

Chill-proof your law firm marketing strategy

9 Marketing Strategies to Prep During the Holiday Slowdown So You Can Achieve Your Goals in the New Year

Winter Is Coming. So, the Holiday Season.

And, as the holiday season approaches, law firms often experience a natural slowdown. While it's tempting to kick back and relax, savvy firms seize this opportunity to revamp their marketing strategies, ensuring a strong start to the new year.



1. Reflect on the past year

Take advantage of the holiday lull to review the performance of your marketing strategies this year. Conduct a comprehensive SWOT analysis to identify your strengths, weaknesses, opportunities, and threats. Understanding what worked, what didn't, and why is the biggest gift a business could give to itself.

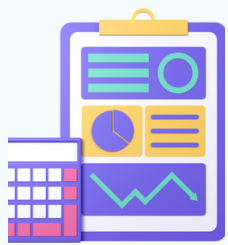
Proactive marketers are 3X more likely to report success. Warm up to planning and join the winning side!



2. Set SMART goals

Great goals are SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. When setting goals for your firm's marketing efforts, be sure to make them specific and achievable. For example, instead of setting a goal to "increase website traffic," you could set a goal to "increase website traffic by 10% in the new year."

Marketers that set goals are 377% more likely to achieve success than those who don't.



3. Plan your budget

Craft a detailed marketing budget for next year, paying close attention to allocating funds from low-performing strategies to high-performing ones. Ensure your marketing channel efforts – paid search, social media, content, and more – align with your overall goals.

47% of businesses anticipate an increase in their marketing budgets for the new year. How do you plan to spend yours?



4. Audit your content

Great content marketing doesn't always mean churning out new articles. Curl up with a warm cup of cocoa and revisit your blog to identify evergreen articles and older pieces that could be refreshed. Once you've identified gaps in your current content, make a plan to fill them in.

A whopping 53% of marketers say updating their content helped increase engagement and make readers jolly!



5. Optimize your site for conversion

Fine-tune your law firm website by analyzing user behavior and identifying any roadblocks that might hinder conversions. From the landing page to the confirmation page, ensure their journey is as smooth as a sleigh ride with clear CTAs, prominent forms, and calling options.

The average website conversion rate for legal industry is 5.4%. Is yours within a snowball's throw of this number?



6. Review your SEO

Conduct thorough keyword research using tools like SemRush, and Google Keyword Planner to identify trending strong keywords and deprioritizing ones that have fallen off over the past year. Ensure your site's meta tags, headers, and content copy accurately reflect your brand's personality and are optimized for search engines.

53.3% of all website traffic comes from organic searches, so make sure your site stands out!



7. Leverage Social Media

Social media is a powerful tool for connecting with potential clients. Be sure to create profiles for your law firm on all of the major social media platforms and post regularly.

Use the holiday slowdown to boost your social media presence. Develop a content calendar for the upcoming year, plan engaging posts, and interact with your audience. Consider running targeted ad campaigns to reach a wider audience and generate leads.



8. Spread cheer with partnerships and collaborations

Fortifying your referral network is like building a snowball of success. Seek out like-minded businesses for strategic partnerships or rekindle existing relationships. Joint events or exclusive bundles are great ways to reach one another's audiences.

55% of marketers consider partnerships an important channel for increasing revenue and driving growth. Isn't that great!



9. Track your results

It's important to track your law firm marketing results so you can see what's working and what's not. Use tools like Google Analytics to track your website traffic and conversions, and use social media analytics to track your social media engagement.

You can't improve if you can't measure.

Happy holidays,
Your friends at

