

Marketing strategies for the modern law firm

Growing your client base, increasing your market share.

[By Adriaanbrits.com](https://adriaanbrits.com)

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Lawyers who mainly rely only on referrals from past performance are missing out on so many opportunities today. Through smart digital marketing, you can reach an unlimited supply of new clients, including those who search for your competitors.

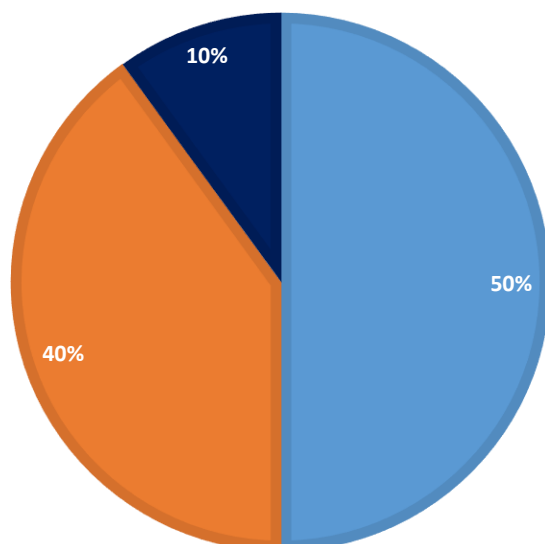
The fastest growing law firms are not those who handle high profile cases, but rather those who engage in highly targeted modern marketing. Those who speak the language that the average client understands, have an added advantage.

By leveraging behavioural data, we now understand so much more about what the client is searching for – and how lawyers can connect with these clients.

The three most prominent segments of new clients that the modern law firm can attract with relative are as follows:

NEW CLIENT SOURCES

- Actively searching
- Frantically researching
- Powerful decision makers



“Actively Searching” Are those clients who search Google and Bing for typical phrases such as “US immigration lawyer”, “Human rights lawyer in London” or “asset protection during divorce”.

“Frantically researching” Are clients, often faced with a huge challenge, who attempt to gather information on the most successful strategies by reading magazine articles and information pieces before they seek legal advice.

“Powerful decision makers” Are those who decide which law firms will be hired to advise them – and those with whom your legal firm needs to establish a relationship, or at least influence them with information.

How can a law firm reach these valuable segments of new clients?

Content and search marketing:

If data tells us that 50 000 people per day are searching for “divorce lawyers” and 5000 per day search for “lawyers specialising in immigration” then we view that as an opportunity.

How to take action: Set up a mix of corresponding display and search advertising: Display to feature you alongside the articles they read about the topic – and search advertising to directly connect them to you when they ask Google and Bing for a lawyer. We then take content marketing as far as is required, if you instruct us to do so: We can analyse your best performing competitors and their content – and devise a strategy to take a share of their market. Remember: ordinary people do not read case law. They read articles and blogs to find “tips from experts” – and that is where we position YOU as a thought leader.

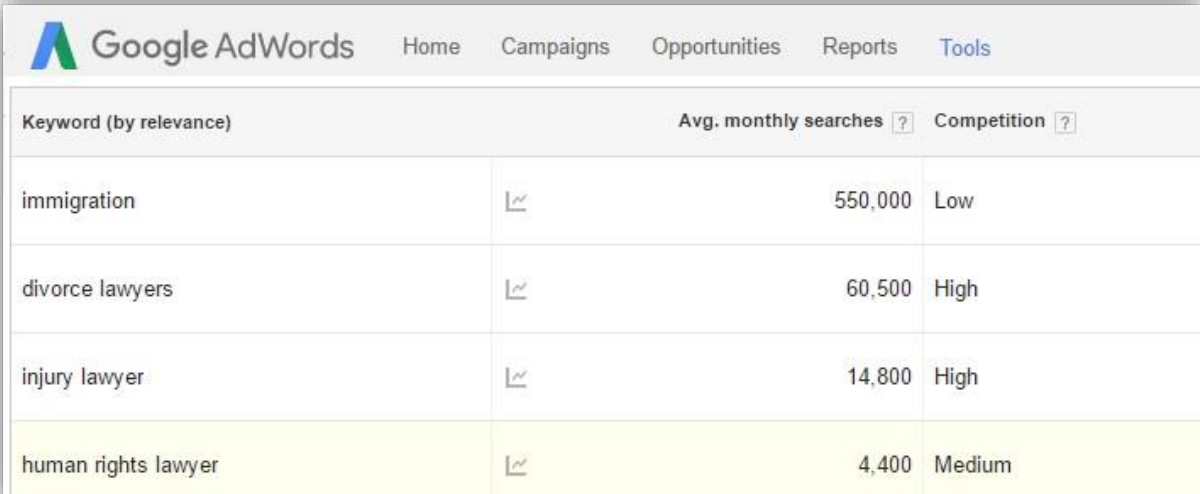
Linkedin B2B campaigns can reach powerful decision makers. You may not be interested in targeting the general public. Commercial lawyers often want to target CEO’s and VP’s exclusively.

How to take action: By blending B2B marketing into the content marketing mix we design, or using much more direct approaches to reach your target clients, we will make sure the right people become aware of you.



Taking content marketing as far as your campaigns: Take further action and go beyond the mere setup of campaigns with Google, Bing and LinkedIn. Create the sort of content that Linkletters, Goldman Sachs, UBS and other industry leaders leverage to attract sophisticated clients who search for their services.

Over the next 12 months, your law firm can grow anywhere between 25% and 150% - if you target those who are searching on Google alone:



The image shows a screenshot of the Google AdWords interface. At the top, there is a navigation bar with the Google AdWords logo and links for Home, Campaigns, Opportunities, Reports, and Tools. Below this is a table with three columns: 'Keyword (by relevance)', 'Avg. monthly searches', and 'Competition'. The table lists four keywords: 'immigration', 'divorce lawyers', 'injury lawyer', and 'human rights lawyer'. The 'immigration' keyword has 550,000 searches and low competition. 'divorce lawyers' has 60,500 searches and high competition. 'injury lawyer' has 14,800 searches and high competition. 'human rights lawyer' has 4,400 searches and medium competition. Each keyword has a small icon to its right.

Keyword (by relevance)	Avg. monthly searches	Competition
immigration	550,000	Low
divorce lawyers	60,500	High
injury lawyer	14,800	High
human rights lawyer	4,400	Medium

Source: Google.com, Researcher: Adriaan Brits

Right now there are people who are frantically searching for your services:

As a modern digital agency, we use tools and leverage data to establish exactly what audiences are searching for and align the marketing efforts of your legal firm to this audience. We're capable of zooming in on local or international audiences, depending on the scope of the legal services you offer.

At Adriaanbrits.com we have a high success rate:

We help law firms attract the clients they desire most: highly targeted strategies suitable for small, niche law firms and large multi-national law firms.

Savings and transparency:

Using us is much more affordable. If you had to hire a Chief Marketing Officer at **\$95K per annum** or use our service at **\$700/month** to achieve the same outcome, the choice becomes fairly obvious. We produce regular reports, video updates and it will be quite educational for you as a business owner to see how we do things!



Contact Adriaan Brits to discuss your requirements:

If you are ready to work with a reputable marketing consultant to grow your legal business, please reach out below:

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