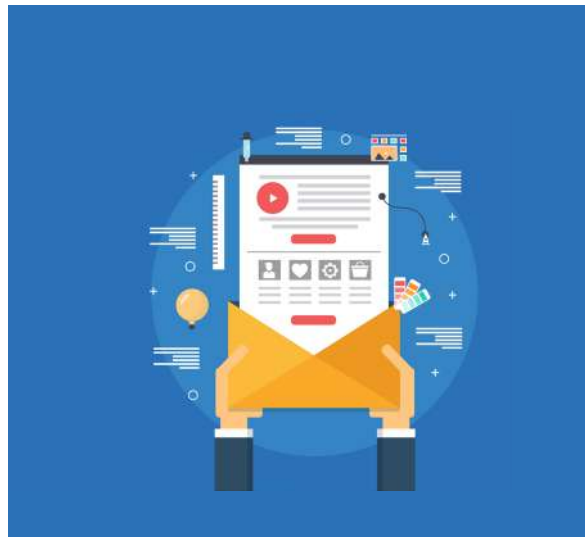
D. Personalize your messages

Finally, to run a successful email campaign, you need to personalize your messages.

Everybody likes to be called by your name and to know you worked on something exclusively for you.

The exclusivity part may not be entirely accurate, but you can send emails that look, well, almost exclusive.

There are two places to take special care for this: the subject line and the email body.



Subject line

The subject line is the first thing you read when receiving a new email, so you have to pay much attention here.

You have around 50 characters to grab their attention and make your audience to open your emails.

I use a straightforward trick. I put my contacts' names in the subject line and tell them what the email is about in 5 words.

Steli Efti, CEO of Close.io (another email service provider), published a very cool guide with several of his best tips and examples for [crafting better subject lines](#). I recommend you check it out.

Email content

Remember, we want to keep our email personal and avoid looking generic.

You do not read an email that uses an ugly template with a big logo at the header. It looks like a copy of a shitty e-magazine.

I'm not particularly eager to use email templates. I want to keep them as simple as possible and easy to read.

The only images I would recommend including is your logo at the beginning and one picture in the middle with your call-to-action.

Include some personal information from your contacts like their first name and their company.

You can do this easily with ConvertKit by using [merge tags](#).

Finally, my last recommendation is to cut the clutter and go straight to the point. People spend less than a minute to read an email.

Give a summary of what is your article about and a link to go to your website.



Mobile friendly

We all know how much time people spend on their smartphones every day. So, you should expect that, at least, half of your emails will be open on a smartphone.

Your emails must be mobile-friendly.

In case you are using a template, then be sure that it is a responsive template that can be read correctly on any display.

5. Content Marketing: Share your content and grow your business

According to the [Content Marketing Institute](#), content marketing can:

“... a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

If you are already spending time on creating great content, it is because you want your business to grow. Right?

Creating great content is not enough if we do not know how to use it to drive profit.

Think like a publisher and treat your content as an asset

International accounting rules require you to list your marketing costs as an expense in your balance sheet.

However, in today's digital world, you have to treat marketing as an investment and your content as an asset that can drive profits to your business.

You want to build awareness of your firm's brand and your lawyers' brand as experts in their fields. Think about content as a way to tell the story of your brand.

Your content marketing process

It is time to put together your LinkedIn profile, blog, and website to create something worth your customer's time.

Like any business strategy, you need to have a plan to be successful.

This plan has to answer the following questions to establish an organizational process for your content marketing:

- What is your goal?
- Who is your audience?
- What is your audience's buying process?
- What is your expertise field?
- How often should you publish content?

A. What is your goal?

Like any other financial investment, you want to set a goal to know how to measure the success of your content marketing strategy.

Here are some business goals you can set for your content marketing strategy:



Brand awareness

You want other people to know your firm, and why your lawyers are the best in your niche.

Brand awareness is a long-term goal and content marketing is a great vehicle to distinguish your firm from your competition.



Customer service

Your clients already decided to hire your services and paid you to solve their legal issues.

Content marketing will help you to reinforce your relationships with your current clients. To make them feel confident that they took the best decision by hiring you.



Customer upsells

The relationship with your clients does not end when the transaction you were hired to represent is over.

You will have to opportunity to engage with your clients. To talk about your other practice areas and how you can help their business.



Customer loyalty

We all know how competitive the legal industry is, and this is the main reason why you need to provide as much value as possible to retain your current clients.

Start by setting one goal first and then move on to create content accordingly to your new objective.



B. Who is your audience?

I know I already wrote the #1 rule for content marketing a lot, but here it goes again:

“Your customers don’t care about you or your services. They care about themselves and their needs.”

In this case, this rule will help you remember that the content you publish is not for you.

You have to create your content as if you were talking directly to your target audience.

Take advantage of the information gathered on your customer research and bring some value to the table.

C. What is your audience buying process?

Defining your audience’s buying process may be one of the most challenging tasks for your content marketing strategy. Most businesses never do it.

However, defining your audience’s buying process is very important to know which kind of content and timing to share with prospects or clients.



Every business is different, but this is the most common buying decision process:

- Problem recognition.** You know you have a problem that needs to be solved.
- Information search.** You google keywords or phrases to see if someone else has written or talked about the same problem or how to fix it. You can also ask your contacts for some recommendations.
- Evaluation of alternatives.** You found different options, and you want to know which is the best one.
- Purchase decision.** Once you evaluated the options, you make a decision based on the information gathered or by the recommendation received.
- Post-purchase evaluation.** Once you had your problem solved, you evaluate the quality of the services and decide if you continue working with them or, perhaps, recommend it to someone else.

Adjust your content to your audience buying process

For example, let’s say you have a full-service law firm.

You want to engage with prospects facing a problem, and they still do not know your firm.

In this example, it makes much more sense if you share with these people a white paper where you talk about how your firm has helped other clients.

If you want to grow a client, well, they already know who you are. Sending the same white paper to them won’t be very efficient.

It will be better to send a client alert or invite them to a closed event.

You can use this opportunity to talk about a determined legal issue and how another practice area of your firm helped to solve it.

D. What is your expertise field?



If you want to get noticed, you have to aim at becoming the leading authority in your field.

You need to earn the trust of your target audience by delivering the most useful information they can find in your field.

Also, to write the most useful information in your niche, you need to focus on something as specific as you can.

My friend [Jeffrey Silber](#), sales coach for lawyers, taught me this lesson:

“The more specific your expertise field is, the more you can charge.”

It makes much sense.

Imagine somebody looking for an eye doctor.

If you are a glaucoma expert for children, you will

be able to charge a lot more than if you were a medical surgeon with no specialization. Right?

It also happens in the legal industry.

If you are an IP lawyer expert in AI software, you will be able to charge more money than if you market yourself as an IP lawyer.

You know how a specific market works. You have worked in previous cases and know which risks are involved. You can speak about them like you were telling a detailed story they can relate to.

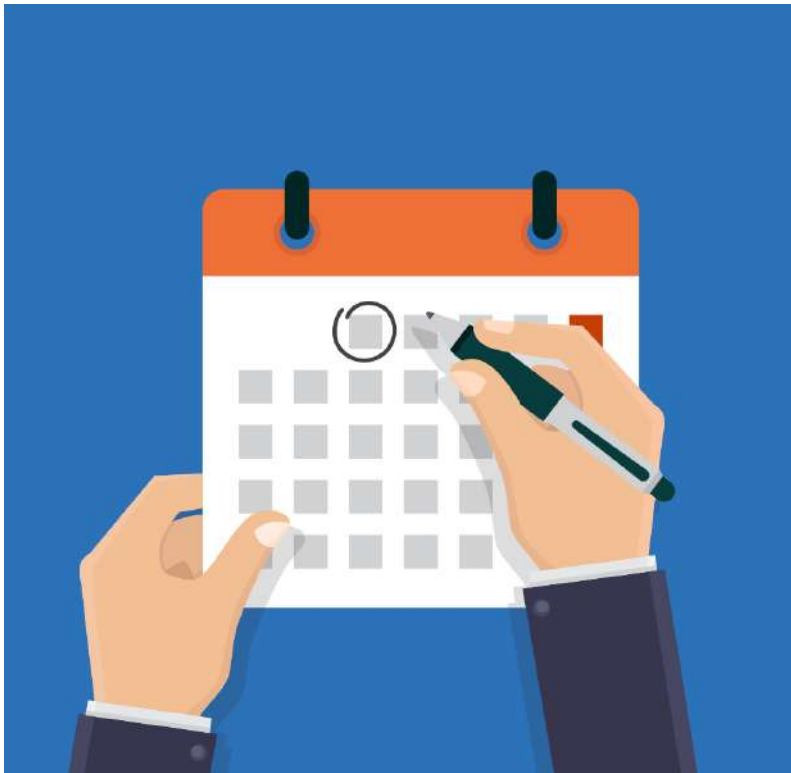
The more specific you are, the more convincing your content will be.

Where to start?

A good start point for your content marketing strategy is to focus on your ten best clients and look for any similarities. That will be your first audience persona.

Then write about common legal issues in that field.

Once you have perfected the content marketing for that niche, then move to the next one.



E. How often should you publish content?

It is a very complicated question, and it can vary from case to case. You can decide to publish content on a weekly or monthly basis.

However, the most important thing to consider is that you have to remain relevant and consistent if you want your content marketing strategy to be successful.

It means that, if you decide on going weekly, you have to commit to publish relevant information every single week and be consistent.

If you stop doing it after 3-months, then you will start losing credibility and the trust of your audience.

The best way to keep consistent is to plan your content ahead.

It would help if you had an editorial calendar where you can plan your content and avoid writer's block.

A good tip is to have a spreadsheet where you can have a visual calendar, including the topics, channels, publish dates, key-metrics, and your target audience.

There are a lot of different ways you can organize an editorial calendar template.

For some inspiration, I strongly recommend you to listen to this [episode](#) of Pat Flynn's Smart Passive Income podcast called How to Keep Up With Your Editorial Calendar (and How to Get Ahead).

F. The content marketing plan in action

Once you finish a fresh piece of content, you need to implement a strategy on how you are going to promote it to your audience.

You already have all the basics covered by now.

You have a fully fleshed LinkedIn profile. You have a blog.

You researched your audience's needs, have a great website, and an email marketing service running.

Now you have to mix all these elements to create something that your audience will find useful.

Let me give you some advice on how you can start right now:

First. Your new piece of content

Let's say you just finished writing a guide for international creditors of companies facing a bankruptcy process in your jurisdiction, and you want to "spread the word."

One common mistake is to upload the guide as a PDF file in a section called Publications and expect that prospects will find it.

Wrong!



First of all, do not upload it as a PDF file. Publish it in your blog as text or Google won't be able to know what you are talking about.

Secondly, you need to place your contact information at the top of your guide. Remember, do not publish content for content sake.

You want that the regional manager of foreign banks to contact you if one of their debtors just filed an insolvency process in your jurisdiction.

Thus, you need to place your contact information to make it easy for them to call or email you when they read your article.



[linkedin.com/company/red-de-firmas](https://www.linkedin.com/company/red-de-firmas)

Second. Publish your article in LinkedIn

Readers do not read your mind. You have to tell them that you wrote a valuable piece of content that will help them to save much money.

Planning your posts on LinkedIn can take some time. However, there are many online tools like [Hootsuite](#) or [HubSpot](#) that will make it so much faster.

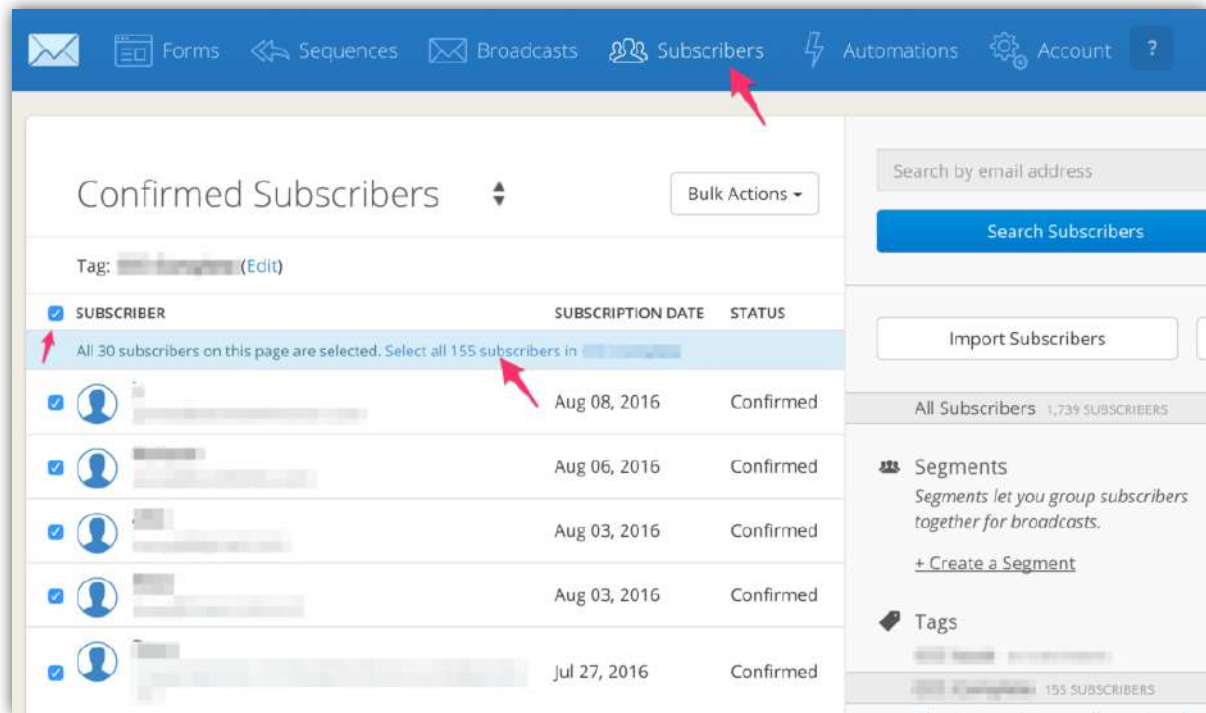
Now, you need to convince them that your guide will be of value for your readers to attract their attention.

It works just like in magazines. The titles in the cover are made to convince you to open the magazine.

It also works for online media. You have to write a convincing post with a link to your article in your blog (call-to-action) to increase the probability that your audience will read it.

If you write something like: “Check out our partner José’s bankruptcy guide in the following link,” well that post won’t work well.

However, if you write a small brief on how creditors of companies facing a bankruptcy process in Mexico can save millions by following these recommendations, this will look much more attractive.



Third. E-newsletters and client alerts

If you already have an email database of prospects or clients, then you can also send them an email with a link to your guide.

There are some tips to increase the open rate of your emails.

The most important one is to have an attractive subject line and to personalize the email.

It means that your email must include the name of each recipient to make it look like you are talking directly to them. If you already made them curious enough to open your email, the content must be convincing too.

So, go straight to the point and tell them why your article will be helpful for their business and leave them a link to read it in your blog.

Building an email list

If you still do not have an email list, then it is time to start building one, and your new content can be beneficial.

An excellent way to do it is by sharing your guide in a PDF file in exchange for your readers' email address.

It may be a little bit more technical but is not that hard.

What you have to do is building a landing page where you provide a description of your guide and tell your readers to leave their email so you can send them the guide.

You can do this easily with ConvertKit and here is a guide on [how to create landing pages](#).

G. Invest time in networking and business development

Online is not everything.

Maybe this sounds like something against everything I have written about in this guide. However, it's true!

There is nothing like personal contact with your clients or prospects. There will always be one day that you have to face them in the same room.

This moment can be crucial for you to close a new deal or not.

Having personal contact with your clients and prospects can also be very helpful for your content marketing strategy.

You can take advantage of this opportunity to discover information about your target market directly from the source.



Networking events

Avoid falling into the big mistake of just giving away business cards like a ninja or talking about your firm's practice areas.

Take your time and ask questions to people there.

Ask them about their company, about their industry, how they operate, and what are the main issues they are facing.

You can then use that information, do some research, and give them some advice they will genuinely appreciate.



Public speaking

Public speaking is one of the most potent ways to improve your personal brand and to position yourself as an expert in your field.

Public speaking is an excellent tool for networking because it allows you to share your experience with broader audiences.

One excellent recommendation on how you can take advantage of the time you spend on stage is by using your slide deck to collect leads.

Here are a few tips on how to do it:

•Include your social media profile in every deck. Most people just put this information on the last slide, but you have to consider that not everyone will stay for your whole presentation.

•Give away a piece of content you created. It is a bit trickier, but creating a [landing page with ConvertKit](#) can help you collect emails very quickly. The only thing you need is to have a piece of content in PDF format to share with your audience and place the URL in one of your slides.

Events inside the law firm

Why paying or wait to be invited as a speaker when you can make an event on your own?

Perhaps this is one networking tool that not many firms take into consideration. However, you should!

There is nothing more personal than inviting people to your house. Same works at work.

You can host a small event or breakfast in your office and invite people you are interested in meeting.

Take advantage of the information you gathered for your content marketing strategy and speak about trending legal issues that your audience will be interested in.



Invite influential people as guest speakers to increase the interest in your event and be the best host in town.



Start working on your law firm online marketing strategy

Raising your brand awareness or improving your client's loyalty is a long-term strategy.

The most important thing to remember is that you have to be relevant and consistent while executing your marketing strategy.

We all want to bring new clients to our firm. Closing a deal requires a lot of effort and patience.

However, if you have a great marketing strategy, execute it correctly, and have excellent people skills, you will be successful.

Remember that B2B sales do not close as fast as we wish. Consider that you will take around 6-8 months on average to work on your prospects.

Continue giving away valuable content and gain the trust of your prospects.


I hope you found value in this guide.

-Pepe



About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

 [/in/pepetoriello/](#)

 [/pptoriello](#)



About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

We help lawyers to implement legaltech tools service and to develop content marketing strategies to deliver a better client experience.

[Schedule a call today!](#)

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