



#59

Legal Marketing Questions

ANSWERED

FREE E-Book

Hey, I am Atul Sharma.

I am here to help you with your law firm marketing journey and take your business to the next level.

To start, I have created this doc to give you a good insight into the legal marketing space.

I am sure the content inside will be helpful to you.

Right me back with a “YES” if it does.

THE PROBLEM

Numerous legal firms express concerns regarding the concept of legal marketing, and they are hesitant to engage in PPC (pay-per-click) advertising for their law practices. All this is due to the high cost of legal PPC and their lack of knowledge to the marketing gimmick and matrices.

Without a solid knowledge base they most likely places themselves to lose money on ads or they do not get results they expected.

If you are working with a marketing agency, the agency most likely is not showing you the full picture. And you cant's guess that because you don't know the legal matrices yourself.

THE SOLTUTION

- ⇒ Does PPC advertising really work for lawyers?
- ⇒ What's a good marketing budget for your law firm?
- ⇒ What marketing channels your law firm could use to generate prospect leads?

As a solo lawyer/law firm owner, If you are having these kind of questions and want to understand the legal marketing insights, we have created this guide especially to help you.

This legal marketing QnA guide can be a valuable resource for law firm owners who want to grow their business. By learning legal marketing matrices and insights you can improve results of your law firm marketing efforts and can drive more prospects your way.



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2. Does PPC advertising really work for lawyers?
3. What is the biggest problem that lawyers face while doing PPC advertising?
4. How much do legal industry leads cost?
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LET'S START!

Question: 1

What is the most popular form of marketing for lawyers?

Answer

Pay Per Click, specifically Google Ads is the most popular marketing technique for lawyers. With search engine advertising, law firms can bid on specific keywords relevant to their practice areas and have their ads displayed prominently in search engine results.

This form of advertising allows them to target potential clients who are actively searching for legal services, increasing the chances of generating qualified leads.

Question: 2

Does PPC advertising really work for lawyers?

Answer

As per the survey, 65% of law firms spend most of their marketing budget online. And, 40% of the law firms spend 76-100% of their marketing budget on online advertising (PPC Ads) on Google Ads and Facebook Ads, etc.

PPC definitely works as your competitors are already available on Google Ads and Facebook Ads. It's a valuable tool for lawyers who are looking to reach new clients and grow their law firm fast. However, it is important to do your research and understand how PPC works before you get started.

Question: 3

What is the biggest problem that lawyers face while doing PPC advertising?

Answer

High competition and cost-per-click (CPC) within the legal industry is one of the biggest challenges that lawyers face while doing PPC advertising.

Due to the competitive nature of the field, clicks coming on keywords related to legal services often have higher CPCs ranging from \$10 to \$200+, making it difficult and very expensive to run effective ad campaigns.

Question: 4

How much do legal industry leads cost?

Answer

The cost of legal industry leads can vary significantly based on the specific legal service being marketed. As per data, on average, leads in the legal industry can range from \$50 to \$300 per lead.

However, the cost can be higher for more specialized or competitive practice areas, reaching upwards of \$500 or more per lead. It's important to consider the quality and exclusivity of the leads when evaluating their cost. Additionally, geographical factors and specific lead-generation strategies can influence pricing.

Question: 5

How much do personal injury leads cost?

Answer

Personal injury leads are costliest in the legal space. As per data, on average, personal injury leads can range from \$300 to \$500 per lead. However, the cost can be higher for more competitive regions or exclusive leads that have been pre-qualified.

Specialized personal injury leads, such as those for specific types of accidents or injuries, can also command higher prices. It is important to consider the quality and conversion potential of the leads when assessing their cost.



Question: 6

How much do family law leads cost?

Answer

On average, family law leads can range anywhere from \$50 to \$150 per lead. However, the actual cost may differ based on the lead generation method, the quality of the leads, the geographical location, and the competitiveness of the market.

It's essential for legal professionals to consider these variables when budgeting for family law leads.

Answer

Question: 7

What is a good budget to run a successful legal PPC campaign?

The budget for a successful legal PPC campaign will vary depending on a number of factors, including the law firm's practice area, the keywords they are targeting, and the competition in their target location. However, as a general rule of thumb, most law firms will need to budget between \$3,000 and \$10,000 per month to run a successful PPC campaign.

Here is the formula you can use to exactly calculate the budget you need: Suppose cost per signed case for your law firm is \$500. And, you want to grow your law firm by closing 10 more cases per month. Your PPC Budget Would Be: $\$500 \times 10 = \$5,000$ per month.



Answer

Question: 8

What is the biggest mistake that can ruin your law firm's PPC campaign?

One of the biggest mistakes that can ruin the performance of your PPC campaign is failing to conduct proper keyword research and targeting. Selecting the wrong keywords, not doing the negative keywords research or targeting broad and irrelevant audiences can result in wasted ad spend and low-quality traffic.

[Detailed resource here.](#)

Question: 9

How to choose the right keywords for your legal PPC campaign?

Answer

Start by brainstorming a list of relevant keywords and phrases that your potential clients might use when searching for your legal services.

Utilize keyword research tools, such as Google Keyword Planner or SEMrush, etc to explore search volume, competition, and related keywords.

Focus on long-tail keywords that are more specific and have higher intent to convert.

Question: 10

What are negative keywords in google ads and the main benefits of it?

Answer

Negative keywords are specific words or phrases that are added to a Google Ads campaign to prevent ads from being triggered when those keywords are present in a user's search query. Negative keywords help ensuring that your law firm ads are shown to the most relevant audience.

By excluding irrelevant or unrelated keywords, law firms can prevent wasted ad spending on clicks from users who are unlikely to be interested in your services.

This help improves the overall click-through rate (CTR) and quality score of ads, leading to better ad performance and increased return on investment (ROI).

Answer

Question: 11

Can call only ads be helpful for law firms?

Yes, call only ads are designed to encourage potential clients to directly call the law firm instead of clicking through to a website. For law firms, where personal interaction and consultation play a crucial role, call-only ads offer a direct and efficient way for potential clients to reach out and inquire about their legal services.

By eliminating the need for users to visit a website or fill out a form, call-only ads streamline the lead generation process, making it easier for individuals to connect with the law firm immediately.



Answer

Question: 12

What is the reason behind clients clicking on competitor ads Instead of our's?

There can be several reasons why clients may click on competitor ads instead of choosing your law firm. Possibilities are that you are not having a good online presence, better ad positioning, or compelling ad copy that resonates with potential clients when compared to your competitors.

It could also be due to a lack of differentiation in your messaging or value proposition, causing clients to perceive your competitors as more relevant and trustworthy.

Answer

Question: 13

What are google local service ads and why is it important for law firms?

Google Local Service Ads (LSA) can effectively target clients in your location who are actively seeking for legal services, significantly boosting chances of acquiring new clients and increasing local market share.

These ads include essential information such as the law firm's name, phone number, ratings, and verified badges, helping potential clients quickly assess your law firm credibility and reliability.

[Detailed resource here.](#)

Question: 14

Does optimizing the landing page impact the conversion rate for legal marketing campaigns?

Answer

Absolutely Yes! Landing Page Optimization plays a crucial role in enhancing the conversion rate for legal marketing campaigns. Refining page design, content, and user experience, maximizes engagement, trust that help clients take actions you want, leading to higher conversions and improved campaign effectiveness.

As per the study, a well-optimized landing page can increase your conversion by 15% or even higher.

Question: 15

Is website UI/UX improvement help lawyers attract more clients and conversions?

Answer

Yes, website improvement plays a vital role in helping legal firms attract and convert clients. A well-designed and user-friendly website that is optimized for search engines can significantly increase online visibility, making it easier for potential legal clients to find the law firm.

A visually appealing and informative website with clear navigation and compelling content builds trust and credibility, leading to higher engagement and increased chances of conversion.

Answer

Question: 16

What is the best way to optimize a landing page for lead generation?

Law firms should focus on key elements such as a compelling headline, clear call-to-action, concise form, and engaging visuals. The headline should immediately grab the visitor's attention and convey the value proposition.

The call-to-action should be prominent, and enticing, and guide visitors to take the desired action. Keeping the form concise and requesting only essential information helps improve conversion rates.

Regularly testing and analyzing the landing page's performance allows for continuous optimization and improved lead generation results.

Question: 17

What is click fraud in legal advertising?

Answer

Click fraud in legal advertising refers to the fraudulent and malicious act of clicking on pay-per-click (PPC) ads with the intent to deplete an advertiser's budget or harm their campaign performance.

In the context of legal advertising, competitors, bots, or individuals may engage in click fraud to exhaust a law firm's ad budget, manipulate the cost-per-click (CPC), or distort the campaign's performance metrics.

Answer

Question: 18

Does click fraud harm your law firm's advertising ROI?

Yes, click fraud can significantly harm your law firm's advertising return on investment (ROI).

When fraudulent clicks occur, they deplete your ad budget without generating any genuine leads or conversions. This means that \$1000s of dollars from your advertising budget gets wasted on fake interactions, resulting in no clients for your firm.

Additionally, click fraud distorts campaign metrics, making it challenging to accurately assess the effectiveness and performance of your advertising efforts.

Question: 19

How lawyers can prevent click fraud threat in their PPC campaigns?

Answer

Regular monitoring, working closely with advertising platforms and analytics tools, and Implementing click fraud detection mechanisms can help identify and mitigate the impact of click fraud on legal advertising campaigns.

One of the tools you can use is [ClickCease](#).



Answer

Question: 20

What are the benefits of ad scheduling for law firms?

Ad scheduling allow lawyers to strategically determine when their ads are displayed to potential clients, ensuring maximum visibility during peak times or specific periods of high demand.

By scheduling ads, law firms can optimize their budget by targeting specific days, times, or events that are most likely to generate leads.

Additionally, It helps law firms to allocate resources effectively, focusing your efforts on specific timeframes or locations that align with your marketing objectives. Overall, this help lawyers increase conversion rates and maximize the return on your advertising investment.

Question: 21

What are ad extensions and their main benefits for law firms?

Answer

Ad extensions are additional pieces of information that can be added to your law firm ad creatives, providing more context and enhancing your ad visibility and effectiveness.

Extensions allow law firms to provide extra details about various of their services, your firm's USPs, different locations, phone number, or links to additional pages on their website. This additional information increases the relevance and credibility of the ad, making it more appealing to potential clients.

Question: 22

What are dynamic search ads and the main use for lawyers to get more leads?

Answer

Dynamic ads are a type of online advertisement that automatically adjusts its content based on the individual user's query, behaviour, or demographic information. Through dynamic ads law firms can generate more leads by delivering relevant landing pages, messaging, visuals, and call-to-action based on the user's specific needs and interests.

Question: 23

What is Quality Score in google ads?

Answer

Quality Score in Google Ads is a metric that evaluates the relevance and quality of your keywords, ads, and landing pages. It ranges from 1 to 10, with higher scores indicating better ad quality. Google considers factors like click-through rate (CTR), ad relevance, user experience on the landing page, and historical account performance to calculate the Quality Score.

Question: 24

How does Quality Score affect your law firm's google ads campaigns?

Answer

Quality Score has a significant impact on your law firm's Google Ads campaigns. A higher Quality Score can result in lower costs per click (CPC), better ad positions, and increased visibility. With a higher Quality Score, your ads are more likely to be shown to the right audience and achieve a higher click-through rate (CTR). This can lead to improved campaign performance, increased conversions, and a better return on investment (ROI).

Question: 25

What is the most important step that can be taken to optimize the Quality Score?

Answer

The most important step to optimize the Quality Score in the account and improve your ad rank is to focus on relevance. Ensuring that your keywords, ad copy, and landing pages align closely with user intent and provide a seamless user experience is crucial.

Conduct thorough keyword research, create targeted ad groups, and craft compelling ad copy that matches users' search queries. Additionally, optimize landing pages with relevant and valuable content, clear call-to-actions, and fast loading times.

Answer

Question: 26

What matrices define your PPC campaign success?

Pay-Per-Click (PPC) campaign success can be defined by several key matrices.

Firstly, the click-through rate (CTR) measures the percentage of users who click on your ads, indicating the effectiveness of your ad copy and targeting.

Secondly, the conversion rate represents the proportion of clicks that resulted in desired actions, such as calls coming to your law firm or lead form filled. This metric directly reflects the campaign's ability to generate valuable leads to your law firm.

Third, the cost per acquisition (CPA) gauges the efficiency of your campaign by measuring the average cost of acquiring a prospect customer lead. Additionally, for the law firms specifically, you must measure the overall cost you have to pay to sign a case for your firm. I suggest Cost Per Case should be your first priority to keep an eye on.

Question: 27

How can we track the success matrices of our PPC campaigns?

Answer

You can track the success metrics in Google Ads, Bing Ads, or other PPC platforms itself. You can also use third-party analytics tools to track your PPC campaigns more granularly.

Some of the tracking tools to name are: Google Analytics, SEMRush, AdStage, CallTrackingMetrics, Hotjar, Crazy Egg and more.

Answer

Question: 28

Are YouTube ads beneficial for law firms to reach potential clients?

Yes, YouTube ads can be beneficial for law firms to reach potential clients. YouTube ads allow law firms to deliver compelling and engaging content that can effectively educate, inform, or address specific legal needs.

By leveraging targeting options such as demographics, interests, and keywords, law firms can ensure their ads are displayed to relevant viewers who are more likely to require legal services.

They also provide the advantage of visual storytelling, enabling law firms to establish trust, credibility, and brand recognition through impactful videos. Youtube ads can play a vital role in increasing your law firm awareness and making your brand popular.

Answer

Question: 29

What is remarketing / retargeting? Is it useful for law firms?

Remarketing or retargeting is a digital advertising strategy that allows law firms to reconnect with individuals who have previously visited their websites or shown interest in their services.

It involves displaying targeted ads to these past visitors as they browse other websites or use online platforms. Remarketing is useful for law firms as it helps reinforce brand awareness, maintain a top-of-mind presence, and encourage potential clients to take action.

Remarketing thus enables law firms to maximize their advertising efforts and stay engaged with their target audience throughout their decision-making process.

Answer

Question: 30

How long you should run a digital advertising campaigns for your law firm?

The duration of digital advertising campaigns for law firms can vary depending on various factors. It is recommended to run campaigns consistently over a significant period of time to achieve optimal results. While short-term campaigns may generate initial leads or conversions, long-term campaigns allow for greater brand awareness, audience engagement, and a higher likelihood of capturing potential clients who may require legal services in the future.

It is important to regularly monitor campaign performance and make adjustments as necessary to maximize the effectiveness of the advertising efforts. For law firms, we suggest to run the ad campaign for at least 3 - 6 months to test if the campaign is working for them and continue if it's generating ROI.

Answer

Question: 31

What is A/B testing?
how it can benefit a
law firm?

A/B testing is a method used to compare two versions of a webpage or marketing element to determine which one performs better in terms of desired outcomes.

Law firms should optimize various aspects of their digital marketing strategies. By testing different variations of landing pages, call-to-action buttons, ad copies, or email subject lines, to gather valuable data on user preferences and behaviors.

Answer

Question: 32

How can a law firm increase visibility on search engines like google?

To increase visibility on search engines like Google, law firms can employ Search Engine Optimization (SEO) techniques, such as optimizing website content with relevant keywords and improving on-page elements, which helps improve organic rankings.

Additionally, creating a Google My Business profile and continuously doing local SEO plays vital role in search engine ranking and enhances visibility in your local area.

Additionally, you can go with Google Ads which will help you rank on Google search engine instantly for the desired key terms you want to target. Overall, a comprehensive approach that combines SEO, local optimization, content marketing, online reputation management, and Google Ads can significantly enhance a law firm's visibility on search engines like Google.

Question: 33

Should lawyers invest in Paid Search Advertising or Organic Search Engine Optimization (SEO)?

Answer

Lawyers should consider a combination of paid search advertising and organic SEO to maximize their online presence. Paid search can provide immediate visibility and targeted traffic that can start driving leads instantly, while organic SEO offers long-term benefits and establishes credibility.

Smaller firms or those with limited budgets may focus more on SEO, and can gradually start investing in paid advertising as their resources grow. Ultimately, the right approach depends on the firm's goals, budget, and desired timeline for results. Consulting with digital marketing professionals can help lawyers develop a tailored strategy that aligns with their specific needs and resources.



Answer

Question: 34

What are the digital marketing technique any law firms can utilize?

There are various techniques for law firms including search engine optimization (SEO) to improve visibility in search results, pay-per-click (PPC) advertising for targeted ads and lead generation, content marketing to establish thought leadership and build trust, social media marketing for engagement and brand awareness, and email marketing for nurturing client relationships and delivering personalized content.

Additionally, leveraging online directories, online reviews, and local SEO strategies can further enhance legal firms digital marketing efforts.

Answer

Question: 35

What is a good budget for digital marketing for lawyers?

The ideal budget for digital marketing for lawyers can vary based on factors such as the firm's size, goals, target audience, and competition. As per study, allocating a budget that ranges from 5% to 10% of the firm's revenue is a good starting point for digital marketing efforts.

This budget should cover various aspects of digital marketing, including website development and maintenance, search engine optimization (SEO), paid advertising, content creation, social media management, and analytics tools.

It's important for lawyers to regularly evaluate the performance of their digital marketing initiatives and adjust the budget accordingly to maximize their ROI and achieve their marketing goals.



Answer

Question: 36

Is local SEO an effective strategy for lawyers?

Yes, local SEO is an effective strategy for lawyers to improve visibility in your local market. By optimizing your website and online presence for local search queries, you increase the chances of appearing in relevant local search results.

Obtaining positive reviews and building local citations help you increase your legal firm visibility in search engines. This strategy helps potential legal clients find your law firm when they search for legal services in your specific geographical area.

Answer

Question: 37

What marketing channels your law firm could use to generate prospect leads?

One and most effective lead generation strategy is pay-per-click (**PPC**) advertising, which allows you to target specific keywords and display ads on search engines or social media platforms. This method can drive targeted traffic to your website and generate qualified leads on demand.

If you don't want to set up your own lead gen system, **Lead Buying** from a third party lead aggregators can be an option for you.

Another one is search engine optimization (**SEO**), that help increase your online visibility and drive organic traffic to your website. Creating high-quality, informative content that addresses common legal questions and concerns can attract potential clients and position your firm as an authority in the field.

Answer

Question: 38

Can content marketing help lawyers attract clients?

If you want to leverage content marketing and establish yourselves as thought leaders in your field, focus on creating high-quality and informative content that addresses the pain points and challenges of your target audience. Share valuable insights, industry trends, and practical advice through blog posts, articles, videos, or podcasts.

Distribute your content across relevant channels such as your website, social media platforms, industry forums, and guest blogging opportunities. Engage with your audience by encouraging comments, questions, and discussions. By consistently delivering valuable content that showcases your expertise, you can build credibility, gain trust, and attract clients who recognize your thought leadership in the field.



Question: 39

Can legal firms use Facebook ads to reach their prospective clients?

Answer

Legal firms can effectively utilize Facebook ads to reach their prospects through targeted advertising strategies. You can create custom audiences based on demographics, interests, and behaviors to narrow down their target market.

This allows lawyers to reach users who are more likely to be interested in their legal services. lawyers can also employ lookalike audiences to target individuals who have similar characteristics to their existing clients.



Answer

Question: 40

Are LinkedIn ads effective for law firms?

Yes, LinkedIn ads can be highly effective for B2B law firms. LinkedIn is a professional networking platform that caters to a business-oriented audience, making it an ideal platform to target and engage with other professionals, decision-makers, and potential clients in the legal industry.

With LinkedIn ads, B2B law firms can leverage precise targeting options such as job title, industry, company size, and more to reach their desired audience.

Question: 41

What to do to increase your law firm's brand awareness?

Answer

Display and Video ads can be effective in increasing brand awareness and attracting new legal clients. By strategically placing visually appealing ads on relevant websites and platforms, law firms can reach a wider audience and make their brand more visible.

By consistently exposing potential clients to their brand, law firms can build trust and recognition, ultimately leading to an increased number of clients seeking their legal services.

Question: 42

What is one way to protect your law firm's online reputation?

Answer

One effective way to protect a lawyer's online reputation is by actively managing and monitoring their online presence. This includes regularly conducting online searches to identify any negative or misleading information about the lawyer.

By proactively addressing any negative content, such as negative reviews or false information, lawyers can respond appropriately and take necessary action, such as requesting removal or providing a professional and courteous response or solution to the problem client may have faced.



Question: 43

How law firms can leverage social media to reach their target audience?

Answer

Law firms can leverage social media to reach their target audience by providing valuable and educational content, engaging with their followers, showcasing expertise and thought leadership in the field, utilizing visual content, collaborating with influencers or industry partners, and monitoring and analyzing performance to refine their strategy.

By employing these strategies, law firms can establish a strong online presence, connect with their audience, and drive business growth.

Answer

Question: 44

Who should own your law firm ad accounts, you or the digital agency you are working with?

Many digital agencies practice not to provide ad account ownership to the client (the business owner, you in this case). By doing this they have more control on your ad accounts and your data. You sometimes feel like getting stuck with that agency because if you terminate the work contract you will lose all your data and ad accounts and you have to start from ZERO.

We highly recommend you to have the ownership of your PPC ad accounts and we do practice this at [TechiFox](#). We provide the owner and billing access to our clients so they have mental freedom and more control on their ad accounts. We do not ask for their credit card details for any billing. By owning the ad accounts, you retain control of your campaigns, data, and ensuring transparency and the ability to make strategic decisions.

Question: 45

Why do lawyers get Zero ROI while investing a lot of money into PPC campaigns?

Answer

One common issue is inadequate targeting, where the campaigns fail to reach the right audience or attract potential clients who are actively seeking legal services. Additionally, poor campaign management, ineffective ad copy, or improper keyword selection can lead to low click-through rates and conversions.

Furthermore, insufficient tracking and analysis of campaign performance may hinder optimization efforts, resulting in wasted ad spend.

Question: 46

What can save a law firm from expensive clicks?

Answer

Conducting thorough keyword research and utilizing long-tail keywords can help minimize competition and reduce the cost-per-click (CPC). Narrowing down the target audience by refining geographic and demographic parameters can also improve campaign efficiency.

Additionally, regular monitoring and adjustments, such as negative keyword additions and bid optimizations, are crucial to ensure cost-effective PPC campaigns for law firms.

Answer

Question: 47

How lawyers can measure the success of their digital marketing efforts?

Lawyers can measure the success of their digital marketing efforts by analyzing website analytics metrics like website traffic, user behavior, number of conversions and cost of a conversion. On social media monitoring metrics such as engagement, reach, likes, and follower growth provides an insight into the effectiveness of social media campaigns.

Additionally, implementing lead-tracking systems and utilizing conversion-tracking tools allow lawyers to measure the effectiveness of their digital marketing campaigns in generating leads and converting them into clients.

You should keep a good track of number of leads generated by any medium, cost per lead you had to pay and how many leads converted into clients. By knowing your cost per acquired customer and analyzing other metrics, lawyers can make data-driven decisions and refine their digital marketing strategies for optimal results.



Answer

Question: 48

Does email marketing help law firms?

Yes, email marketing can be highly beneficial for law firms. It allows your firm to effectively communicate with your existing clients, nurture prospect leads, and stay top-of-mind with your target audience.

Email marketing helps in fostering client relationships, promoting services, and generating repeat business. It is a cost-effective and efficient way to deliver targeted messages, drive engagement, and increase conversions for law firms.

Question: 49

Does digital marketing company with legal ethics?

Answer

Yes, digital marketing can comply with legal ethics when implemented in accordance with the applicable rules and regulations governing legal advertising. Lawyers must ensure that their digital marketing practices adhere to their jurisdiction's professional conduct rules and guidelines.

These rules typically require lawyers to maintain the confidentiality and privilege of client information, avoid false or misleading statements, and uphold the duty of competence and integrity.



Answer

Question: 50

Is referral marketing an effective strategy for law firms?

Referral marketing is an effective strategy for law firms but it's not scalable. It leverages personal endorsements and word-of-mouth recommendations to build trust and credibility.

Referrals from satisfied clients target a qualified audience, resulting in cost-effective lead generation. But, to keep in mind, it's not in your control. It's not reliable, not scalable and you can not generate leads using referrals when you need them.

Question: 51

Why lawyers get leads but fail to turn them into clients?

Answer

Ineffective communication, delayed response times, lack of personalized attention, or inadequate follow-up can contribute to leads slipping through the cracks.

Failing to establish trust, address concerns, or effectively showcase expertise during the intake process can also deter potential clients.

To overcome this, lawyers should establish a streamlined intake system that prioritizes prompt responses, active engagement, personalized communication, and a seamless client experience.

Answer

Question: 52

What are the FREE lead generation resources for your law firms?

You can use resources listed below to generate free leads for your law firm. Claim your online profiles on these sites today:

- Google 3-Pack
- Yelp
- Nextdoor
- FindLaw
- Justia
- Nolo
- Avvo

[Detailed resource here.](#)

Answer

Question: 53

What are the tools you can use to track leads in your law firm marketing campaigns?

Website analytics tools like Google Analytics provide valuable insights into user behavior, traffic sources, and conversion metrics.

Additionally, you can use call tracking software such as Call Rail or Call Tracking Metrics which helps monitor and analyze phone call leads generated from your marketing efforts.

You also have the choice to utilize form tracking tools like Formisimo or Formstack that can capture and analyze data from online lead generation forms.

[Detailed resource here.](#)

Answer

Question: 54

I want to grow my law firm
Fast, what should I do?

When seeking fast growth, lawyers should consider utilizing PPC (Pay-Per-Click) advertising rather than relying solely on SEO (Search Engine Optimization). PPC allows law firms to instantly appear in search results and generate immediate prospect leads by bidding on targeted keywords.

It offers more control over ad placement, ad copy, and budget allocation. On the other hand, SEO is a long-term strategy that involves optimizing a website's content, structure, and authority to rank higher organically in search results. SEO requires patience and ongoing effort.

Answer

Question: 55

Can you use trademarks or copyrighted materials in your law firm's PPC ads?

You must respect intellectual property rights and avoid using trademarks or copyrighted materials without proper authorization. Unauthorized use of trademarks or copyrighted materials in PPC ads can lead to legal issues such as trademark infringement or copyright violation.

It can easily cause suspension to your advertising accounts. If this happens, you will lose a good lead generating resource which can hit your revenues hard. Hence, It is very important to obtain the necessary permissions or licenses from the rightful owners before using any protected materials in PPC ads.



Answer

Question: 56

How to know if your firm needs to include PPC in your marketing?

Your law firm revenue, number of employees and the number of clients are stagnant. But, you want to move to the next level in business. You want flood of prospect leads, increase number of attorneys and revenues flowing to your law firm, PPC marketing is your best bet.

With PPC ads you can scale your law firm to the next level by reaching to a wider audience, target specific locations, generate leads on demand, and improve brand awareness.

Answer

Question: 57

Do you really need help of a PPC agency?

If you lack the necessary knowledge, time, or dedicated team members to effectively strategize, execute, and optimize PPC campaigns, hiring an agency may be beneficial. Additionally, evaluate your campaign goals and budget.

If you require specialized skills, advanced targeting, or want to scale your campaigns to the next level, a PPC agency can provide the expertise needed to achieve your goals. You also should consider the complexity and competitiveness of your industry.

If your market is highly competitive and requires in-depth knowledge of PPC strategies to beat your competitors, an agency's experience can help you navigate and outperform.



Answer

Question: 58

How much does it cost to hire a PPC agency?

Typically, PPC agencies charge a monthly management fee or a percentage of the ad spend. The management fee can range from a few hundred dollars to several thousand dollars per month, depending on the complexity and scale of the PPC campaigns.

The percentage of ad spend can vary, but it is commonly around 10-25% of the total ad spend. It is important to discuss and negotiate the pricing structure with the PPC agency to ensure transparency and align expectations with your budget and campaign goals.

Question: 59

Why Stay updated on digital marketing trends help law firms?

Answer

Digital marketing is constantly evolving, with new technologies, platforms, and strategies emerging regularly. By staying informed about the latest trends, law firms can adapt their marketing efforts to align with changing consumer behaviors and preferences.

This allows them to [leverage innovative digital marketing techniques](#) to enhance their online visibility, engage with potential clients, and ultimately generate more leads.

Additionally, staying updated on trends helps law firms stay ahead of their competitors and ensures they are utilizing the most effective and efficient marketing strategies to maximize their return on investment.

Thank You!

I'm Atul, worked with companies like **Accenture & Google**, and personally has worked for and managed million-dollar Google Ads accounts for many Fortune 500 companies.

I am the founder of [TechiFox](#) and now managing PPC Ads for Law Firms like yours and helping add \$Millions to their revenues by generating hundreds of new cases per month.

If you're looking to add 20, 50, or even 100+ new cases to your law firm every month, I can help.

Have any queries or want more information on any topic, don't hesitate to shoot me an email. I would be happy to help.

Stay Ahead,

Atul Sharma

Founder | PPC Expert - TechiFox

atul@techifox.com

