



32

MARKETING HACKS

— FOR —

LAWYERS

Rally

Introduction

Lawyers, we know you're busy, and we know you don't often have the time to spend on marketing. This is exactly why we've tailor-made these 32 plays that you can use to double (dare we say, triple) your marketing's results.

We've had the opportunity to work and speak with tons of lawyers and we find many are facing similar road-blocks and opportunities, marketing being one.

Given that many of our clients have found us through digital advertising, we're often asked about our process. We've found ourselves in more marketing discussions than we ever expected.

Often times the same questions and concerns come up, like: where to start, how to improve campaigns, or diving into core concepts. Which had us thinking, if we wrote something based on these conversations and shared it widely we could help a large group of law firms in their marketing endeavours.

So, here we are.

This short playbook contains many of the tips and tricks we've been sharing with Rally users. They include plays we've seen lawyers use successfully, solutions to common mistakes and oversights, and our own strategies from our experiences of advertising, growing brands, and building lead lists.

We hope this makes a difference for your business. We'd love to hear what did (or didn't) work.

Kurt Dunphy

GROWTH MANAGER, RALLY

Digital Advertising



- 1 Digital advertising works for law firms.** Mic drop. Find the right channel for your practice area.
 - Pick the advertising channel that makes the most sense for your business. Are your clients Baby Boomers? Try Facebook. Gen X? Twitter. Experiment with new avenues to find your sweet spot.
 - If a channel is working—double down—become the best law firm in your practice area advertising on XYZ. Being the best in one channel is better than mediocre in many.
 - Keep an open mind. Channels that you may not think will work can be your best performers. Experiment with everything.
- 2** People do business with who they **know, like, and trust**. They know you through advertising, they like you through the valuable information you share, and they trust you through credentials and conversations.
- 3** Use people in your marketing. People are interested in people, Nike is the brand, athletes are the messengers. Use your team to share or write about news at your firm, put people in your adverts, and have clients success stories front and center in your marketing materials.

Digital Advertising



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- 4 Get strategic about your advertising. Treating this like a business venture helps keep things clear. At the end of the day the purpose of marketing is to **drive results**.
- Create goals, make your objectives crystal clear.
 - Uncover what the average Lifetime Value (LTV) is for a new sale. This will be the full amount you can expect to bill an average client throughout the lifetime of their engagement.
 - Create a monthly marketing budget. Split it into two buckets: An experimental bucket for new experiments and a tried and true bucket for channels that are working reliably. You can usually test a channel quickly given an adequate budget. Be comfortable having losers, the winners will make up for them.
 - Track the results to discover your Customer Acquisition Cost (CAC) from a given channel. Your CAC is the marketing costs in acquiring a new customer through a given channel.
 - Steer your marketing ship. Review the costs to acquire a new customer versus the payout. If your channel works, double down on it. If not, set sail and continue exploring.

Digital Advertising



- A winning advertising channel could look something like this:

Say an ad brings in leads at \$100 each and it takes 10 leads to get a paying customer. Your cost to acquire a customer (CAC) is \$1,000.

You know that you give clients a fantastic experience and they typically stick around for a couple of years, requesting more services from you. Their Lifetime Value (LTV) is \$5,000.

Thus, their revenue over costs is 5:1, this is attractive as this ratio usually provides enough revenue to cover costs and generate profit.

- 5 Get serious about tracking attribution. Attribution is the art of crediting advertising channels with leads generated. This is rarely perfect but will give you an idea of what's working. You can track attribution manually or with software. This is key to growing an advertising channel.

Bonus Many digital advertising platforms, like Facebook or Twitter, have native pixels that will show which of your ads perform and at what costs per lead.

- Two apps we like are [Ruler Analytics](#) and [CallRail](#).

- 6 Use bullet points. People love them because they simplify things. Use them wherever you promote your business, when possible.



People are interested in people.

It's why Nike uses athletes to promote shoes, why the most prolific stories have heroes, and why we love reality TV.

Put that to work.



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Digital Advertising



- 7 Search Engine Optimization (SEO) 101 — Here are 3 steps to improve your search rankings.

Technical — Find and use the right keywords for your business. Write in these keywords for your main headlines (H1) and secondary headlines (H2) on pages, title tags, meta descriptions, and alt tag on photos.

- Unsure what these are? [This article from WordStream](#) explains in more detail.

Design — Make sure your site is well laid out and your visitors get what they're looking for. Google prioritizes websites that satisfy user needs. Make sure there is a clear call-to-action, promote your team, have an easy way to contact, show which services you provide, and tell your story.

- To see an example of a legal website we love, check out [Rusing, Lopez & Lizardi](#) (no affiliation).

Content — More written material will push your site higher in search results. Think blog posts or case studies. By telling your story and clearly explaining what you do and where you

Digital Advertising



do it, you'll be able to push up your rankings in search results for your area.

- You'll want to balance including as much information as possible while also keeping it easy to digest for users.

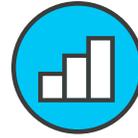
8 Experiment, experiment, experiment. In the digital age you can quickly test ads. Most people find that what works for them is not what they initially thought. Try different images, copy, and offers to see what works best for your firm.

9 Build Hype. Have a launch coming up? Tell people it's coming. Building hype gives you more to share—without needing to do much work—and let's people know something interesting is coming.

Example Promote an upcoming event with a series of posts or a countdown.

10 Write powerful headlines. Legendary advertisers (such as Claude C. Hopkins) claim 80% of results from advertising come from the headlines (and who are we to argue?). Specific and on-topic is better than vague and baiting; touching on pain-points and solutions produces results.

Digital Advertising



- 11 Inject *interesting* into your marketing. Think of your favorite brands, they're likely not Xerox or Oldsmobile. You can create legitimacy while also being appealing to your audience.
- 12 Test variations of your ads. You don't need to make the "perfect" ad, you can try multiple approaches. Make 10-20 different ads, with variable messages, copy, and images—then see which is the winner for you based on real-time results.
- 13 Simple copy is king. Every word you remove while maintaining the message increases your impact.



Experiment. We live in the golden age of advertising. You can try ads for low costs and see their results in real time.

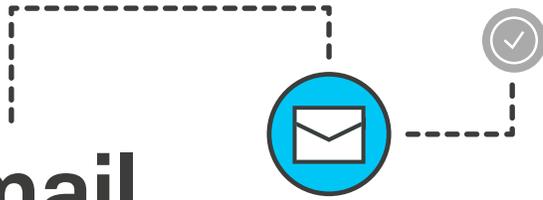
This would have been a dream come true for the Mad Men of Maddison Avenue.

It may not be around forever—take advantage** of it and learn while you can.**



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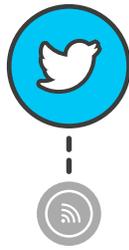
Email



- 14 Get email to work for you. Firms send thousands of emails a week, translated into the advertising world that's thousands of dollars of views per month. Do you have a polished signature? Can you add a link to valuable information? How about a legal tip of the week?
- 15 Use a creative P.S. in your promotional emails. **People read these.** Keep it interesting, this helps your brand become **trusted** and **liked** more.

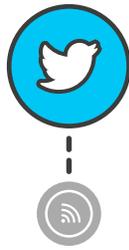
Example "P.S. I'm really happy you signed up for our newsletter, I'd love to know what made you want to sign up." Build trust and learn more about them, win-win.
- 16 Build an email list with the emails you already have. You can find these in your website form fills or prospective lead lists. You can compile them and market to them with email marketing software like [MailChimp](#).
- 17 Reach out to your email list when you have valuable information to share. Keep it light and make interesting. New blog post? Promote it to your list. This takes minimal work but offers lucrative results.

Social Media



- 18 Invite connections to like your Facebook and LinkedIn page. This is a freebie. After you've done that, ask your team to do the same. You can triple your page's followers overnight.
- 19 If you're on Instagram find and use the 10 best hashtags for your business. Start there and grow to 30.
- 20 The Gentle Jackhammer Strategy: promote every important social media post internally, whether through Slack or Teams. Ask your team to like, comment, or share. Make it easy for them by providing a link. This helps kickstart things.
- 21 Growing your page on LinkedIn? Small pages need sweat equity, here's how to start:
 - 'Notify Employees' of a post, which will ping your team of a new post you've made. You'll find this button when you click on the ellipses button on the top right of a post on LinkedIn.
 - Comment on posts under hashtags that are relevant to your business. This gives you a ton of free awareness. Try 10 a day and see what happens.
 - Be friends with LinkedIn's algorithm, put your links in the comments.

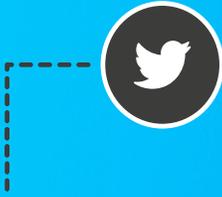
Social Media



- 22** Give more than you receive on social media. Don't be *that* person who's always asking for business or you'll quickly be ignored. Build a more meaningful relationship with your audience by giving value rather than always promoting your service.

The power of social media is that you have the potential to build relationships with large groups of people. You do this through what you share, which could be anything from full blog posts, short and digestible social posts, or videos.

When your audience then needs legal advice they'll first go to where they know and trust, if you've done social media well and built credibility you'll be high up on that list.



Small social media pages need sweat equity to get going.

You need to put in the initial work: Invite your friends, share posts, follow and comment on other pages.

Think of it like starting a bonfire, you won't get going without a bit of kindling.

Start fueling your fire.



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Website

23 Record your users and be blown away. There are website tools that you can use to record your visitor's sessions to see how they are interacting with your website. This helps discover what users *actually* care about.

- Two tools that we like, which are also free, are [HotJar](#) at and [Lucky Orange](#).

24 The top section where users land on your website is called the 'above the fold' section, this has the largest impact on your site's results.

This is the critical make-or-break point where users decide if they want to continue through your site. Experiment and optimize, make sure you're directing your audience to the right place.

Create a goal for users on each page, then help them achieve it.

25 Say a certain page's main goal is to book a 15 minute consultation. You'll want to hook people in above-the-fold with a strong headline and good reason to book a meeting, make sure to have a button (leading to a form) there to help them do it right away.

Website



The rest of your page should pull the reader along to the bottom of your page where there's a form to book that meeting.

26 Testimonials are golden. Few things build trust like the recommendations of peers. If you have testimonials, promote them. If you don't have any reach out to your ten best customers and ask, they will **be happy to help**.

- Put these anywhere you promote yourself, i.e. your website, brochures, or ads.

27 Drop shadows under text rarely work. Many use them, however they rarely add impact to the message. Usually, they make things harder to read.

28 Landing pages drive results. Create a stand-alone page focused on driving one action.

By definition a landing page is the first page a user "lands" on your site. Say you want to promote a new service, by directing users to a dedicated page you'll have far better results than simply including a section on your main page.



Inject *interesting* into your marketing, good doesn't have to be boring.

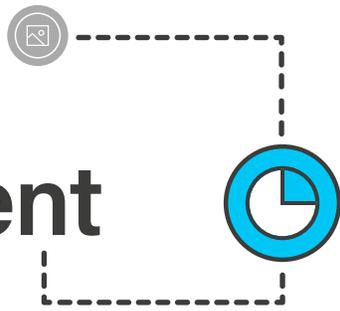
Think of your favorite brands, they're likely not Xerox or Oldsmobile.

You can be **legitimate** while also being **appealing**.



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Content



Content is a term that gets thrown around a lot while rarely being explained. Basically, content is the 'things' you make, including social media posts, blog posts, infographics, podcasts, and video. Good content is a staple every marketer's playbook

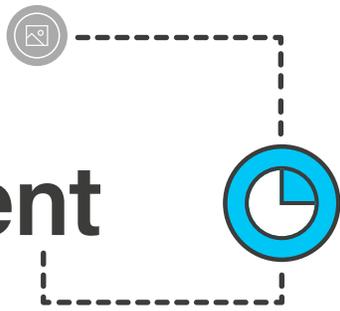
- 29** Find and cover topics people aren't ranking for on search engines, these can be untapped goldmines in bringing new users to your site. Double down where you find results.

When covering new subjects, there will be less competition, making it easier to rank, and then if the topic grows in popularity you'll benefit from being first to that market.

Example "Own a driver-less car? Make sure you aren't liable for..."

- 30** Lawyers are content machines: you eat, sleep, and breathe legal information. Give out free samples without sharing the secret sauce, you'll be creating meaningful content and building an audience.
- Having trouble figuring out what to make? Address real problems faced by your audience.
 - You wouldn't buy a suit without trying it on (or being measured), show your audience what they're getting and you'll reap the rewards. For a real world example, see Gary Vaynerchuk.

Content



31 Create your Content Distribution Model. You may already have a good source of content, or, you're in the process of building more. Great. Now, how is your audience going to find it?

Sharing You've built something, get it out there! Share your post/blog/e-book on social media (use hashtags), ping your internal team to 'share' or 'like' (see Hack #20), fire off an email to your list, if it's something big—like an event—make a hype post(s) (see Hack #9), and make sure to include relevant keywords for SEO (if applicable)

Testing Review the results, does it work well? If yes, move to Step 3. If no, go back to the drawing board (see Hack #30 for inspiration).

Recycling Spawn successful items into a similar posts, run as ads, turn into a series, or work on making it into a larger item (like a blog or e-book).

Turn larger items, like a blog or an e-book, into bite sized pieces and then go back to Step 1.

Recycling is a great way to scale up your content. It takes less effort than creating something new and will yield good results as it's already proven.

**And, we've saved
the best for last.**



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Final Thought



32 Find a marketing mentor.

Though we have experience in a variety of marketing affairs, we'll connect with an expert on projects to make sure we're aware of common pitfalls, hear opportunities for improvement, and to get unbiased opinions.

Start your next marketing campaign now, with what you have at your disposal. There's no point getting advice on something that doesn't work. But once you have something working, get feedback and start to optimize and improve.

This has been our secret weapon to increasing the yield on our campaigns. Getting fresh eyes on projects has helped uncover opportunities we had overlooked.

You can even trade legal advice for marketing expertise. Win-win!

Example We advertise on Facebook. Early on we brought in an advisor who has an exceptional track record on the platform. They challenged our original assumption that advertising on Instagram wasn't a viable option. One comment lead to a huge return on investment, a quarter of our results now come from Instagram.

Ready to take your firm to the next level?

It would appear that lawyers have been late-comers to digital advertising, however many are now tapping into this channel and discovering a gold mine. Who knew showing up in people's newsfeed, search results, or banners on websites was welcomed rather than scorned (most large brands didn't).

Many of our clients now find themselves bottle-necked, they have too many clients and not enough time. They also find that flat-fee work is being requested far more, which of course works in the opposite direction of the hourly billing model.

So they come to us looking for a better, faster, way to work. They want to streamline how they're building their documents and they want an easier way to share files with clients (that isn't, you know, Google Drive).

This has been our sweet spot. Our document automation cuts down on up to 90% of drafting time, our white labelled client portal looks like you have an internal software team, and our Menu of Services let's you sell directly from your website with automated intake.

[Book a demo with us to see how Rally can work for your firm.](#)