

Law Firm Marketing Plan

A step-by-step framework to define your niche, outmaneuver competitors, set clear goals, and build a marketing engine that consistently brings in the right clients.

- 5-Step Framework
- Client Persona Builder
- Competitor Analysis
- SMART Goal Tracker
- Budget Planner
- Checklists Throughout

Legal Soft

Work through each step in order. Fill in the fields, complete the checklists, and compile your plan on the final page.



1 Define Your Niche & Ideal Client

Clarity here makes every other step easier — and cheaper.

Before you spend a dollar on marketing, get crystal clear on who you're trying to reach. The more specific you are, the easier it becomes to create messaging that resonates — and the less you waste on the wrong audience.

Why Nicheing Down Works
Attorneys who try to be known for everything are known for nothing. A family law attorney who specifically serves high-net-worth divorce cases will consistently outrank and outconvert a generalist — not because they spend more, but because their message is sharper.

FOUNDATIONAL QUESTIONS

What legal services does your firm currently provide?

What 1-2 areas do you want to be known for?

Why would your ideal client choose you over another attorney?

PRO TIP
If you serve multiple practice areas, complete a separate persona for each one. A personal injury client and an estate planning client have entirely different fears, timelines, and decision triggers.

COMPLETION CHECKLIST — STEP 1A

- Listed all current practice areas
- Chosen 1-2 focus areas to be known for
- Defined your unique differentiator vs. other attorneys

CLIENT PERSONA BUILDER

Build a detailed profile of your ideal client based on real patterns from your practice. This removes the guesswork from every campaign you create. Complete one per practice area.

DEMOGRAPHICS Age, occupation, income level, location	LEGAL SITUATION / TRIGGER The specific event that led them to seek legal help
PAIN POINTS & FEARS Biggest fears, frustrations, and concerns	GOALS & DESIRED OUTCOME What a successful resolution looks like to them
HOW THEY SEARCH FOR HELP Google, referrals, social media, bar directory	DECISION FACTORS What they prioritize: price, reviews, experience, speed
LIKELY OBJECTIONS What might stop them from reaching out	POSITIONING STATEMENT We help [persona] who [situation] by [approach] so they can [outcome]

COMPLETION CHECKLIST — STEP 1B

- Completed at least one full client persona
- Written a clear positioning statement
- Created separate personas for each practice area (if applicable)

2 Analyze Your Market & Competition

Know the landscape before you spend anything on campaigns.

Your positioning comes directly from this analysis. It answers the most important question in your marketing: why should someone choose you over another attorney? Search for law firms the way your ideal client would, then walk through the full experience of finding and reviewing each competitor.

THE 4P COMPETITIVE ANALYSIS

P Product (Service) What do they offer? What problems do they solve?	P Price Fee model, transparency, review settlement on value
P Place Physical presence, Google Maps rank, accessibility	P Promotion SEO, ads, social media, community presence

COMPETITOR COMPARISON TABLE

FIRM	SERVICES	FEE MODEL	ONLINE PRESENCE	MARKETING CHANNELS	GAP / WEAKNESS

Based on your analysis, your firm's primary competitive advantage is:

COMPLETION CHECKLIST — STEP 2

- Searched for firms the way a potential client would (Google, Maps, etc.)
- Reviewed at least 3 competitors across all 4Ps
- Identified at least one clear market gap or competitor weakness
- Written your competitive advantage statement

3 Set SMART Goals

Vague goals get vague results. Be specific, measurable, and time-bound.

Now that you understand your position in the market, you need specific targets to guide your marketing efforts. "Get more clients" is not a goal. Every goal you set should pass the SMART test.

S SPECIFIC **M** MEASURABLE **A** ACTIONABLE **R** REALISTIC **T** TIME-DRIVEN

MAKE IT OFFICIAL
Put your 3, 6, and 12-month review dates on your calendar today. Share them with any staff involved in marketing. Goals without scheduled check-ins get forgotten.

GOAL TRACKER — 3 / 6 / 12 MONTHS

MONTH 3 — FOUNDATION	MONTH 6 — GROWTH	MONTH 12 — SCALE
<ul style="list-style-type: none"> <p>e.g., Optimize Google Business Profile - 4 SEO blog posts - 5 referral outreach contacts</p>	<ul style="list-style-type: none"> <p>e.g., 500+ organic visitors/mo - 10 consultations/mo - 3 active referral partners</p>	<ul style="list-style-type: none"> <p>e.g., 20% consultation-to-client rate - 50% revenue increase - Top 3 Maps ranking</p>

COMPLETION CHECKLIST — STEP 3

- Set at least 3 SMART goals for Month 3
- Set at least 3 SMART goals for Month 6
- Set at least 3 SMART goals for Month 12
- Scheduled calendar review dates for each milestone
- Shared goals with relevant staff or team members

4 Choose Your Marketing Strategies

Start with 2-3 channels you can execute consistently. Depth beats breadth.

Not every channel works for every firm. Your choices should be guided by where your ideal clients spend time, your current capacity, and your willingness to invest consistently over the long term.

COMMON MISTAKE TO AVOID
Most firms spread too thin — a little SEO, a little Facebook, a little Google Ads — and see mediocre results everywhere. Pick 2-3 channels, execute them well, and add more once you have traction.

STRATEGY SELECTION TABLE — CHECK THE CHANNELS YOU WILL USE

SELECT	CHANNEL	BEST FOR	TYPE	HOW YOU'LL MEASURE SUCCESS
<input type="checkbox"/>	SEO & Content Marketing	Long-term organic lead flow; builds authority over time	ORGANIC	
<input type="checkbox"/>	Google Business Profile	Local firms; highest ROI tactic for most attorneys	ORGANIC	
<input type="checkbox"/>	Google Ads (PPC)	Fast results; needs a strong landing page & intake	PAYD	
<input type="checkbox"/>	Referral Partnerships	High-quality leads from trusted sources; zero ad spend	REFERRAL	
<input type="checkbox"/>	Video Marketing	Trust-building; answers questions before the first call	SOCIAL	
<input type="checkbox"/>	Email Marketing & Nurture	Converts warm leads over time; keeps past clients referring	ORGANIC	
<input type="checkbox"/>	Reviews & Reputation	#1 trust factor; compounds visibility & conversion rate	ORGANIC	
<input type="checkbox"/>	Social Media (LinkedIn / Facebook)	Credibility building; supports other channels	SOCIAL	

KEY PERFORMANCE INDICATORS (KPIs)

MONTHLY WEBSITE VISITORS	CONSULTATIONS / MONTH	CONSULT - CLIENT RATE
COST PER LEAD	NEW REVIEWS / MONTH	ACTIVE REFERRAL PARTNERS

COMPLETION CHECKLIST — STEP 4

- Selected 2-3 primary marketing channels
- Confirmed channels align with where your ideal clients search
- Assigned a success metric to each selected channel
- Set KPI targets for the year ahead
- Assessed capacity — solo, team, or agency support required?

5 Set Your Budget & Compile the Plan

Marketing without a budget is just wishful thinking.

Industry Benchmark
Law firms typically allocate 2-10% of gross revenue to marketing. Solo and small firms in growth phases often invest closer to 10%. Established firms maintaining market share may spend 2-4%.

MONTHLY MARKETING BUDGET PLANNER

CHANNEL	MONTHLY (\$)	WHO MANAGES IT	PRIMARY METRIC	NOTES / TOOLS
SEO / Content			Organic traffic	
Google Business Profile			Maps ranking	
Google Ads (PPC)			Cost per lead	
Referral Partnerships			Active partners	
Video / Social Media			Views / engagement	
Website / CRO			Conversion rate	
Email Marketing			Open rate / replies	
Monthly Total				

FINAL PLAN SUMMARY

Your One-Page Marketing Plan

OUR TARGET CLIENT (NICHE)

OUR COMPETITIVE ADVANTAGE

TOP 3 MARKETING CHANNELS

MONTHLY BUDGET ANNUAL BUDGET

PLAN REVIEW SCHEDULE

FINAL COMPLETION CHECKLIST — STEP 5

- Set a monthly budget for each chosen channel
- Assigned responsibility — who manages each channel?
- Compiled niche, goals, strategies, and budget into the summary above
- Scheduled monthly plan review dates on your calendar
- Set up tracking tools (Google Analytics, call tracking, CRM)
- Shared the completed plan with all relevant team members