



**Digital Marketing
For Law Firms;
Why It Does Not
& Why It Does Work**

A WEBO EBOOK

DIGITAL MARKETING

“Limited by Managed Opportunity vs Historical Trends”

Marketing Needs

Your website is not found on the Internet.

In effect, it is well buried. There are many websites that enjoy higher rankings than your website and as a consequence, if they were to be stacked one upon another, yours would be so far down that it would not be found.

There are 1,3 billion websites and the number grows daily. If each website were a single sheet of paper the paper stack would be over 140 km high which is one third of the way to the International Space Station.



You are delighting your clients whose expectations you exceed. The problem is that you need to grow fast so as to optimise your investment in overheads which will support a significant growth in turnover before you will have to look at your overhead structure.

What Grows a Law Firm?

Law Firms have traditionally grown by Reputation and by Referral. This has applied to most of the professions as their services are knowledge based.

With the growth of the Internet the opportunity to grow your market reach has grown exponentially. There are more channels to bigger audiences but which are best for law firms?



Marketing Opportunities

A number of opportunities exist for marketing legal services both online and offline. In this eBook I will explore a few online opportunities.

Digital marketing is about the marketing of content. No matter the channel, without content there is nothing to market. There are two main conceptual frameworks; Push Marketing and Pull Marketing.

Push Marketing

Push Marketing is sometimes referred to as broadcasting or outbound marketing and involves the distribution of content to audiences.



Push marketing is the more traditional form of marketing designed to broadcast your content in the form of messages, adverts etc, to audiences that read newspapers, watch TV, attend trade shows, etc. It can also include broadcasting by way of cold call telemarketing and e-mail campaigns to bought opt-in lists.

Success will depend on many things but the relevance of an offer or a message to the audience that receives the broadcast will be critically important.

Pull Marketing

Pull Marketing entails attracting audiences with various forms of content on blogs, apps, social media pages and with websites. As with Push Marketing the relevance of the content on destination pages to audiences that arrive as well as the presentation thereof will be critically important.



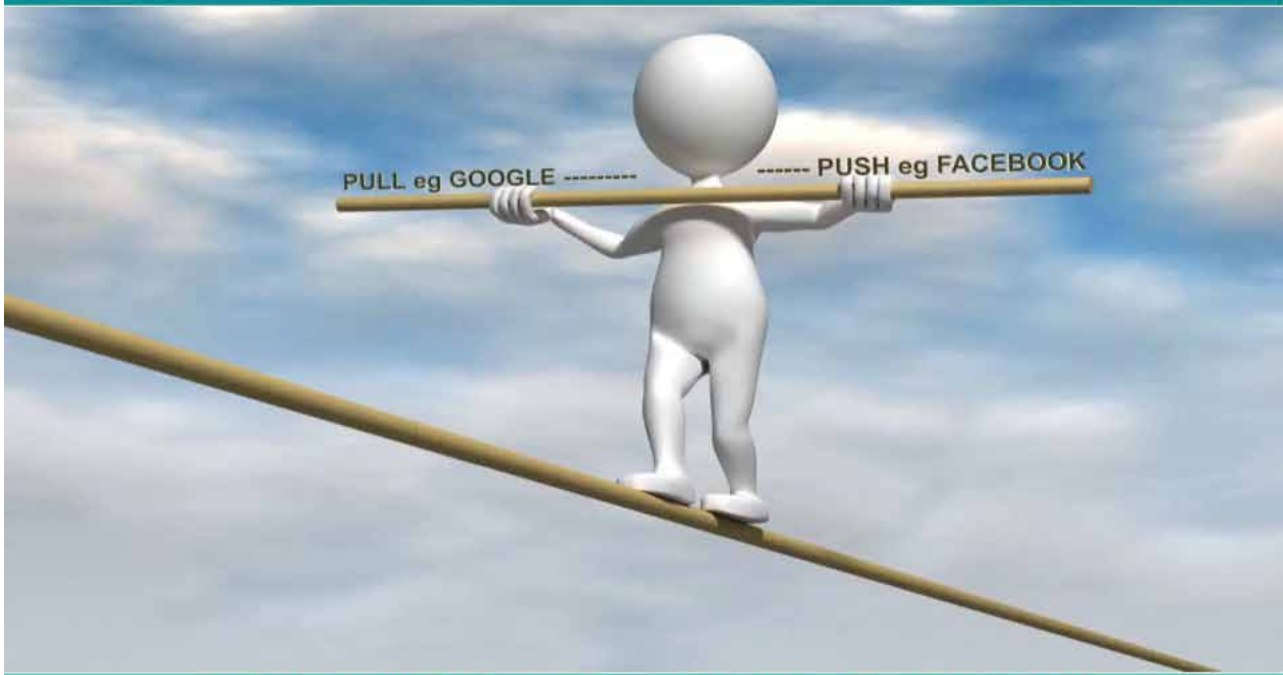


“ The power of the Internet has been tried and tested to be capable of doing ‘the heavy lifting’ and as a result it has created one of the world’s greatest step changes in the way we socialise, conduct business and more.

The power of digital marketing is huge. Yet many Law Firms do not engage audiences on social media and few use the Internet to market their Reputation through client led Referrals.

Taken as a whole, law firm marketing lags opportunity and this eBook explores why many Law Firms may have failed to achieve astounding digital marketing results; impact and outcomes.”

A BALANCE IS NEEDED



PUSH – PULL DEMAND MARKETING OPTIMISATION

- The Johannesburg Society of Advocates lists some 4,000 practicing advocates.
- Google “Lawyer, Attorney, Advocate Johannesburg” and you will get some 500,000 results.
- Google “Law Firm Johannesburg” and you will get some 5 million results.
- Google “Veterinarian Johannesburg” and you will get some 400,000 results.

The Pull Marketing Key Performance Indicator for eg Google includes the relevance of Content to an Audience that Searches for a Keyword.

On GOOGLE: The Content is PULLED.

The Push Marketing Key Performance Indicator for eg Facebook includes the relevance of Content to the Audience that it is presented to.

On Facebook: The Content is PUSHED.

As a LAW FIRM’s Reputation and the Credibility of Referrals grows so too will the market reach of the firm grow.

Observation No 1:

Law Firms have websites on the Internet.

Observation No 2:

The Search for Legal Keywords drops significantly when a keyword relates to matters that are complex.

Moot Point No 1:

Other than for process driven “street law” representation USERS do not search the Internet for Expert Legal Practitioners with established reputations.

Observation No 2:

80% of the major Law Firms in South Africa do not have Facebook Pixels on their Websites which indicates that they do not advertise on Facebook.

Moot Point No 2:

Competitiveness for Facebook advert targeting is low.

Observation No 3:

Law Firms consult in Face to Face Meetings.

Moot Point No 3:

The opportunity for technology led reach expansion in line with Reputation & Referral Credibility is huge.

KEYWORD SEARCH DEMAND EXAMPLES

| POWER OF ATTORNEY '000 pm | | GUARDIANSHIP '000 pm | | INTELLECTUAL PROPERTY '000 pm | |
|--------------------------------------|-----|------------------------------|-----|--------------------------------------|-----|
| power of attorney | 33 | family law | 27 | Intellectual property | 12 |
| a power of attorney | 33 | guardianship forms | 2 | What is intellectual property | 11 |
| the power of attorney | 33 | temporary guardianship forms | 2 | Intellectual property rights | 2 |
| how do you get a power of attorney | 550 | free guardianship forms | 1,2 | What is intellectual property rights | 2 |
| what is a power of attorney | 33 | legal guardianship forms | 1 | Intellectual property law | 1,2 |
| what is the power of attorney | 33 | legal guardianship | 0,7 | Intellectual property definition | 1,1 |
| Where to get power of attorney forms | 15 | guardianship child | 0,7 | Intellectual property attorney | 0,6 |
| power of attorney forms | 14 | guardianship papers | 0,7 | Intellectual property lawyer | 0,5 |
| medical power of attorney | 5 | guardianship attorney | 0,4 | Protecting intellectual property | 0,2 |
| general power of attorney | 2 | guardianship lawyer | 0,3 | Intellectual property law firm | 0,1 |
| general power of attorney template | 2 | free guardianship form | 0,2 | | |

| CORPORATE LAW '000 pm | | LABOUR/LABOR LAW '000 pm | | TAXATION '000 pm | |
|-------------------------|-----|----------------------------|-------|--|-----|
| Mergers & acquisitions | 4 | What is a labor lawyer | 3,187 | Tax | 244 |
| Merger acquisitions | 4 | Labour laws | 3,034 | What is tax act | 88 |
| Merger acquisition | 0,9 | Employment act | 2 | Property tax | 20 |
| Mergers and acquisition | 0,2 | Labour law | 0,871 | Sales tax | 18 |
| Mergers acquisition | 0,2 | Labour contract | 0,242 | Tax brackets | 17 |
| Unbundling | 0,2 | Labour court | 0,151 | Alternative minimum tax | 11 |
| Business law | 3 | Labour law in South Africa | 0,127 | Tax id number | 9 |
| Business lawyers | 2 | Labour Law in Kenya | 0,110 | Capital gains tax | 9 |
| Business lawyer | 2 | Labour Law Malaysia | 0,087 | Inheritance tax | 8 |
| Corporate lawyer | 1,4 | Alberta Labor Laws | 0,071 | Tax attorney / lawyer advisor / consultant | 7 |
| Business attorney | 0,7 | Labour laws Pakistan | 0,039 | Tax advice | 6 |
| Corporate lawyers | 0,6 | Canadian labor laws | 0,038 | Tax planning | 3 |

Note: Stats are for world wide searches for these terms per month. They change little on a month to month basis. Some show seasonal variations.

MARKETING OPPORTUNITIES



Traditional Digital Marketing Channels

Google: SEO - It works if there is demand.

Driven by Search Engine Optimisation

- GOOGLE analyses site content for keywords, relevance based on content & popularity. Popularity is based on other site links to your site & traffic. Fresh content, active blogs, labeled images, video & social buzz also helps to boost your ranking in results.
- Users Search and GOOGLE delivers results per it's ranking.
- Users can improve rankings by SEO
- If there is no demand for your keywords you will not be found.
- You can Pay Per keyword Click (PPC).

Facebook: CLC - It works if the content is relevant to the targeted audience.

Driven by the power of Connect, Look & Chat

- Facebook CLC: Connect, Look & Chat. Facebook offers Audiences re Demographics (who you are) & Psychographics (what you do).
- Facebook analyses your message into it's relevance to the audience selected.
- You can pay to boost posts (stories) or Adverts (text, image & video) & you PPC.
- You can develop demand by targeting potential clients.
- USERS will analyze your site content and judge it on relevance and presentation.

Print Media: MOA - It works if your message is relevant to the audience.

Driven by the power of the message, the offer and the relevance of these to the audience.

- Print Media Effectiveness is based on the Message, Offer relevance & Audience reach
- You broadcast to location or interest based audiences.
- You pay based on circulation

TV/Radio: MOA - It works if your message is relevant to the audience.

Driven by the power of the message, the offer and the relevance of these to the audience.

- Effectiveness is similar to Print Media but presentation differs.
- As for Print, USERS will analyse content and judge it on relevance and demand.
- You pay based on reach, broadcast times/dates etc.

Referral Marketing: ADR - It works based on rewards and ease of referral.

Attract, Delight & Reward.

- ADR is balanced with USER Needs, Delight & Referrals.
- Give to Get: Give something to talk about & reward referrals that are easy to do.
- Clients market to their social network.
- So for 100 clients a reach of +/- 24,000 is probable.
- When USERS are delighted and you have an automated technology enabled process to make reviews, sharing and recommendations easy and rewarded within a CRM where every client has their own private online account Referral Marketing works for Law Firms.







An ADR Strategy that Works

1. BOOST a Keyword centric Video Post on Facebook to an audience that you predict to be relevant with Learn More links back to your Blog.
2. Hyperlink daily newsfeed stories on Facebook back to a Referral & Reward sharing App.
3. Present the Video, the full Story and an eBook version download on the BLOG and cross link to the Referral & Reward Sharing App.
4. Establish the POST engagement audience who will have watched your keyword video thereby moving from a cold audience to a warm re targeting advert audience.
5. Place newsfeed posts on the App with sharing and review links.
6. Reward sharing & reviews with a referral reward.
7. Launch an e-Mail campaign to existing clients to distribute the App to your clients.
8. Present a CTA on the blog posts and to the Engagement Audience to view eBooks on the App.
9. Offer a one-click Option to Share & Review on the App

10. Build an information link and list APPs
 - e.g 1: a LEGAL LINKS App with information sources relevant to business executives eg Director's duties, online legislation, regulatory authorities, etc
 - e.g 2: Niche Online Trade Show Apps
 - e.g 3: Community Link & List Apps

STEPS 1, 2, 3, 4, 5, 7, 8 and 9 are steps to attract audiences to the eBooks that are on offer.

2 and 6 REWARD sharing and reviews.

3 offers eBooks and 10 offers an Information App.

IF THE REWARDS DO NOT DELIGHT CLIENTS THEY WILL NOT BE SHARED AND THE ENTIRE DIGITAL MARKETING CAMPAIGN WILL FAIL TO GROW AWARENESS.

YOUR CLIENTS WILL GROW YOUR BUSINESS IF THEY ARE DELIGHTED WITH THE INFORMATION PRODUCTS THAT THEY ARE PROUD TO SHARE.



Westville Community Communicator APP

The quote “content is king” is originally from an essay Microsoft founder Bill Gates wrote in 1996. In it, he describes the future of the Internet as a marketplace for content. The phrase “content is king” is not new, but because of the increased focus on content marketing strategies, the quote is used very often.

Keys to What Works

Traditional Marketing Channels & Referral Marketing

1. MARKET TO DEMAND

Research demand and ensure that the demand and the competitiveness of the market will provide a viable ROI. Given that a search is a question how can you be the best answer to that question? The more often the question is asked the more likely that you will be found. If your keywords are not searched then no amount of optimization of your answer will get people to search for you on Google. This opens the door to a Facebook campaign strategy as you can target the audience that you seek on Facebook. To succeed you must know the demographics and psychographics of your target audience. A good place to start is to analyse your current customer base.

2. RELEVANT CONTENT

It must be relevant to the audience that is to review it and the presentation must entice users to at least scrutinise it for relevance to their needs.

Content Pages: Optimise for keywords

Blogs: Must have fresh content

Images: Must be named & have alt-text

Videos: Tagged so that they can be found

Social Media: Link back to content pages

Hoopla: Meta titles, descriptions and keywords are ignored. Given the abuse of Meta tagging this makes sense but use it to, if nothing else, give you the discipline to give focus to your content so that your content is planned and relevant.

3. REFERRAL MARKETING: ADR

IT WORKS because Reputation and Referrals have always grown Law Firms.

Ask yourself why it will not work because, done right, it will work.

