

The Do-It-Yourself Marketing Playbook



for Lawyers

mng) marketing nice guys

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Introduction

We hear it all the time: Why do I need a marketing plan? Can't I just "do" marketing? Sure, you can. But that would be the equivalent of getting on a football field and not having any plays. You can imagine the result.

That's why we put together this playbook – not as rigid as an actual marketing plan – but one aimed to help you as a lawyer anchor your marketing in a sense, providing guidance through the basic steps, while helping you implement a consistent approach with practical tips you can use today whether you're just getting your practice started or need a quick refresher. The playbook provides you guidance on the following key areas that are critical to marketing successfully:

- Audience / Your Brand Identity
- Developing a Personal Narrative
- Thinking About a Budget and Your Time
- Getting Started: What Marketing Channels Do You Need?
 - Website
 - Email
 - Social Media
 - Content Development + Inexpensive Content Tool Recommendations
- Advertising
- Thinking About Optimization

With that, let's dive right in!

Audience / Your Brand Identity

Much of the art of marketing as a lawyer comes from you understanding who your audience is and what their needs and challenges are. Each practice area is unique, but one thing all areas have in common from a marketing standpoint is that your potential clients don't have the expertise in the complexities of the law that you do. Hence, highlighting your legal knowledge and authority will be key in any specific field in which you practice.

And, as an attorney, it's critical to understand the full scope of these needs and challenges your audience faces. That's actually the easy part. The hardest part is then marketing yourself and projecting your lawyer "brand" in a way that best matches up with those potential client needs and the challenges they have.

There are two parts to this: 1. Developing a core client persona or personas; 2. Establishing a narrative for yourself that fits what each persona needs.

Developing a Quick Customer Persona

For the first part, start with this exercise, which will help you develop a picture or persona of your average buyer or seller:

1. Fill in the Typical Professional Background:

2. Demographic/Geographic:

Male/female: _____

Age: _____

Income: _____

3. Psychographics (Ambitions, values, opinions/beliefs, example: Do they care about legal status? Do they worry about prosecution? Do they care about safety or compliance?):

4. Behavior: Where do they go on the Internet, what do they respond to, how do they come become aware you? What do they search for and what terms do they use in your particular field?:

5. Main challenges/pain points:

6. How do you help:

Name for your persona (example, Diana the Divorcee, Connie the Contractor, which will help you keep an image in mind as you create marketing collateral.)

Once you've established your customer persona or personas, **make sure every piece of marketing collateral you produce** – a blog you write, a video you film, a brochure, your website, your emails – **all speak with a consistent voice to that persona**. So, for example, as a divorce lawyer, if you created a persona for Diana the Divorcee, you should be addressing her challenges and pain points consistently to attract potential clients like her. And don't worry if you don't get it right the first time. You can always adjust the personas as you go.

Developing Your Personal Narrative

OK, that's the first step. The next thing to do is figure out how you project your own brand in a way that matches up *who you are* with potential client needs you identified. We recommend taking a step back and giving the following questions some additional thought:

1. **Purpose:** What's my mission as a lawyer? (e.g., I want to help families better understand and navigate employment visa law.)

2. **Uniqueness/Strengths:** What makes me or the services I provide as a lawyer unique? What are my emotional, practical strengths or what knowledge do I have that can help prospective clients?

3. **Cultural:** How does my background affect my perspective? What does it mean about how I view the world in a way that others can relate to?

4. **Values & Beliefs:** What are those core tenets that I believe about the law? About life? About how the law is applied in America etc.? And how should that show up for my customers?

The reason for the four questions is that these in particular can help you think about what your narrative really is. Because as you project your “brand,” you’ll want to make sure it’s consistent (that you reinforce the same narrative arc) every time you and your legal practice show up in, say, social media, or any marketing collateral. Let’s take a look at how one lawyer does this: Nakeina Kane, a trademark lawyer. If you follow her account, she does a really good job of

1. Putting herself out in photos and video and; b. Keeping a consistent narrative and branding of her as a trademark attorney.
2. She is consistent with her use of hashtags, for example with #trademark #trademarkattorney #protectyourinvestment #brandname etc.– after all, that’s what she’s selling: protection.

So, when it comes to finally considering a trademark lawyer, Kane will be top of mind for potential clients. That’s a big hurdle but one you can do in your practice area as well.

In general, you can establish that narrative consistency based on any of the 4 questions or a combination of those. Just make sure to reinforce that theme constantly, whether that’s you as a trustworthy lawyer, whether you’re a knowledge authority, or whether you understand the needs of certain groups or types of people. A few tips as you develop your personal narrative:

- **Be Authentic to Who You Are as a Lawyer and an Individual:** In other words, if you’re all about money, that’s fine. There are clients who are the same way. Help those clients who also want to maximize the money they receive in a settlement. If you’re about truly helping people become in a particular area, that’s great too. But don’t try to be something you’re not, just because you think it sells.
- **Be Consistent Everywhere:** After you’ve established your narrative, be consistent in reinforcing that in everything you do, including the copy you use, the images you select, the approach you take (which we’ll cover in a later section). This will allow you to project a brand identity in the marketplace that people come to recognize you for.



If you want to delve into your narrative more, we're happy to suggest our partners at [The Narrative Playbook](#). At the end of this packet, we've also included our own quick exercise for you that can help you solidify your narrative and crystallize it in a way that matches how you want to project your brand with the needs of your current and potential clients.

Thinking About a Budget and Your Time

OK, you know your audience and how to speak to them and you have your brand narrative (at least mostly) set. Now you have to start thinking about how you're going to market your business and what you're going to focus on. The problem: Many lawyers haven't learned the basics of marketing (how to build a basic website, navigate the different social or ad platforms, or even what marketing channels to focus on first). It can certainly seem overwhelming.

That's OK.

You don't have to dive into everything all at once. But a good way to guide your marketing is by asking yourself the following questions:

- What are the marketing must-haves I need to promote my legal practice effectively?
- What are the marketing activities I want to learn (or that I like doing)?
- What's my overall budget for marketing?

Let's tackle each of them.

What are the marketing must-haves I need to promote my legal practice effectively?

While we don't want to bias you – every lawyer takes their own approach to this – but we'd certainly list a few must-haves here that good lawyers generally have:

- A modern visual website for the business that's SEO optimized.
- Organic social media accounts on Facebook, Instagram, TikTok (Some certainly have accounts on Twitter and LinkedIn as well.)

- Lead generation and email management through a marketing automation system (MAS). And development of a regular email or newsletter.
- Consistent content (blogs, videos, photos, testimonials etc.) to post in social and on the website.

As a lawyer, you may also want to consider the following:

- Creating events online (such as a webinar) or offline in your local neighborhood aimed at helping with legal education. (e.g., a quick introduction to compliance law, employment visa law, etc.)
- Developing downloadable content
- Purchasing advertising in Google, social media, or connected TV (programmatic)

We'll dive into each of these more detail as we get further into the Playbook. But first, list the areas that you want to focus on, in order, for your business. One idea: Label the ones at the top the "must-haves" and the lower ones "nice-to-have":

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What are the marketing activities I want to learn (or like doing)?

The reason to ask yourself this question is to really dig into what marketing activities, if any, you want to take on yourself. For example, maybe you like posting in social media, or you love writing and want to create a blog. Maybe you want to learn or know how to create your own website. Any marketing you

can do yourself will help you save money over time. So, out of the list of marketing must-haves, list the ones that you will take on here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Remember the more activities you take on yourself, the less time you're going to have for other things you need to do as a lawyer. So, make sure you know which ones are reasonably within your capabilities. The activities you don't take on (that are on your must-have list) are the ones that you probably want to hire a resource to do (either a marketing agency or an employee you hire). Which leads us to the next section.

What's my overall budget for marketing?

Do you have to spend money for marketing your law practice? No, of course not. Many lawyers are just really aggressive in doing guerilla-style digital marketing using mainly organic means. They build their own websites, develop content to post on social and on the website, design their own marketing collateral, write their own newsletters, manage all the incoming leads, and even run their own advertising. That's not to say, however, that every lawyer does this or even half those activities. That's why it's good to consider this last question: What's my overall marketing budget?

Typically, businesses can spend anywhere from 5 to 20 percent of expected revenue on their marketing. This might include the following expenses:

- Hiring staff or a marketing agency
- Paying for advertising in social, Google, a programmatic ad network or offline advertising (radio), print
- Paying for the development of marketing collateral (video, brochures, design, direct mail)

One reason many less established lawyers take on a lot of the marketing activities themselves is that they can't afford to spend money upfront on an agency or an ad buy. But that's where you want to also understand your own risk tolerance. After all, as the saying goes, you can't make money unless you spend some too. And with any law practice, much of that marketing should focus on boosting your visibility as a lawyer in the local area in particular. If you achieve that, you're basically guaranteeing a certain number of potential clients approaching you.

The question here is how much of that do you pay for? And where to invest that money? One method: Set a goal based on where you are today. For example, if you **earn \$15,000 a month today** as a lawyer on average, could you spend **\$1,500 a month on a targeted activity** and see if you could make more than \$16,500 per month on average over the course of a year. Maybe with this \$1,500 you buy a few social ads, boost some content, or invest in upgrading your website or SEO. Another way to do the same exercise is to consider your overall cost per acquisition (CPA) – figure out how much it costs you to acquire a new customer. And then calculate a good spend per month based on that and what goals you have.

One bit of advice: If you're going to hire a marketing agency for an ad spend, for example, it's worth considering a budget of at least \$2,000 per month, which can cover the agency fee and some spend on media. But much will depend on the type of agency you select.

So, here's a quick exercise for you:

Current revenue per month (or expected revenue): \$ _____

Percentage of revenue to spend on marketing: % _____

Set your budget per month here: \$ _____

Based on my budget, I'm going to allocate this much to the following activities:

\$_____. Website Design and Development

\$_____. Email

\$_____. Social media (including design, content creation)

\$_____. Content development (outside of social, but could include blogging, videos, whitepapers, case studies)

\$_____. Advertising (Google, print ads, social media ads, programmatic / connected TV, radio)

\$_____. Webinars / Zoom costs

And then stick with that plan, at least initially. You can always go back and adjust what it is you want to spend money on and increase it or decrease it in any area as you go.

Getting Started: What Marketing Channels Do You Need?

We've already touched on the main marketing channels so let's go into more detail about each and how do them yourself or with a little help.

1. A Modern-Looking Law Practice Website

To develop their own websites, lawyers have a number of options here. But let's take on the steps in order first.

Step 1: Selecting a hosting provider and a website CMS. Many lawyers can't afford to pay an agency to design and build their website. So, they have to look at options that are both affordable and can be built by a layperson. If you have money to hire an agency, then you should definitely move forward. If not, we suggest first following these steps:

- a. **Choose your domain and the right hosting provider.** There are many options available for you to build a website. Hosting providers such as GoDaddy, Bluehost, or HostGator offer various options to easily find an available domain and begin hosting services for a relatively small amount of money. Even if you use GoDaddy to select your domain, you can always transfer that domain to another hosting provider as well. The ones we like are Amazon Web Services (AWS) or Cloudways.
 - *Tip No. 1 (Dedicated Hosting):* If you aim to build a greater volume of traffic to your website, you'll want to think about dedicated hosting services. Shared hosting can mean slower page loads, leading to customers not being able to open your website pages in an efficient manner. It can also hurt your SEO rankings. You'll pay a little bit more, but it will be worth it.
 - *Tip No. 2 (Domain Names):* In choosing a domain name, there are no hard and fast rules. You certainly want it to be memorable and creative. If your business already has a name but the first choice you want isn't available because it's already being used, think about shortening or abbreviating it to get closer to what you want. It also never hurts to have the domain reflect what people are looking for. So, as a lawyer, having lawyer in the domain name helps because you'll be likely be repeating it often in the copy.
 - *Tip No. 3 (SSL Certificate):* Before you take any site live, make sure to get a secure socket layer certificate for your website! It's the 's' in the http(s), which indicates a

secure website. The reason you need this is many browsers will now flash warnings – some won't even let customers navigate to sites that aren't secure due to information that they submit can be stolen. Most hosting providers offer SSL certificates for free too. So, it's just a matter of turning on the setting.

- b. Selecting a content management system (CMS).** Most hosting providers allow for an easy connection to a content management system. Wordpress, a free, open-source CMS is the most popular for businesses and the one we'd recommend. Wordpress allows for a layperson to be able to develop great-looking website pages without knowing coding or other more technical development. There are a number of other content management systems options out there for smaller businesses – Wix, Squarespace, etc. – and it doesn't really matter which one you use. You can also find lawyer-specific platforms that allow you to get your website up and running and also bundle other services too. One thing we would avoid: Having a single developer build your site and being the only individual who can update it. We've seen too many small businesses make that mistake, where the business owners can't update the site themselves.

That's why we recommend a content management system such as Wordpress, where most of the on-page updates can be made by business owners. Given it's the most widely used platform, we have a few tips for using Wordpress specifically¹:

- *Tip No. 1 (Themes):* The out-of-the-box Wordpress templates might be a bit limiting for your business. We do recommend choosing a paid "theme" – really just shorthand for a set of templates / look-and-feel that use consistent styling and fonts. Paid themes are inexpensive – usually less than \$100 per year – but offer more advanced templates. And they do have pre-existing law practice themes as well!
- *Tip No. 2 (Plugins):* One of the great aspects of Wordpress is that it has third-party plugins that help with everything from SEO and analytics to chat and community functions. Downloading new plugins (some are free, some are paid) is pretty easy and you shouldn't be afraid to use them. But one thing to note: There are some plugins that can cause issues with elements of your theme and/or pages. So, only use the ones that you absolutely need and deactivate the rest.
- *Tip No. 3 (Logos and Favicon):* If you have access to some basic design resources, it's helpful to get a couple things: various sizes for your logos, and a favicon. The logo sizes are generally determined by the theme you pick and most Wordpress themes now set the various logo sizes for mobile and other areas where you'll show on bookmarks etc. The favicon is the small 32x32 icon that appears in the browser tab. Make sure to cut one for that size too as it general distinguishes a professional vs. non-professional website. One other tip with logos is to create versions that are also "transparent" – they can be used on a dark background or a light background and

¹ If you have questions about other platforms feel free to email us at contact@marketingniceguys.com and we'll be happy to provide our opinion based on what your business circumstances are.

don't have an existing white or black background built in. One more thing: It's good to set these up first so you can see pages that come in with your logo already in place.

Step 2: Set up the site with marketing in mind. One of the big mistakes we see lawyers and other small companies make is that they don't realize the importance of systems integration and data sharing when they set up a website. In the ideal world, your website will be able to track user behavior and translate that into more personalized messaging based on that behavior. The key word here is: data! Because the website is typically the centerpiece for activity, monitoring user behavior and sharing that with other systems is critical. And thinking about your marketing holistically is also important. Obviously, there are lots of website integrations you'll want to develop but here are a few core ones for you as a lawyer:

- a. **Connecting your website to your marketing automation / email / CRM platform.** For your lawyer site, you'll most certainly want to set it up so that the data from your lead generation forms gets pushed into your email / marketing automation platform. (For lawyers, you'll likely won't need a separate CRM and many marketing automation platforms have CRM-like capabilities these days so we'll just consider this one integration for now.) In some cases, the marketing automation platform itself will have a form you can embed on a page of your website or the platform will allow you to develop great looking landing pages with forms on them so you can track traffic and leads to that page in one place.
- b. **Connect your website to Google Analytics.** Not only is Google Analytics free and easy to connect to your website, but it also comes with a number of benefits. First and foremost, it's a great tool for you to be able to analyze your website traffic, including popular pages, total unique visitors, and even the devices and geographic areas your audience comes from. If set up correctly with goal and conversion tracking, it can also tell you information about where people coming from (organic search, paid search, email etc.), and what pages are driving your leads. Lastly, it's a critical component of data if you're going to do any paid search or paid display campaigns in the Google Ads network. Connecting your paid ads to analytics helps you understand which ads are most effective and producing the best ROI.
- c. **Consider the Website User Experience.** As you start working on your website, we also recommend integrating the [seven UX \(user experience\) rules](#) that can help guide your design and development. If you can't do this yourself, don't worry. There are agencies out there like ours that can help. The seven to pay attention to are the following:
 - Website speed / page load
 - Skinny navigation and client-focused labels
 - A great mobile experience
 - Personalization
 - A good internal search
 - An airy visual design
 - Limited colors and fonts

Marketing Nice Guys Website Design & Development Services

Doing a website alone can seem daunting and can take time. If you would rather have someone else put it together for you, we at Marketing Nice Guys offer our website design and development service. It costs \$7,200 total or \$625 per month for the first 12 months if you'd rather pay in installments. We will build you a templated, mobile-responsive website that includes up to 10 landing pages. We'll set up everything including:

- SEO optimized local copy, images & headlines
- Lead generation set up / connection to the Sharpspring marketing automation / email / CRM for up to 10,000 contacts. We will also set up email marketing automation for up to two segments (newsletter welcome emails) and automated contact replies.
- Set up of Google analytics / goal conversion tracking.
- Set up of automated monthly analytics report

We also provide website and advertising packages as well. If you're interested, contact us to learn more:

<https://marketingniceguys.com/marketing-lead-generation-for-lawyers/>



2. Choosing and Setting Up an Email Platform

Email is a great way to engage prospects and keep your brand in front of them. Plus, the more potential clients you can get on your list, the more likely you'll be able to have one call you based on reading an email (especially when they need your particular legal services) With most lawyers, the basic strategy is two-fold: 1. Engaging those on the prospect list (often with content that clients might be interested in); 2. Being more direct in terms of what they might offer potential clients especially when it comes to those who are ready to engage right now.

If you're setting up an email platform on your own, many lawyers might choose a provider such as Mailchimp or Constant Contact when they start out because: a) They're inexpensive and; b) The goal isn't to do much beyond sending a newsletter or an occasional prospect email to potential clients. And they're great platforms. You can also automate some email processes if you take full advantage of the functionality. But if you want to do more than that – for example, allocate sales leads to those in your law practice etc. – you might need a different system. Here are a couple levels of email platforms we see that can help you.

In this section, we'll provide a look at a basic email platform (Mailchimp) versus a mid-tier/hybrid email/CRM (ActiveCampaign). With either, most of the systems will walk you step-by-step through the setup process including connecting your email to your website domain and other areas.

Basic. (e.g. Mailchimp)

Many choose an email platform such as Mailchimp when they're just starting out as a small practice. Again, consider your strategy above as you walk through the pros and cons that we list below.

Pros

- **Inexpensive.** Starting at \$51 per month for 2,500 subscribers, it's pretty inexpensive and stays comparatively that way the more subscribers you have.
- **Easy to design and use.** Not a complicated interface and design and most lawyers can do this on their own.
- **Landing page builder.** You can design landing pages with forms relatively easily in Mailchimp or use a tool such as Zapier to connect website forms in, say, Wordpress to Mailchimp.
- **Basic automation.** You can automate some processes in Mailchimp such as an email journey to someone who downloads a whitepaper etc.

Cons

- **Lack of a CRM.** While Mailchimp does say it has "CRM" capabilities (it can store user data and provides access to certain user data and reports), it doesn't have full capabilities for linking other marketing activities to manage sales pipelines or doing anything more complex. It [can connect to Salesforce](#) if need be.
- **List management.** In Mailchimp, [lists are mutually exclusive](#). – In other words, you can't include contacts on different lists in the same campaign. That's fine if all your lists are individual, distinct business opportunities but it gets unnecessarily complicated if that's not the case.

Mid-Tier/Hybrid. (e.g., ActiveCampaign)

Systems such as ActiveCampaign, for example, double as a quasi-CRM, which means they can collect site visitor data or other activity (say in social) for better targeting of emails. (Note: Both can connect to larger CRMs such as a Salesforce if need be, too.), let's look at ActiveCampaign here.

Pros

- **More advanced automation.** Compared to a Mailchimp, ActiveCampaign can do much more sophisticated email workflows that you can automate. For example, you can create triggers based on lead scoring functionality or website activity. You can also do more with segmentation, tagging and storing data.
- **More advanced list management.** Unlike Mailchimp, the same campaigns can be sent to users on multiple lists. You can segment subscribers via tags or custom lists – processes you can also automate. Furthermore, ActiveCampaign offers lead scoring, which can be a powerful tool for helping lawyers decide to send the right email to the best prospects.

Cons

- **More expensive.** At \$129 / mo. for the professional package with 2,500 subscribers, it's a higher monthly charge than a Mailchimp. And this is usually where it becomes a barrier for some practices to migrate to.
- **If you don't need all the advanced automation, it may not be as cost-effective.** While we'd always recommend lawyers take advantage of as much data as possible and automate as much as they can, the truth is, some law practices may not need a fancier setup. And they may just need basic email capabilities, which Mailchimp can certainly do and more.

Figure Out Your Approach to Email

After you've settled on the right email system and established a basic email strategy (what you want your emails to do), you should think about your approach – kind of the “how you do it” aspect of any email operation. Here are a few areas to consider:

Make Sure to Automate Some of Your Emails, Such as These

Emails sent in response to subscriber actions (downloading content, subscribing to a newsletter, downloading a guide or even filing in a contact form) are great candidates to automate an email response. Triggered or automated messages (based on some sort of event) tend to have the greatest open rates and engagement. Here are some stats on automated emails:

- Opened at a 25% rate versus 14% for non-triggered
- Have a CTR of 13.5% versus 1.2% for non-triggered
- Have a conversion rate of 4.2% versus 3.9 percent for non-triggered²

Here are a few areas where you as a lawyer should consider setting up automated or triggered emails and texts within your marketing automation system:

- **Contact form submission kickback.** (“Thank you for contacting us.”) Many forms – even those not connected to a dedicated marketing automation platform – can send an automated email to a particular user. In general, we do recommend automating this with a triggered email from your marketing automation platform when possible. Also, especially with a contact form, we would make sure of a few things:
 - Making sure the contact information is stored and segmented properly in our marketing automation platform. And you get an alert (an email or a text message back to you that says a lead has been submitted).

² eMarketer, 2018

- Sending at least one automated email that has some version of: “Thanks for contacting us. We’ll reach out shortly to schedule a consultation.” Or you can send them an automated email with, say, a Calendly scheduling link that will allow them to book at time.
 - Figure out the process of whether you want to follow up personally with a manual email, use a triggered email journey series, or do both at some point. Many lawyers will take a lead that contacts them by email and follow up personally.
- **Newsletter welcome email.** (“Thank you for subscribing to our newsletter.”). After people sign up for your newsletter on the website, the goal of this particular triggered email is to: a.) Thank them for subscribing and; b.) Let them know what to expect from the newsletter in terms of frequency and content.

Make Sure to Segment Your Lists

It’s a good idea to segment any of your email lists. After all, the more you can personalize your emails to your audience, the more engagement you’ll get. One way to do this is to look at the various relationships you’ve had with various individuals.

- Past clients
- Current clients
- Prospects you didn’t win but keep in touch with
- New prospects

For everyone but the current clients, who you’d probably interact with regularly, you could send out new emails specific to that relationship. For example, you could send past clients emails about referring you to others, emails asking them to rate you on Google My Business or Yelp, or emails asking if they’re ready to be in the market again. You could set up the same process with other audiences too.

What Types of Emails Should I Send Otherwise & What Frequency Should I Use?

If you’re going to manage your email yourself (and we’re assuming you answered ‘yes’ to the earlier question about whether email was an activity you wanted to take on), the question then becomes what emails you should send, and how often. The real answer to this will depend on your own priorities and bandwidth. But we’d recommend a couple of basic emails if you’re just starting out.

Email Type No. 1: Start with a Newsletter. Many lawyers have a newsletter that goes out to previous clients, current clients, and those prospects they’ve acquired but not yet converted. They put all kinds of content in their newsletters – it might be interesting examples of cases (names withheld) they’ve worked on, content from a blog they produced, a round-up of general changes in their particular practice area, or just their own commentary on the state of the legal field. The newsletter’s exact focus isn’t as important as making sure you’re continuously putting your law practice in front of all those

different audiences with relevant information. For example, past and current clients can refer you to new business (or maybe they're need help on another issue.) And with new prospects, you might have the opportunity to convert anytime they're ready. As to frequency, you can start out once per month, but if you have more to say you can certainly make it biweekly or even weekly.

Email Type No. 2: Direct Sales Pitches. Another common email tactic that successful lawyers use is a direct sales pitch. Maybe this email focuses more on why someone would select them, what makes them unique as a lawyer, asks if the recipient needs legal services right now. The sales pitch ends with a call to action to contact the lawyer and provides the best way to do that. As to frequency, this email can also be done once per month or occasionally, depending on the other outreach that you do, or emails you might automate to different audience segments. As mentioned above, this is a great opportunity to also personalize that message to your different audiences too.

General Email Tips

With any email you send out, here are a few tips:

- Make sure your all emails prominently display your contact information, including phone, email address, as well as location
- Have one section that reinforces your personal narrative (from above) – it could be a single sentence or something that encapsulates what we referenced in the section above.
- Make sure to add social media links to your existing social accounts

Marketing Nice Guys Email Services

If you don't have an existing setup for email, contact us. Whether it's setting up a website and connecting your email / marketing automation system to it, configuring your email platform, or managing your entire email program, our experts can help you do that and more. Our email services include:

- Website lead generation form set up / connection to your email platform of choice, including segmentation, automated contact replies and email journeys.
- Installation of your email platform and general setup (standalone, if you already have a website)
- Email strategy, management, and copywriting
- Set up of automated monthly performance reports

If you're interested, contact us to learn more:
<https://marketingniceguys.com/marketing-lead-generation-for-lawyers/>

3. Creating and Maintaining Social Media Accounts

We certainly recommend lawyers take advantage of social media – as it's essentially a free way to distribute your content and enhance the visibility of your business. The three channels we'd start with are Facebook, Instagram, and TikTok as they each lend themselves well to the lawyers in particular, but certainly industry professionals also use Twitter, LinkedIn, Pinterest and other platforms as well. For the purposes of this playbook, we're going to focus on the former. Each one of those has its own nuances so we'll get into the strategy and approach here for each.

Facebook

Despite some recent struggles and controversy, Facebook remains the 800-lb. gorilla in the space. With more than 2.9 billion active users, it's highly likely that you as a lawyer and your potential client base are already on the platform. The hard part for most lawyers, though, is that Facebook throttles down the organic reach of most posts, so they aren't seen by the majority of followers. As of this writing many believe the organic reach is roughly 2 to 3 percent on average. Yes, so, 97 percent of what you post may not appear in the feed of people who follow your law practice! This inevitably means looking at the platform as a pay-to-play space, where you can organically post to reach some people, but you might boost your posts (or buy an ad) to put content in front of your own followers and beyond. On the positive, Facebook is still inexpensive for small businesses in that spending a few hundred dollars a month can get your brand in front of thousands of potential local customers, depending on your target demographics.

Tips for Approaching Facebook

If you commit to doing Facebook, it's important to establish a strategy of pushing out regular content. We would recommend at least 2-to-3 times per week at minimum. Some lawyers post every day. With all social platforms, the more you post engaging content, the more you'll be rewarded by the platform, as it will get shown to more individuals who follow you and follow your friends. Some additional tips:

- **Use high quality images/video and make sure to reflect your legal practice authentically in terms of your tone of voice and humor.** The more engagement a post receives (especially comments), the more likely Facebook's algorithm will share it with others. So, creating unique content posts that have value is the primary goal. One tip: It never hurts to put a high-quality image of yourself in the picture as your followers will likely respond to that.
- **Create a designed look and feel for your posts.** We love tools such as Canva that can help you create a unique look for your posts, especially if you have an existing brand (defined colors and fonts) on your website. [Canva](#) is only \$12 / mo. and it's worth the investment for

any lawyer, as you can not only design posts and a set look and feel, you have access to customizable checklists, graphics, and a large stock photo/video library.

- **What to put in your posts.** First, we'd recommend keeping it mostly visual as law practices are driven by personality and people respond to seeing others. That doesn't mean you can't mix it up with posts that provide text and links to your website (especially the different guides or content we spoke briefly about earlier). However, lawyers that get the most engagement in Facebook tend to use both images and video.
- **Know the goal of your posts and keep that in mind.** With most lawyers, the goals of a general Facebook organic post should probably focus on engagement within the platform. Because the goal for you should be to just keep your law practice top of mind among your network. You can certainly employ Facebook to drive your website traffic as well, depending on the type of content. Either way, we see some lawyers that make a post and then have big expectations for leads that come rolling in. That generally doesn't happen. But what does occur is that your network sees the posts and you stay top of mind for them (or they refer you because you are top of mind) to their friends.
- **Boost content with paid promotion.** Because Facebook throttles down the organic reach of most business posts, boosting a post on Facebook (which is pretty easy to do), can be an effective way to spread your legal practice beyond your followers. In Facebook, click on the Boost Post link. (You'll want to make sure you have a credit card attached to your account.)
 - Choose the call-to-action you want (link click to your website, FB Messenger message, etc.)
 - Select your location (be as narrow as you can be)
 - Define your target audience (adding those characteristics you want, age range, occupations etc.)
 - Select an amount to spend.
 - Where you want the ad to run (Facebook, IG, Messenger etc.)

For a hundred dollars, you can probably reach thousands of people in your local area. And get a number of people to either click through to your website or perhaps some may even contact you.

Instagram

If Facebook is the 800-lb. gorilla in the space, its brother Instagram must be at least 600 lbs. In recent years, Instagram has become the favored platform for a lot of lawyers. That's because it's primarily a visual medium. On the average post, there aren't a ton of opportunities to click through because outside links generally aren't made click-able, outside of a link on your company home page or some exceptions here and there for a page you might create. As a result, it's almost its own self-contained world, where companies use those opportunities to brand themselves in front of the 1 billion or so users as of 2022.

The audience demographic is particularly skewed toward a younger demographic so it's key for those millennials (and perhaps older Gen Z professionals) who are have been working for a particular period of time or who are starting to think about legal needs.

Instagram Strategy and Approach

Similar to Facebook, figure out where Instagram fits in your overall strategy. For marketers, Instagram tends to be very awareness/top-of-the-funnel in terms of focus. That's because, outside of paid ads, (which allow website click-throughs), organic posts are meant to be engaged within Instagram itself. So, one goal is typically putting your law practice in front of your followers and extending the reach through various tactics. Here are a few considerations to keep in mind as you develop your Instagram strategy and approach:

- **Think about how will Instagram help you visually brand your legal practice.**

The emphasis here is on visual. All of the image and video options we mentioned in Facebook generally work here, but in addition, we'd add a few different types specifically for IG as well.

- Funny legal memes. We like Mematic, which has built in meme templates (Only \$29 per year in the App Store).
- Videos filmed specifically for Instagram (portrait mode on your phone), especially Reels, Stories, Live, or IGTV
- Videos created in TikTok with the TikTok functions that you also share here and fit the IG format.

- **Similar to Facebook, try create a branded look and feel.** (See how Michelle Pitts does it here at right with her brand logo on the wall and text over the image – something that is easily done in a tool such as Canva.)

- **Post often to get the most benefit from Instagram,** which will reward companies that engage and create interesting posts. Again, we would recommend at least 2 to 3 times per week if not more.

- **Time to post and post frequency.** According to a recent study by Hootsuite / We Are Social, the best times to generally post on Instagram are generally 8 a.m. to 9 a.m. on Mondays and Thurs. Posting more content on off-work hours is great too. For lawyers, we would recommend posting at least 3 times per week or more.

- **Use hashtags (#___).** One of the advantages of Instagram is that a user can follow hashtags in his or her feed. So, for lawyers who don't have a built-in audience aware of their brand, one way to get them to discover your content is through adding popular or specific-focused



26 likes

lawyerforcreatives A [#trademark](#) can be any word, phrase, symbol, design, or a combination of these things that identify your goods or services. It's how... more

October 2, 2021

hashtags in a deliberate manner. The hashtags can help people discover your account and the great content you feature on your pages.

- **Tagging other users:** In addition to using hashtags regularly, one way for lawyers to get posts out in front of more people is to tag them in a photo (using the @____) and also in the text description. This will allow them to be alerted to see it and comment or share it with people too.
- **Purchasing ads to acquire new prospects or retarget individuals on your marketing lists.** Like Facebook, Instagram can be used to retarget individuals that have visited your website or who you have acquired already and have their email. Again, the best part about Facebook and Instagram, is that showing ads to prospective clients is relatively cheap and the targeting is quite specific. One technique that lawyers use here is to create a piece of content (say a downloadable guide), target local potentials in their area and build what's known as a "lead ad" which has a form embedded into it. Instagram users can then fill in the form right in the platform and then get sent the content to their email. As a lawyer, you get the lead and contact information, which you can then use to market to them in email.

TikTok

We would be remiss for not mentioning the rise of TikTok, as it can fit as a content distribution vehicle for many lawyers. In 2019-22, TikTok came out of nowhere to become a big force in social media, upending the industry. (Its rise caused Instagram to add a new video type called Reels to its existing service.) Originally focused on super-short videos, TikTok in essence overtook a big portion of the 25 and under age group. Now for many lawyers, you might say this is on the younger side of the demographic – especially those looking for legal services. However, by all indications, TikTok is likely the future of social media, especially as Generation Z grows up. Plus, there are numerous millennials and Gen X individuals now on it as well. As of this writing, TikTok now has 131 million users in the U.S. alone.

If you have the ability to produce interesting short videos from your phone, we would certainly encourage you to dive in. There are lots of ways you can develop creative lawyer videos for potential audiences here. But one note: Outside of also posting the same video on Instagram, what you create here will likely be used only for TikTok so make sure it's worth your investment and time, even if it's just you or an employee producing it with his or her phone.

Strategy and Approach for TikTok

The great thing about TikTok is that videos posted here can generally be done without a film crew. Most indeed are simply candid ones uploaded by individuals who do everything from their phone. But lawyers who want to take advantage of the platform and haven't had much experience on it should certainly watch other TikTok videos to get a sense of the video types and particularly tone of what others do. A few different ways to think about strategy:

- **Doing it yourself.** Posting your own video content is great. Keep it aligned to your brand and message but make sure it's right for TikTok and not simply a video you'd post on LinkedIn. Generally, the two don't cross much. There are some exceptions.
- **Using influencers / past clients.** Did you help an individual recently? Maybe they want to talk about it. Have them post about a successful outcome and make sure to tag you. This is one way to strategically think about TikTok is to let others speak for you and your law practice.
- **Keep content light but informative.** If we had to generalize, most lawyers keep the content on the light side – fun, engaging, but also informative. That doesn't mean you have to do a dance video, but heavier or serious topics probably should be avoided, unless there's an emotional storytelling component and it fits your brand. See how one lawyer (LawbyMike) does it (right) with answering fun questions such as questions everyday people Google or ask him.

A few other suggestions:

- **Follow TikTok trends.** TikTok has started a number of new trends in social media and if you can find a way to jump one of them (and it fits your legal practice brand), that's great. Watch for trending hashtags too.
- **Blend in "salesy" content sparingly.** On the platform, there is a general disdain for advertisements so make sure to establish your credibility as a content source first before going straight to promoting your legal services. You can do it here and there but keep the focus on the audience and creating engaging content.
- **Frequency.** Like other platforms, the more you post, the more the platform will reward you. But that means creating a lot of regular content (and usually just for TikTok), as it's not typical to use the content outside the platform, except, say, Instagram.
- **Use hashtags.** Like other social media platforms, TikTok organizes topic discovery around hashtags. If you click on the Discover search icon at the bottom of TikTok, you'll see a list of trending hashtags with examples.
- **Use TikTok effects.** TikTok gives you additional options for a post that includes its own "effects" – on-screen stickers, icons or other additions under various categories. One cool feature includes a green screen effect, which allows you to select an image of your choice to replace the video background.



4. Developing Content for Your Different Audiences

Content is a lawyer's version of [guerilla marketing](#). That's because producing it is just up to the individual and, as stated above, what they like to produce or can produce. Putting out consistent content that engages audiences in social media, YouTube, email and on your website is critical to your success for a number of reasons, among them:

- **It keeps you top of mind among your network.** Certainly, one goal here is to consistently remind those who know you that you are a good option when individuals need legal services.
- **It helps you establish authority.** The great part about content (whether you do it in a blog format, a standalone video, a social media post, or through email) is that you can establish your expertise, especially when it comes to areas that your audiences may not know a ton about – the intricacies of the law, legal considerations to keep in mind, etc.
- **It allows you to cross-link to your website pages.** One thing many lawyers don't realize about content is that it's the perfect vehicle to allow more cross-linking to your website pages, which should have 5 internal links pointing to it for SEO purposes, as well as externally from social and other sites.
- **It can help you acquire new lead prospects to your list.** Some content such as guides, downloads, and webinars are great ways to acquire new potential clients where you can understand customer interest and tailor follow-up messages to them.
- **It can help convince potential prospects that you're the one.** Lots of lawyers create content in a few different areas that can help spur a decision a decision among prospects. This type of content includes testimonials, case studies, or even reviews that you encourage your previous customers to submit in Google Reviews or Yelp.

Let's discuss the following content types that are the most common for lawyers to produce. Since we've already covered social content to a great extent, we'll look at those other pieces of content that are often critical to law practice marketing success:

Blogs

When you add a blog to a website, generally your company’s page views will increase – on average by 55 percent. Why is that? Your top prospects will often want to consume content on your particular field ahead of selecting a lawyer – practical tips, advice and other areas they need to know about before diving in. Often, they discover your lawyer business through content you’ve produced. Here’s an example (above) of Davis and Associates, an immigration law practice. They have a regular blog it supports on a number of different immigration law topics.



7 Key Considerations When Choosing Your Immigration Attorney
By Garry Davis | December 17, 2020

What To Look For When Choosing Your Immigration Attorney

For those already in the United States or hoping to come, a relationship with an experienced and trustworthy immigration attorney is an important step. When your right to live and thrive on American soil is challenged, your best defender is an immigration attorney. Expert attorneys have trained for years, perfecting their craft to ensure they can protect your rights and fight for justice. Further, lawyers can monitor court and application proceedings, guiding you through every step of the process. Without a doubt, this avoids unnecessary delays or errors which may lead to denial and heartbreak.

There are numerous factors that individuals connect to immigration legal representatives for guidance. Immigration lawyers can help with a range of immigration concerns such as a green card applications, deportation defense, naturalization, business

d design (72).png

Why strategically do a blog?

- ✓ Keeps you top of mind.
- ✓ Helps you establish authority as an expert in your practice area
- ✓ Allows you to cross-link to other pages of your website
- ✓ Helps you show up high in search

Videos

Many lawyers use video to sell themselves. As discussed, many social platforms make it easy to create video right from your phone. Or, you can do a more fully produced video, such as the one that appears that Jim Hacking did here (right) that brands his services.

Though similar to the rationale for a blog, a video can also convey your



personality, sense of humor and values more readily than written text. Distribution can be across your website, social platforms, and YouTube. **One tip:** Definitely post videos in YouTube with rich headlines and descriptions, then embed that video onto your site pages on that topic. You'll get a SEO boost from having the meta data from the video and your website page at the same URL.

Why strategically do video?

- √ Keeps you top of mind.
- √ Helps you establish authority
- √ Allows you to link to other pages of your website from outside (say social media or YouTube, where people can discover you and learn more.)

Photos

As a lawyer, photos help sell your services. Period. Especially images of you or other members of your law practice if you aren't already super-established. Indeed, it pays to invest in great photos / professional shots of both you and your office. Note Duane King does a nice job here on his website of including a large smiling photo of himself, reinforcing that message that he is accessible.

Hesitant to include your picture? We would recommend, if you can, trying to get over that. People are curious about what others look like, especially those who they trust to help them with any legal matters. And anytime you do post a photo of yourself in social, it will also tend to perform much better than other content in social media.

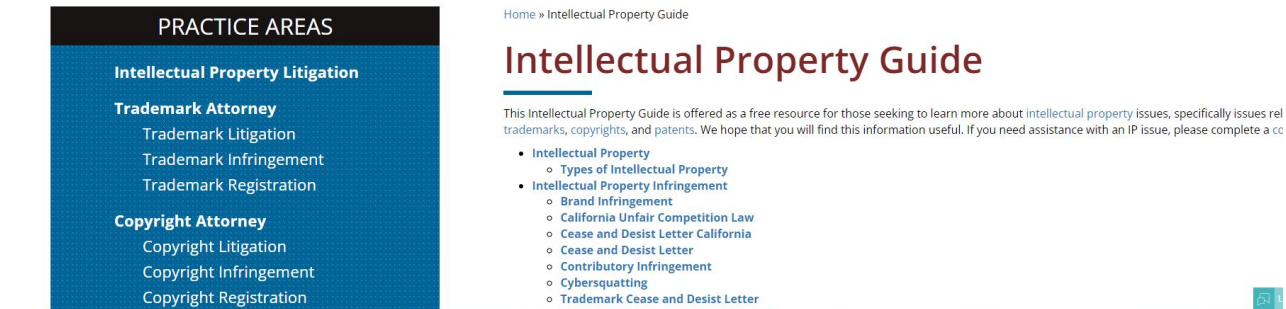
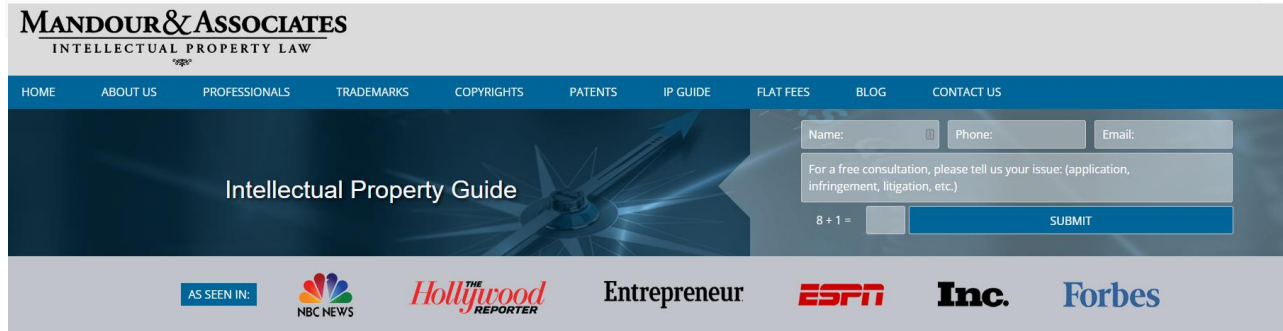
 The Law Offices of
DUANE O. KING, PC



Downloadables / Guides

A downloadable piece of content can come in different formats – such as a whitepaper or e-book, a guide, or even an infographic. Typically, it is a long-form piece of written content that you can provide to those who enter their information into a form – either on your website or as part of a lead generation ad that you can run on multiple advertising platforms such as Facebook, LinkedIn, Instagram, or Google Ads. As they are generally more in-depth than a blog, these kinds of pieces establish your authority and help you acquire new potential clients who are interested in a particular

legal topic. Though you can also just put them out on your website for free. Some examples here might include the intellectual property guide produced by Mandour & Associates or the H-1B Guide for Employers done by Ford & Murray:



Why strategically do downloadables or guides?

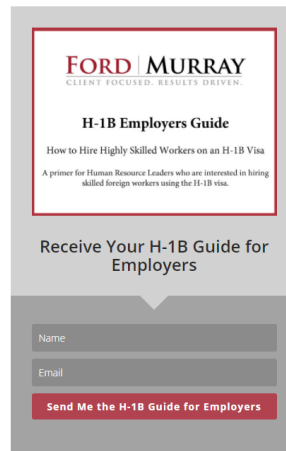
- ✓ Keeps you top of mind.
- ✓ Helps you establish authority
- ✓ Allows you to acquire new prospects

Offline or Online Events (Webinars or Workshops)

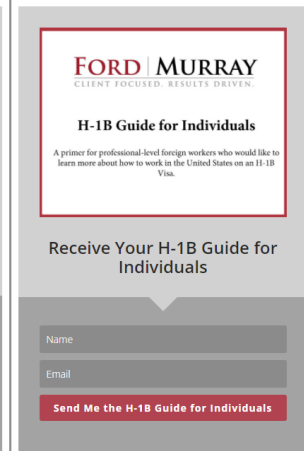
We're big fans of lawyers doing regular prospecting events – basically information sessions that you can do online (webinars) or offline (community events). For example,

after you've done your basic research and understand what your prospective audiences' challenges are, maybe do a webinar on that topic. Using Zoom, Google Meet, Go-to-Webinar, Microsoft Teams, you can easily hold an online event on a topic for that particular group. Because they register for the webinar, you now have acquired them to your marketing list and also understand their topical interest. One thought is that you can potentially partner with companies in a related field. Here's an example below of Miller Canfield doing a virtual event on compliance law.

H-1B Guide for Employers



H-1B Guide for Individuals



News & Events

Please Join Us Virtually! Creating and Maintaining a Corporate Culture of Compliance During a Pandemic

November 17, 2021
12:00 - 1:30 PM (EST)
Virtual Luncheon

Please Join Miller Canfield at our November
Virtual Aerospace and Defense Luncheon

Creating and Maintaining a Corporate Culture of Compliance
During a Pandemic

Wednesday, November 17, 2021
12:00 - 1:30 PM (EST)

Creating a culture of compliance, in which employees understand and comply with legal requirements like the FCPA and act with honesty and integrity as required by the company's code of ethics, is critically important. Creating such a culture of compliance

Why strategically do webinars or offline events?

- √ Keeps you top of mind.
- √ Helps you establish authority
- √ Allows you to acquire new prospects

Testimonials, Ratings, & Reviews and Case Studies

Lawyers also use a number of content development techniques to reinforce why they are the ones to go with at that all-important decision stage. Ratings/reviews, testimonials and cases studies provide that social proof that can be the difference between going with a lawyer and not going with one. Liles | Parker in DC does a nice job here highlighting testimonials from both Google Reviews (which are super important for SEO) and their own.

Reviews And Testimonials



Let's tackle each one.

- **Testimonials, Ratings, & Reviews.** Great for any website, these generally take the form of quotes from past clients about working with you as a lawyer – your knowledge, communication skills, demeanor, and more. One thing you can do is make sure to ask for testimonials for both your website and make sure they rate you and provide a similar review in Google Reviews, Zillow, and Yelp. The more reviews you can get locally in those places, the higher you'll rank both in local Google Search results and on those other services. So, make sure it's part of any workflow when you've concluded business with a current client.
- **Case Studies.** We've seen some lawyers produce longer-form reviews that come in the form of case studies. Case studies are especially effective to tell a story from the standpoint of a challenge your client faced and how you, as a lawyer, helped them solve that. Usually, it's told in the format with the following elements:
 - The challenge
 - The solution
 - The outcome
 - Additional highlighted details about the solution

Want some great case study templates that are graphically designed? You should definitely check out [Canva.com](https://www.canva.com)

Other Social Proof

One last thing – consider adding stats on your website or perhaps in your social media templates you create that continue to reinforce the social proof aspect of customer satisfaction or that you have experience having successfully helped a number of clients.

Content Tools

The ones we're recommending here are either free or really inexpensive compared to the value they can potentially bring.

Design / Photo /Video Tools

1. Unsplash.com / 2. Pexels.com (free stock photo and video). If you don't want to pay for professional stock photos (Getty or otherwise), it's good to have some other options because ripping

off other people's copyrighted images isn't cool – and can get you in legal trouble. While we generally recommend a real photographer if you can, sometimes that becomes too expensive. Two sites we love are unsplash.com and pexels.com, which provide free stock photos and video on any number of topics. We use both sites regularly for website images and social posts. All we suggest you do is to credit the photographer in the URL or the alt text/caption, whenever you're using an image he or she has produced. Also, if you're putting it on a website, make sure to compress and resize the images to exactly the dimensions you need.

3. Canva (Design templates, social templates, video, photo stock, and more). Actual designers who work in Photoshop and InDesign can create their own designs and templates. Hence, they might scoff at something like Canva. But for everyone else, it might be the most useful tool to help you create professional designs, especially for lawyers with limited resources. At \$12 a month, Canva is a single, all-in-one design solution that any small businesses could benefit from. It has a wide array of stock images and videos, designed templates for websites, social posts, video posts, marketing/direct mail collateral, presentations, flyers, posters – you name it. You can pretty much design anything you like with Canva. You can also upload your own logos, videos, photos etc. to customize your designs for your business. We think this is a great tool to use for social media posts too.

4. Boosted by Lightricks (Social and promotional video). First of all, this may be our favorite app right now. What's great about it is that you can produce professional quality video for social or YouTube without needing to know video production or editing because it provides out-of-the-box templates that you can adjust to your law practice. The app, which costs only \$59 for a year, has different suggested video templates in different industries, as well as animated graphics, where you can upload your own video/photos/logos to personalize it. **One tip:** You have to play around with the app a bit to understand how to flow between various media and add scenes. But once you get the hang of it, you'll be able to upload your own photos or video (or the photos or videos you get from Unsplash/Pexels or Canva) and use to create cool videos for your law practice.

5. Mematic (Social posts/memes). If you're like us and you want an inexpensive way to do memes or create other social templates (such as those for quotations), download Mematic. It's \$25 for the year. And it's worth the entertainment value alone. With Mematic, we always recommend lawyers upload their own photos or videos – or ones that they downloaded from Unsplash/Pexels/Canva – as technically, the images that come with the app (while funny and often recognizable) are subject to copyright. And even if you don't use it a ton for your business, it's great to have around if you want to create a quick meme to share with friends.

Other Video-Specific Tools

Some lawyers also create video from their phones or laptop via a WebEx or Zoom webinar recording. If that's the case, consider investing in the equipment you need to get the best video and audio quality. Among the pieces we would recommend:

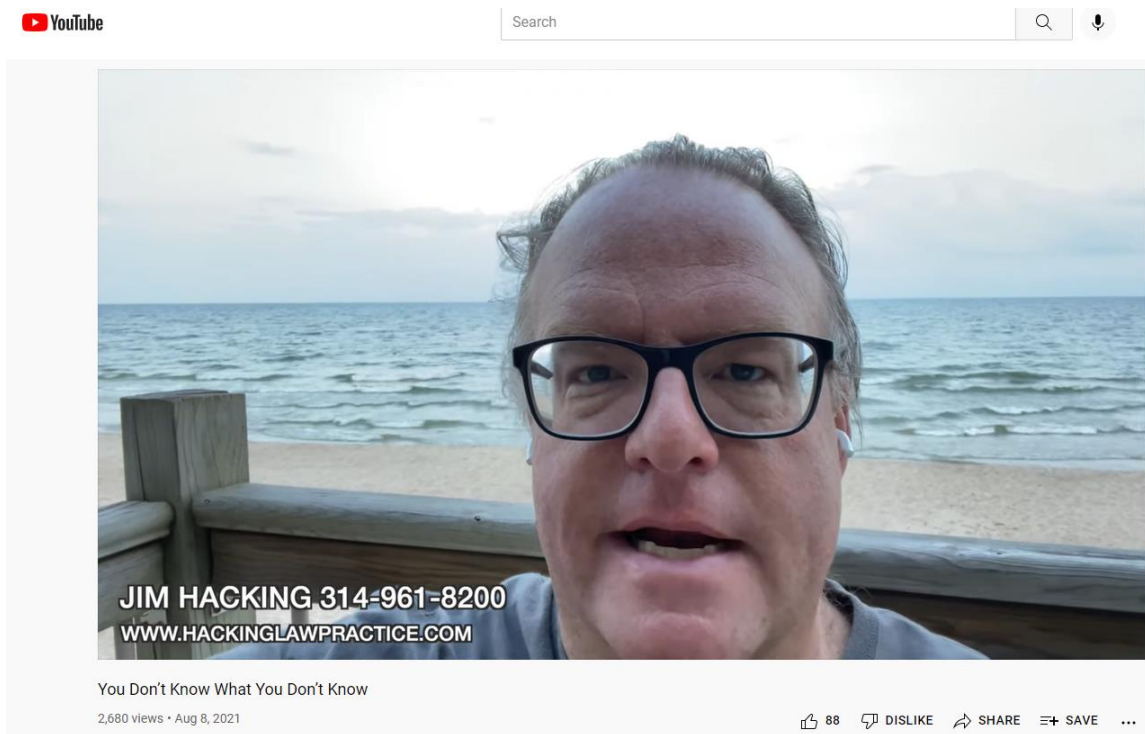
- A simple ring light with a phone holder or a Smoove stabilizer if you find yourself in motion shooting video.
- A good webcam — We favor the Logitech Brio (and use a good backdrop behind you)
- A Blue Yeti USB microphone for quality sound

- A good, high-speed internet connection, which will improve the quality of your connection and recording.

Content Approach

One of the things lawyers often ask us is how to approach their content. For us, at Marketing Nice Guys, we suggest using one of 6 approaches that come from the book, *Contagious* by Wharton professor Jonah Berger. These six areas form his now-famous STEPPS framework (originally focused on why certain marketing efforts went viral, but they also apply to the characteristics of what makes a piece of content good). The six are:

- **Social Currency:** That which makes your customers smarter, more interesting, or funnier when/if they pass it along to others. Social currency is a big aspect of legal marketing, as evidenced by the example here that we came across on YouTube --

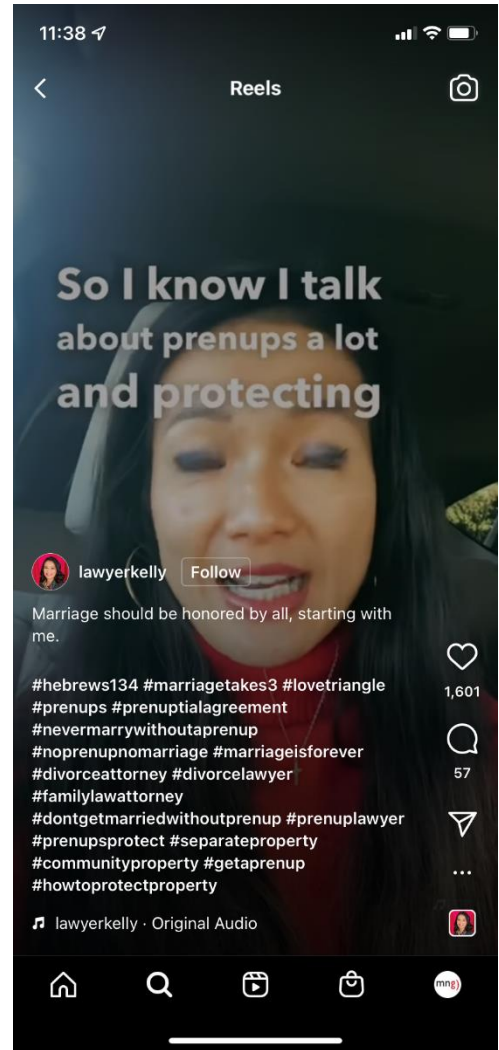


Jim Hacking discusses a case that shows how complex immigration /asylum law is and what you should focus on as a client seeking asylum, things that we didn't know.

- **Triggers:** Content that triggers a reaction because it is linked to something (If you say: “Peanut butter and...” most people will think of jelly, for example.) Triggers are super clever. Think of the famous Geico “hump day” camel commercial. Even though Geico doesn't have

the original still running on YouTube, people still share that ad on... you guessed it, Wednesday. In the case of law practices, it can be the use of a consistent hashtag in social that reminds people of that particular lawyer, or it can be a particular brand presentation that has a defined look and feel. See Kelly Chang (right), a.k.a LawyerKelly on Instagram. She successfully equates her practice with prenups.

- **Emotion:** Content that elicits an emotion reaction is powerful and can help create a customer's positive association with a particular brand. The emotion can come in form of humor, happiness, even fear and sadness in the right moments. How you create emotion goes back to the original point about doing your audience research, and understanding your audience. For example, maybe it's a simple case study of how you made someone happy with a successful outcome, or how that particular case changed someone's life for the better.
- **Public:** Customers want social proof that others use your lawyer services. So, getting your past clients to talk about your services in reviews (a form of lower-funnel content), showing them in pictures with you at successful case outcome, all provides that proof for others to see. This is where you as a lawyer can ask your clients if they do their own user-generated content and can tag you.
- **Practical:** Perhaps the most common form of content, practical content helps people figure out how to do something. It's the reason Home Depot shows customers how to tile a bathroom floor, or why Whole Foods provides recipe suggestions. When you provide practical help to someone you automatically become a source of authority. This is certainly true for law practices. Remember the video earlier with Jim Hacking advising individuals not to talk so much during an immigration interview.
- **Storytelling:** The last aspect of STEPPS, storytelling is powerful simply because customers tend to remember stories most of all. Linked to emotional content, storytelling is one of the most popular ways to enable content for your brand. People remember stories. That's why they're so effective from a marketing standpoint. Many lawyers put their content in this format, typically a client success story.



Content Style

Once you've chosen an approach, you then have to pick a tone that fits that approach. Make sure that whatever tone you choose fits your overall brand image. Here are a few options as you think about tone.

- Comical
- Witty

- Helpful / Practical
- Thoughtful
- Playful
- Friendly
- Casual
- Cheerful
- Excited
- Corporate/Professional

If you take a look at the above list, content can definitely provide both social currency and be friendly or playful in tone but make sure your tone matches the style you've picked. After you've put out a few pieces, take a look at the analysis. Did it meet your expectations? If not, go back and make changes to find the type of content and style that resonates most with your prospective clients.

Final Note About Content

What topics do you produce content on? This goes back to the original challenges and pain points you identified that your audience has. One thing: It's worth thinking about developing this content in various forms, potentially blogs, videos, guides, or holding either online or offline events that could help you attract your ideal prospects.

Marketing Nice Guys Content Services

We know many lawyers either don't have the time (or the desire) to develop good content. That's where we can help you. We provide content development in the following areas:

- Blogging / copywriting (1,000-word articles)
- Guides / Downloadables – We provide copywriting and design on everything from flyers to full-sized 20-page guides to infographics.
- Video development (for social media, website, YouTube, and advertising).

If you're interested, contact us to learn more:

<https://marketingniceguys.com/marketing-lead-generation-for-lawyers/>

Advertising (Social, Search, Other Paid Media)

There are no hard and fast rules for where to spend your money when you purchase advertising or even which platform is best for you as a lawyer. It's a mix of many of the considerations, including where your audience is, your time horizon, your budget and more. But here are a few options.

1. Social media. Typical ad opportunities for lawyers can be found on platforms such as:

- Facebook
- Instagram
- Pinterest
- LinkedIn
- Twitter
- TikTok

Each platform has different ad types and options, depending on your goals. And it's certainly worth investigating what you can do. One thing to keep in mind about social advertising: As far as law practices go, it's generally much better for top-of-the-funnel awareness, so make sure to keep your goals realistic here – maybe you can drive content downloads or visits to your website. The goal isn't typically that someone calls you and hires you based on an ad they might see.

2. Paid search. The obvious place to start is Google. But don't forget about Bing, too. The great thing about search ads is that they can be used in all parts of the lawyer-seeking journey, though many lawyers focus, for obvious reasons, on driving acquisitions and leads. It's especially useful for those in-market for services right now. For lawyers who focus on local, don't forget about advertising in local search results as well. One caveat – we would strongly recommend small businesses hire a specialist or an agency to help them with paid search (see the “Final Consideration” below).

3. Native advertising. For whatever reason, lawyers often don't take advantage of native ads (which can come in the form of articles, videos, or other content that appear on a publisher platform like other published content) as much as bigger companies do. Perhaps that's due to the cost of placements on particular websites, and the need to create compelling content. What's great about native is that, if you are a lawyer that can produce relevant content, you will probably enjoy high rates of engagement with your ads and enjoy click-through rates that average about 1 to 5 percent, which is much better than display (which averages .08 percent).

4. Video advertising. The 800-lb gorilla of video advertising is most certainly YouTube (owned by Google), though individual publishers throughout the Google Ad network also provide video ad opportunities. Video ads are also popular on social media channels. Obviously, to take advantage of video advertising you need to produce compelling video clips and that can be a deterrent for some lawyers.

5. Paid display, programmatic, and mobile app ads. More than 85 percent of all the digital display ads you see are programmatic ads, delivered as part of an ad exchange which matches advertisers with target audiences on different sites. Google has its own programmatic network and there are other major players as well. For the reasons we've stated above, such opportunities for display and mobile tend to be taken by mid-size to larger companies with larger budgets. For law practices, one thing we might recommend is using, say, the Google display network to retarget those who already came to your website or perhaps remarketing to those who have searched for an area you provide services in. Beyond that, the upfront budgets and the branding awareness aspect might be a steeper hill than many small lawyers can afford to climb.

Don't Do It Yourself Unless You Really Know What You're Doing

We don't say this to be self-serving. And we are 100 percent in support of lawyers saving money in marketing and learning as much as they can. But for the average individual lawyer, we would recommend they hire an agency like ours (or get someone with a background in paid media advertising in particular who can help.) With digital advertising – and it doesn't matter if you're considering a display campaign, a native ad, social media, video, or search – we've seen a lot of businesses that waste money and not get results because they just dive into it, without understanding some core marketing principles, or even simply knowing more about the platforms they are spending money on.

There's a reason paid media specialists and managers develop an expertise in this area alone – it can be “complicated” to make sure you're targeting the right audiences, focusing on the right stage of the buyer journey, and getting a decent return on ROI. In an ideal world, you should create a plan and an approach for what you're trying to accomplish (it's not always about lead generation for example), have access to professional design and ad copywriters, and A/B test to make sure you're optimizing performance. That's just the beginning. Unless you know more about certain techniques – such as ad retargeting, optimizing for a particular action by the end user (clicks, landing page views, or conversions), or, tracking KPIs and goals – you'll still likely fall behind others who are better at managing ads and know exactly what they're doing.

Each of the platforms can be complex as well. Throw in other platforms – such as more sophisticated programmatic ad exchanges and there's even more to absorb to know how to do it well.

Sure, there are some things you can do on your own as a lawyer. As mentioned, Facebook and other social media services have made it relatively easy to boost a post, for example. But unless you know who your target audience is, create the right message to them at the moment they're looking for it, and have a better sense of what your goal is, you might still find your ROI to be elusive as well. The point here isn't to discourage you, it's just to be realistic about what you want to accomplish in the time you have. And if you feel like your time is better spent elsewhere, **agency consulting is the way to go.**

Doing Social Media Ads on Your Own

Most of what we've covered above is for organic social media, which you really should establish first before simply diving into ads. But, as many lawyers come to realize, there can be limits to your ability to even reach your own followers through organic posts. Hence, some turn to advertising. For many lawyers, it can be tricky running your own ads, if you're not familiar with the ins and outs of each social media platform. For example, Facebook will update its ad options continuously, so one ad type that might be available now may give way to another within a year. The same goes for other social platforms. Also, the targeting varies as each social media platform has different data on its users. That's one reason why we do we do recommend hiring an agency like ours, or finding a specialist in this space. An agency can help guide you on the best ad types and strategies whether you're thinking about:

- Photo ads
- Video ads
- Collection ads

- Slideshows
- Carousels
- Retargeted ads
- Email or messaging ads
- Account acquisition

And that's just a small sample of what's available. If you don't have the budget to spend on an agency, you can definitely try to do it yourself. We do suggest giving yourself some time to get up to speed on a few areas, and asking yourself the following questions:

- What's my overall goal for social advertising (brand awareness, website visits, conversions)?
- What are the various ad options on each platform?
- What type of audience targeting is available? (Demographic, psychographic, location, topic, profession/title etc.)
- What ad optimizations by objective (link clicks, landing page views, impressions, conversions) are commonly used?
- What are the assets required for each – photo/video requirements, text/character limits?
- Are measurement/analytics available?
- Does the platform allow for retargeting? What are the minimum traffic requirements for that?
- What metrics will I use for success?

As mentioned, each platform collects different data on its users/members. You could literally write a book – and people have – about each platform and how to best use it for advertising. For the purposes of our efforts here, we're going to provide a quick example of what's available on Facebook and its network from an ad perspective. And then we'll dive into four areas to consider upfront as a lawyer.

Facebook/Instagram/WhatsApp/Messenger

The nice part about Facebook is that it's generally inexpensive for law practices, and it owns Instagram, WhatsApp, and Messenger so you can go to a centralized place for advertising on any of those four: <https://www.facebook.com/business/>. One popular strategy for lawyers, in particular, is to cross-post the same ad on, say, Instagram and Facebook because it's more efficient (and easy). For WhatsApp and Messenger, some lawyers use these services to respond to customers. So, they will set up business accounts on one or both where prospects can contact them. For the latter, another strategy here involves running ads to those accounts, primarily to notify potential clients they have set up an account to answer queries or provide a quick consultation. Facebook does provide a lot of helpful information for small businesses here as well: <https://www.facebook.com/business/small-business/free-tools>. While we won't get into all the small details about implementation of ads on Facebook, we'll dive into a few key areas you should try to pay attention to starting out (or ones you can also discuss with the agency you hire). This should give you at least the basics about what's available to you on the platform. We'll cover:

- Ad types
- Ad targeting
- Ad optimization by objective
- Retargeting

Ad Types on Facebook

As of this writing, Facebook provides eight ad types on its platform.

- Photo Ads (which run in users' feeds)
- Video Ads (which run in users' feeds)
- Stories (which run in between Facebook user stories)
- Messenger Ads (which run on FB Messenger inbox)
- Carousel Ads (which run in users' feeds)
- Slideshow Ads (which run in users' feeds)
- Collection Ads (product showcase type ads which run in users' feeds)
- Playable Ads (particularly for game app installs. Allows people to visually see an example of the game through video. Runs in users' feeds.)

What ad types you ultimately choose are going to be based on the assets you have available, as well as your marketing funnel strategy. In our experience with lawyers, different ad types will vary based on the message they want to communicate. In many cases, we've seen video ads work really well, sometimes with better click-thru rates than photo ads. But you'll want to test to see how your performance fares.

Ad Targeting on Facebook

No advertiser blasts ads to all of the 2.6 billion users on Facebook. (That would be quite expensive.) You have to target your audiences more specifically. Here are the options available as of this writing, from Facebook itself:

- **Locations.** Target ads to people [based on locations](#). You can select country, state, province, city, congressional district, zip and post codes.
- **Age.** Target ads to people within an age range.
- **Gender.** Target ads to women, men or people of all genders.
- **Languages.** Target ads to users of certain languages.
- **Detailed Targeting.** Include or exclude people from an audience based on criteria such as demographics, interests and/or behaviors.
- **Connections.** Include or exclude people from your audience based on [connections to your Pages, apps or events](#).
- **Custom Audiences.** Custom Audiences are select audiences of people you already know that created from information you provide or from information generated on

Facebook's products. You can create Custom Audiences from [a list](#), the [Facebook pixel](#), the [Facebook SDK](#) and [engagement on Facebook](#).

Note: You can also use Custom Audiences to create [lookalike audiences](#). A lookalike audience is an audience that we create based on a Custom Audience source that finds other people on Facebook who are the most similar to the people in the source.

Detailed Targeting includes:

- Ads they click
- Pages they engage with
- Activities people engage in on Facebook related to things like their device usage, and travel preferences
- Demographics like age, gender and location
- The mobile device they use and the speed of their network connection

One thing to certainly consider above is Facebook's "lookalike audience" option, which can help you get in front of potential customers who "look like" your existing list of, say, current website visitors.

Optimizations Available by Objective on Facebook

With any ad, you also have options to use Facebook's AI engine to help you optimize performance. You can optimize by the following options per Facebook itself. (We've included the ones relevant for lawyers):

Brand Awareness

- Ad Recall Lift - Serving ads to maximize the total number of people who will remember seeing your ads.

Reach

- Reach – Serving ads to the maximum number of people.
- Impressions – Delivering ads to people as many times as possible.

Traffic

- Landing Page Views - Deliver your ads to people who are more likely to click on your ad's link and loading the website or Instant Experience. (Pixel)
- Link Clicks - Delivering your ads to the people most likely to click on them. (Note: This is different from landing page views as people who click, don't always follow through to the landing page. We do recommend landing page views as the optimization method, if you choose between the two.)
- Daily Unique Reach - Delivering your ads to people up to once a day.

Engagement

- *Engagement: Because Engagement can refer to many actions, choose the type of engagement you'd like to focus on in the Campaign level, then get more specific.*
- *Impressions: Delivering your ads to people as many times as possible.*
- *Post Engagement: Delivering your ads to the right people to help you the most likes, shares, or comments on your post at the lowest cost.*
- *Daily Unique Reach: Delivering your ads to people up to once a day.*
- *Page Likes - Delivering your ads to the right people to help you get more Page likes at the lowest cost.*
- *Event Responses - Delivering your ads to the right people to help you get the most event interest at the lowest cost.*

Video Views

- *ThruPlay - Delivering your ads to help you get the most completed video plays if the video is 15 seconds or shorter. For longer videos, this will optimize for people most likely to play at least 15 seconds.*
- *2-Second Continuous Video Views - Delivering your ads to get the most video views of 2 continuous seconds or more.*

Leads

- *Leads - Delivering your ads to the right people to help you get the most leads at the lowest cost.*

Messages

- *Replies - Delivering your ads to people most likely to have a conversation with you through messages.*
- *Leads - Delivering your ads to the right people to help you get the most leads at the lowest cost.*

Conversions

- *Conversions - Delivering your ads to the right people to help you get the most website conversions.*
- *Value - Delivering your ads to people to maximize the total purchase value generated and get the highest return on ad spend (ROAS).*
- *Landing Page Views - Delivering your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.*
- *Link Clicks - Delivering your ads to the people most likely to click on them.*
- *Impressions - Delivering your ads to people as many times as possible.*
- *Daily Unique Reach - Delivering your ads to people up to once a day.*

Similar to Google, Facebook's AI engine stores a lot of data on its user base. Depending on your goal, you'll want to optimize for those who are most likely to do the behavior you specify and it can help you better target your ad dollars.

Retargeting on Facebook

With retargeting, you can remind people about your services that they've browsed on your website. The goal would be to put relevant ads in front of people to remind them that they should come back to the website if they're looking for a lawyer to buy or sell their home or even if it's to download piece of content from you. One thing Facebook notes is that, as iOS 14 (Apple's privacy notification changes) gets adopted, retargeting audiences may decrease. Here is more from Facebook on retargeting:

Requirements for retargeting

- **Facebook pixel / app events:** *You need a [Facebook pixel](#) implemented on your website, and use standard events to report which product IDs from your catalog are being viewed, added to cart and purchased. If you want to retarget people in a mobile app, you can set up app events. If you're not sure how to set up a pixel or app events, consider reaching out to a website or app developer.*

Retargeting an Audience

To retarget an audience with dynamic ads:

1. *Go to [ad creation](#) and [start creating your dynamic ad](#). When you select your audience, choose **Retarget ads to people who interacted with your pages on and off Facebook**.*
2. *Choose a retargeting option.*
3. *Enter the number of days where the action occurred for your retargeting option.*
4. *(Optional) Select **Show Advanced Options** to add a Custom Audience or Lookalike Audience to your targeting.*

In Facebook and other social platforms, data suggests that retargeting (that ad that follows you around), works. People are more likely to click and engage with the ad because they are already familiar with the brand (typically having visited the website before). As mentioned above, you'll need to set up a Facebook pixel on your law practice website, which you should do for all the major social platforms, as well. (Of course, note that with the mobile iOS 14+ changes, the data might become more inaccurate.)

As you can see, there are a lot of options, and we haven't even gone into the details about making sure your creatives (photo, video text) fit the right Facebook specs, which you can find [here](#).³ Remember to consider your overall goals, as well as the resources it will take to produce the assets for any ad, and how you'll measure and analyze performance.

That's just an example of one platform (albeit the biggest). Each social media channel, as mentioned, has some unique differences in ad options, targeting, and ad optimization. But there are also many similarities. And if you're not sure, we're happy to help you. Just contact us about any platform at contact@marketingniceguys.com and we'll respond.

One alternative here for do-it-yourselfers is to find services (such as a [Marketing Help Desk](#) that we offer) that will simply provide guidance or help review your campaigns, but one a one-off basis. In the end, it's really about focusing on your return on investment and making sure the dollars you spend have the biggest impact on your marketing performance. At the very least, we hope this has given you some additional insight into what you need to know as a lawyer using social ads.

Google Search Ads

Search engine marketing (SEM) typically constitutes the largest share of any businesses digital ad spend. Some lawyers spend 45% to 60% of their digital ad budget on paid search. There's one primary reason – return on investment (ROI). The great part about paid search advertising is that you can target individuals in particular a particular ZIP code or location, who show an interest in finding a lawyer now. Advertisers know this by simply researching the terms individuals are searching on. By purchasing ads on those terms, law practices can vault their brand to the top of the results, making their particular offering more attractive to contact, especially if their own websites don't rank so highly.

Similar to Facebook, our recommendation is that your hire an agency or experts in the Google Ads platform. But if you do want to try it yourself, we have a few tips here:

How to Set Up an Ad

Here are the basics for how you set up an ad in Google Ads (for search):

1. **Start a campaign.** Like building a home, a good account structure, including campaign structure, lays the foundation for executing your ads well. Loose guidelines:
 - A. Start with the campaign and understand the campaign's goals
 - B. Develop ad groups by theme or service line
 - C. No more than 7 to 10 ad groups per campaign
 - D. 20 keyword max per ad group

³ <https://www.facebook.com/business/ads-guide>

Benefits of a good campaign and ad group structure, include:

- Improving your impression share
 - Not competing against yourself for terms
 - Improving your quality score with improved relevance.
2. **Set the location/targeting.** Since many law practices are locally focused, make sure to set the targeting only for that particular location or area around which you generally gain prospects from.
 3. **Set audience targeting.** You probably don't want to put your ad in front of just anyone, so it will help to narrow down your audience set by habits, titles, or other criteria you may want.
 4. **Set a bidding strategy and daily budget⁴** – How much are you willing to spend on a particular day within that campaign? What do you want to optimize for? Typical bidding strategies include maximizing for clicks, conversions, landing page views etc. In order to do any of the options but clicks, you need to turn on conversion tracking. (We recommend starting with clicks until you get some decent data in the door.
 5. **Set sitelink & callout extensions.** You can do these at the ad group level too, but if you don't, they default to the campaign level. These are the additional links and copy that fill out the ad to make it bigger and more prominent.
 6. **Set up your ad group and match type.** This includes:
 - Naming your ad group
 - Identifying the keywords that you want in that ad group.

Note: For each keyword, **make sure to set the match type** when you enter them. As of 2021, Google changed its match types, getting rid of any new broad match modifier types, and now only allows 3 types:

- **Broad Match (keywords don't need any additional punctuation, so it's the default).** Broad match allows the ad to show for searches on similar phrases and relevant variations, including synonyms, singular and plural forms, possible misspellings, “stemmings” (such as *floor* and *flooring*), related searches, and other relevant variations. (NOTE: Broad match in Google's parlance is “VERY BROAD” so it's important to watch anything you've marked as broad match because you can easily waste a lot of money on terms that don't seem so relevant.)

⁴ Note: Your bid will be based on your maximum cost-per-click (max. CPC) bid, -- the maximum amount you're willing to pay for each click on your ad (though the final amount you're charged per click -- your actual CPC -- could end up being less).

- **Exact Match** (Requires you to put [] around your keywords [online training course]). Exact match allows your ad to show only for searches that use that exact phrase, or close variations of that exact phrase, and no other words.
- **Phrase Match** (Requires you to put "" around your keywords "____lawyer near me"). Phrase match allows your ad to show only for searches that include the exact phrase, or close variations of that exact phrase, **with additional words before or after**.

Previous to 2021, Google allowed for something called Broad Match Modifier, basically a halfway ground between Broad Match, which was super broad, and phrase match, which still requires the same words to be in the query. But it will be phasing this out in favor of simply doing phrase match.

Negative Match

Occasionally, you know upfront that you don't want your ad to show for certain variations of a particular keyword. For example, you might want to show for a term such as "estate lawyer" but not for something like "real estate" so you would make "real" a negative match. You can do this anytime in Google. Negative matches are critical to use so you don't waste money on terms that are unlikely to convert.

Types of negative keywords

For search campaigns, you can use broad match, phrase match, or exact match negative keywords. However, these negative match types work differently than their positive counterparts. The main difference is that you'll need to add synonyms, singular or plural versions, misspellings, and other close variations if you want to exclude them."

From here, you can apply new keywords, a new negative keyword list, or an existing negative keyword list to your campaigns or ad groups.

How to Add Negative Keywords

1. Sign in to your Google Ads account.
2. Click Keywords from the page menu on the left.
3. Click Negative keywords.
4. Click the plus button.
5. Select Add negative keywords or create new list.
6. Choose whether to add negative keywords to a campaign or an ad group, then select the specific campaign or ad group.
7. Add your keywords, one per line. Make sure that your negative keywords don't overlap with your regular keywords, because this will cause your ad not to show.
8. Click Save.

Note: If you're adding negative keywords to a search campaign, you can choose a match type by using the appropriate symbols. If you're adding your negative keywords to a campaign, you have the option to save the keywords to a new or existing negative keyword list and apply that list to the campaign. Check Save to new or existing list, then enter a name for your new list, or select an existing list.

7. **Draft your ad.** Google began making changes in early 2021 to its standard expanded text ads – the three headlines separated by hyphens, along with body copy. Moving forward, it has restricted use of these in favor of what it calls responsive ads, in which an advertiser enters generally 8 or more headlines options, along with 4 body copy description options and Google's AI engine pulls ads together with elements that perform the best – one of the many changes recently as it tilts toward greater use of artificial intelligence. Hence, if you draft ads yourself, you will likely do so in the new responsive ads format. Like expanded text ads, you still get 30 characters for each headline and 90 characters for the description. If you'd like, it's easy to use our [MNG Search Ads Creation Tool, which you can download for free](#). Or, you can drop us a line at contact@marketingniceguys.com and we can send it to you.

One thing to think about as you draft ads: Create headlines, descriptions, sitelinks and callout extensions such that it makes people want to learn more. One of the big mistakes many lawyers make who do this on their own is that they don't create copy that makes people want to click (or makes the wrong people click).

8. **Submit the ad.** Make sure you have a working credit card and you'll be set to go. Google will then review your ads to check for any linking errors or violations of policy. If all is good, Google will make your ad live.

How the Auction Works: Quality Score

Once you draft the and submit it, Google first assigns your ad a “**quality score**” from 1 to 10, where 1 is the lowest score and 10 is the highest. The higher the Quality Score, generally the less you need to bid to reach the first page. Hence, higher quality ads typically lead to lower costs and better ad positions. 3 factors go into the quality score:

1. **The expected click-through rate.** What is the likelihood your ad will be clicked?
2. **The ad relevance.** How closely does the ad match the intent of the query?
3. **The landing page experience.** How relevant, transparent and easy to navigate is the page for users?

Other relevancy factors might include landing page quality and expected ad performance in a targeted geography.

How the Auction Works: Ad Rank

Once you've established your bid and Google has given you a quality score, Google then calculates your Ad Rank, which is simply your bid amount times the quality score. So, if your quality score is 9 and your maximum bid amount is \$4.00, your Ad Rank is 36. Google then compares your ad rank to other competitors and decides the order of which ad shows where in paid results. In the above example, if your competitors' ad rankings are below 36, they will show below you. If it is higher, they will show above you.

How the Auction Works: What You End Up Paying

As mentioned, most companies end up paying less than their maximum bid. Google determines your cost using the same factors – though the actual amount of what you pay depends on the (bid and quality score) ad ranking of the person right below you. Google uses the following formula:

- **Your price** = The ad rank of the person below you / Your quality score + \$.01.

So, in the example we give above, where you had a quality score of 9. And let's say the competitor right below you earned an ad rank of 27. You would pay \$3.01, though your maximum bid was \$4.00. That's because 27 (the ad rank of the person below you) / 9 (your own quality score) + $$.01 = \3.01 .

As mentioned, even if you don't eventually run the ads yourself, it pays to know how the Google auction works so you can guide your agency or your staff person in the best way possible for what you want to achieve and you can understand how your budget is being spent.

Conclusion

There are a lot more nuances to the Google Ads tool and strategies to use. But this should help you at least get started. As always, if you have questions, contact us at contact@marketingniceguys.com and we'll be to talk with you about the challenges you're currently facing.

Marketing Nice Guys Ad Services

Digital advertising can be complex. So, for lawyers, we offer services where we do all the setup, management, tracking and performance reports for you on an ongoing basis. We provide advertising services in the following areas:

- Social Media Advertising (Facebook, Instagram, Twitter, LinkedIn, TikTok and more)
- Video Advertising (YouTube, Connected TV)
- Paid Search (Google search ads and Bing search ads)
- Paid Display, Native, and Retargeting (Including Programmatic)

If you're interested, contact us to learn more:
<https://marketingniceguys.com/marketing-lead-generation-for-lawyers/>



Thinking About Optimization

One of the key aspects of digital marketing is that it's not a set-it-and-forget-it type of activity. As a lawyer, you'll want to set some baseline goal (typically it's closing on new client business or revenue of some kind) that you'll want to work backward from and measure the progress toward. That's where it's critical to lay out the KPIs (key performance indicators) that you'll use to see if you're on track. Why put measurement in the overall marketing plan? Because it gives you markers along the path toward a goal and benchmarks that allow you to see how you're doing against what you said you would do. And no, that doesn't set you up for failure. What it does do is set you up so that can make adjustments as you go, so that if you're falling behind in a particular KPI, which is causing you to not be on track for the overall goal, you can switch gears. For example, if your overall goal is closing 4 leads per month, you might need 20 marketing-qualified leads (say prospects you acquire) and 10 sales qualified leads (where you have a conversation and can confirm they are in your target audience). Hence, a set of KPIs might look something like this at each quarterly check in point:

Key Performance Indicators to Measure

KPI	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Year-End
Revenue	\$15,000	\$25,000	\$25,000	\$15,000	\$80,000
Web traffic (visits)	10,000	12,000	12,000	10,000	44,000
Leads (MQL)	120	150	150	120	540
Leads (SQL)	30	40	40	30	140
Prospects Closed	15	20	20	15	70
Leads from Advertising	60	75	75	60	270

Obviously, you can choose any KPIs that you think provide a good window into how well you're faring during the year. You can also break out your estimates by month as well, if that helps. At any point, if you're falling behind, you can then boost certain activities to help you stay on track or make changes you need to better improve one of the KPIs that you're not quite performing on.

Conclusion

While this may seem like a lot of detail, we're really just skimming the surface of all that marketing entails. That's why it can be a challenge not just for lawyers but even for people who work in the marketing industry on a full-time basis. We'd love to tell you there's a silver bullet but unfortunately, no matter how many experts promise you there are, a lot of good marketing really depends on you – what you're willing to do and how you're willing to keep at it. We hope this package was at least a good starter. Don't hesitate to contact us if you have additional questions at contact@marketingniceguys.com

Addendum: A Quick Narrative Exercise

Your narrative is the combination of several different elements that come together to form how you project yourself outwardly and, in most respects, how others come to see you. Though the latter doesn't always follow the former if you aren't consistent (or authentic) in how you project or implement the narrative. Your narrative is built with a foundation based in a few areas and starts with defining these things about yourself:

Internal

Purpose (What Drives You) I am passionate about helping individuals...	Cultural (Impact of Your Culture /Adaptability) I am influenced by cultural background in the following way....
Unique Strengths (Your Awareness, Confidence, Skills, Perspective) List your strengths here...What makes you unique, good at what you do.	Values & Beliefs (What You Value) I value the following things...



After you've defined those internal aspects, it's time to think about external factors:

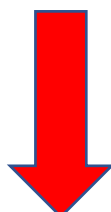
External

<p>Audience (Who You Influence) Who is the audience for this?</p>	<p>Audience Challenges List the challenges they face...</p>
<p>Algorithmic: How You Show Up (Think of This as Your Aspirational Digital Persona) How do you want to show up to others?</p>	<p>Channels (Where Do You Want to Show Up) (Example: website, social, in-person events)</p>



After you've considered the internal and external factors, it's time to marry the two into what your aspirations are and how you achieve them. Consider who you are and how that matches up with what the audience needs.

Your Aspirational Goal(s)
(Your aspiration)
(Ex. I want to be the go-to expert in _____ for effectively helping clients_____. I want to help individuals or companies such that it results in _____ for them.)



Which then leads to a personal brand and mission statement. Keep it less than 2 sentences.

Your Brand Mission & Statement
(Tagline)
(Example: “I help **clients** through _____.)



Keywords
(Keywords to Use that Support Your Brand / Mission Statement)
Examples:
Legal expert
[insert practice area] law expert
[insert practice area] advocate
Civic leader
Community leader
Trusted lawyer
Etc.



And then finally, how are you going to get there.

Position
(How Are You Going to Get to Your Aspirational Goals)
(Example: “Through regular content creation and thought-leadership, I will come across as a relentless advocate for _____.”



Reach us at:

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