



**Digital Marketing  
For Law Firms;  
Why It Doesn't Work  
& Why It Does**

**EBOOK**

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# DIGITAL MARKETING

## *“Limited by Managed Opportunity vs Historical Trends”*

### Marketing Needs

Your website is not found on the Internet.

In effect, it is well buried. There are many websites that enjoy higher rankings than your website and as a consequence, if they were to be stacked one upon another, yours would be so far down that it would not be found.

There are 1,3 billion websites and the number grows daily. If each website were a single sheet of paper the paper stack would be over 140 km high which is one third of the way to the International Space Station.



You are delighting your clients whose expectations you exceed. The problem is that you need to grow fast so as to optimise your investment in overheads which will support a significant growth in turnover before you will have to look at your overhead structure.

### What Grows a Law Firm?

**Law Firms have traditionally grown by Reputation and by Referral.** This has applied to most of the professions as their services are knowledge based.

With the growth of the Internet the opportunity to grow your market reach has grown exponentially. There are more channels to bigger audiences but which are best for law firms?



### Marketing Opportunities

A number of opportunities exist for marketing legal services both online and offline. In this eBook I will explore a few online opportunities.

Digital marketing is about the marketing of content. No matter the channel, without content there is nothing to market. There are two main conceptual frameworks; Push Marketing and Pull Marketing.

#### Push Marketing

Push Marketing is sometimes referred to as broadcasting or outbound marketing and involves the distribution of content to audiences.



Push marketing is the more traditional form of marketing designed to broadcast your content in the form of messages, adverts etc, to audiences that read newspapers, watch TV, attend trade shows, etc. It can also include broadcasting by way of cold call telemarketing and e-mail campaigns to bought opt-in lists.

Success will depend on many things but the relevance of an offer or a message to the audience that receives the broadcast will be critically important.

#### Pull Marketing

Pull Marketing entails attracting audiences with various forms of content on blogs, apps, social media pages and with websites. As with Push Marketing the relevance of the content on destination pages to audiences that arrive as well as the presentation thereof will be critically important.





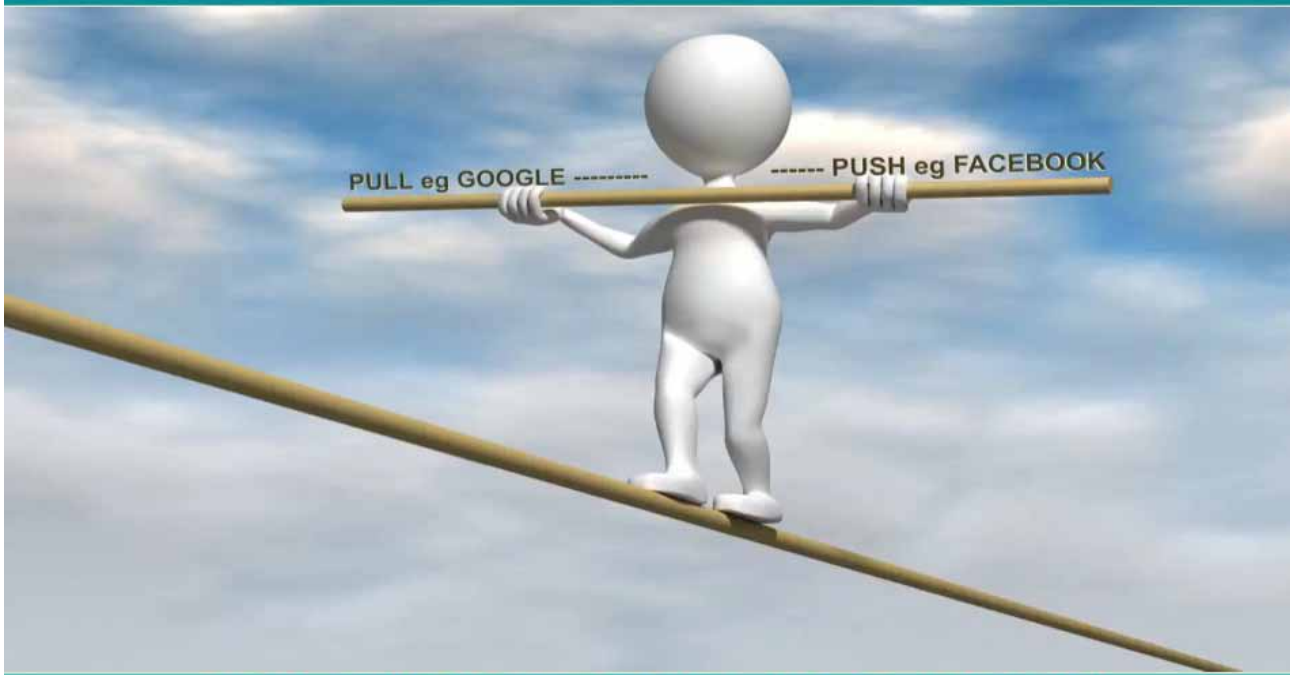
*“ The power of the Internet has been tried and tested to be capable of doing ‘the heavy lifting’ and as a result it has created one of the world’s greatest step changes in the way we socialise, conduct business and more.*

*The power of digital marketing is huge yet, many Law Firms, do not engage audiences on social media and few use the Internet to market their Reputations. Google marketing works; few see past the need to optimise for SEO but, the real power lies in social sharing to grow reach!*

*What about optimising for Reviews, Sharing and Recommendations? If say, 3,000 people **LIKE** your website, this means that they LIKE your content. LIKES give your site credibility but it’s not where the real power lies. Let us say that they tapped a **SHARE** option instead of the LIKE option. Then 3,000 people (the no. of likes) X 335 (the average number of Facebook friends people have) = Over 1 million shares! It is not a contest because you can have both LIKES and SHARES you just have to optimise your website for both. SEO is a game of “catch up.” Optimising for SHARING is not. It works immediately and continuously, you just have to offer something worth talking about and you must make it easy to share.*

*Taken as a whole, law firm marketing lags opportunity and this eBook explores why many Law Firms may have failed to achieve astounding digital marketing results; impact and outcomes.”*

# A BALANCE IS NEEDED



## PUSH – PULL DEMAND MARKETING OPTIMISATION

- The Johannesburg Society of Advocates lists some 4,000 practicing advocates.
- Google “Lawyer, Attorney, Advocate Johannesburg” and you will get some 500,000 results.
- Google “Law Firm Johannesburg” and you will get some 5 million results.
- Google “Veterinarian Johannesburg” and you will get some 400,000 results.

The “Pull Marketing” Key Performance Indicator for e.g Google includes the relevance of Content to an Audience that Searches for a Keyword.

NOTE: You **PULL** content from Google. You have to go get it!

The “Push Marketing” Key Performance Indicator for e.g Facebook includes the relevance of Content to the Audience that it is presented to.

NOTE: Content is **PUSHED** by Facebook to display on your screen. It arrives!

**As a LAW FIRM’s Reputation and the Credibility of Referrals grows so too will the market reach of the firm grow.**

### Observation No 1:

Law Firms have websites on the Internet.

### Observation No 2:

The Search for Legal Keywords drops significantly when a keyword relates to matters that are complex.

### Moot Point No 1:

Other than for process driven “street law” representation USERS do not search the Internet for Expert Legal Practitioners with established reputations.

### Observation No 2:

Some 80% of the major Law Firms in South Africa do not have Facebook Pixels on their Websites which indicates that they do not advertise on Facebook.

### Moot Point No 2:

Competitiveness for Facebook advert targeting is low.

### Observation No 3:

Law Firms consult in Face to Face Meetings.

### Moot Point No 3:

The opportunity for technology led reach expansion in line with possibilities for virtual meeting room technology is huge.



# KEYWORD SEARCH DEMAND EXAMPLES

Reflect on the fact that every Law Firm in the World, Optimising for SEO, wants this traffic!

POWER OF ATTORNEY '000 pm		GUARDIANSHIP '000 pm		INTELLECTUAL PROPERTY '000 pm	
power of attorney	33	family law	27	Intellectual property	12
a power of attorney	33	guardianship forms	2	What is intellectual property	11
the power of attorney	33	temporary guardianship forms	2	Intellectual property rights	2
how do you get a power of attorney	550	free guardianship forms	1,2	What is intellectual property rights	2
what is a power of attorney	33	legal guardianship forms	1	Intellectual property law	1,2
what is the power of attorney	33	legal guardianship	0,7	Intellectual property definition	1,1
Where to get power of attorney forms	15	guardianship child	0,7	Intellectual property attorney	0,6
power of attorney forms	14	guardianship papers	0,7	Intellectual property lawyer	0,5
medical power of attorney	5	guardianship attorney	0,4	Protecting intellectual property	0,2
general power of attorney	2	guardianship lawyer	0,3	Intellectual property law firm	0,1
general power of attorney template	2	free guardianship form	0,2		

CORPORATE LAW '000 pm		LABOUR/LABOR LAW '000 pm		TAXATION '000 pm	
Mergers & acquisitions	4	What is a labor lawyer	3,187	Tax	244
Merger acquisitions	4	Labour laws	3,034	What is tax act	88
Merger acquisition	0,9	Employment act	2	Property tax	20
Mergers and acquisition	0,2	Labour law	0,871	Sales tax	18
Mergers acquisition	0,2	Labour contract	0,242	Tax brackets	17
Unbundling	0,2	Labour court	0,151	Alternative minimum tax	11
Business law	3	Labour law in South Africa	0,127	Tax id number	9
Business lawyers	2	Labour Law in Kenya	0,110	Capital gains tax	9
Business lawyer	2	Labour Law Malaysia	0,087	Inheritance tax	8
Corporate lawyer	1,4	Alberta Labor Laws	0,071	Tax attorney / lawyer advisor / consultant	7
Business attorney	0,7	Labour laws Pakistan	0,039	Tax advice	6
Corporate lawyers	0,6	Canadian labor laws	0,038	Tax planning	3

Note: Stats are for world wide searches for these terms per month. They change little on a month to month basis. Some show seasonal variations.

# MARKETING OPPORTUNITIES



## Traditional Digital Marketing Channels

### **Google: SEO - It works if there is demand.**

Driven by Search Engine Optimisation

- GOOGLE analyses site content for keywords, relevance based on content & popularity. Popularity is based on other site links to your site & traffic. Fresh content, active blogs, labelled images, video & social buzz also helps to boost your ranking in results.
- Users Search and GOOGLE delivers results per it's ranking.
- Users can improve rankings by SEO.
- No matter what you do, if there is no demand for your keywords, you will not be found.
- You can **Pay Per** keyword **Click** (PPC).

### **Facebook: CLC - It works if the content is relevant to the targeted audience.**

Driven by the power of Connect, Look & Chat

- Facebook CLC: **C**onnect, **L**ook & **C**hat. Facebook offers Audiences re Demographics (who you are) & Psychographics (what you do).
- Facebook analyses your message re it's relevance to the audience selected.
- You can pay to boost posts (stories) or Adverts (text, image & video) & you PPC.
- You can develop demand by targeting potential clients with interesting offers.
- USERS will analyse your site content and judge it on relevance and presentation.

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**Print Media: MOA - It works if your message is relevant to the audience.**

Driven by the power of the message, the offer and the relevance of these to the audience.

- Print Media Effectiveness is based on the **Message**, **Offer** relevance & **Audience** reach.
- You broadcast to location or interest based audiences.
- You pay based on circulation.

**TV/Radio: MOA - It works if your message is relevant to the audience.**

Driven by the power of the message, the offer and the relevance of these to the audience.

- Effectiveness is similar to Print Media but presentation differs.
- As for Print, USERS will analyse content and judge it on relevance and demand.
- You pay based on reach, broadcast times/dates etc.

**Referral Marketing: ADR - It works based on rewards and ease of referral.**

**Attract, Delight & Reward.**

- ADR is balanced with USER Needs, Delight & Referrals.
- Give to Get: Give something to talk about & reward referrals that are easy to do.
- Clients market to their social network, when delighted and it is easy to do.
- So, for 100 clients a reach of +/- 24,000 is probable.
- When USERS are delighted and you have an automated technology enabled process to make reviews, sharing and recommendations easy and rewarded within a CRM (Customer Relationship Management system) where every client has their own online account. **Simply put, Referral Marketing works for Law Firms; it always has!**







- There must be demand
- Content is relevant
- You are optimised for it
- You can pay to be found

- Your clients are delighted
- You offer something worth talking about and you reward sharing.
- It is easy to share





## An ADR Strategy that Works

1. BOOST a Keyword centric Video Post on Facebook to an audience that you predict to be relevant with Learn More links back to your Blog.
2. Hyper link daily news feed stories on Facebook back to a Referral & Reward sharing App.
3. Present the Keyword Video, the full Story and an eBook version download on the BLOG and cross link to the Referral & Reward Sharing App.
4. Establish the "Post Engagement Audience" (who will have watched your keyword video thereby moving from a cold audience to a warm audience) as a Target / Retargeting audience.
5. Place news feed posts on the App with sharing and review links.
6. Reward sharing & reviews with a referral reward.
7. Launch an e-Mail campaign to existing clients to distribute the App to your clients.
8. Present a CTA on the blog posts and to the Engagement Audience to view eBooks on the App.
9. Offer a one-click Option to Share & Review on the App

10. Build information link and list APPs for rewards
  - e.g 1: a LEGAL LINKS App with information sources relevant to business executives eg Director's duties, online legislation, regulatory authorities, etc
  - e.g 2: Niche Online Trade Show Apps
  - e.g 3: Community Link & List Apps

STEPS 1, 2, 3, 4, 5, 7, 8 and 9 are steps to attract audiences to the eBooks that are on offer.

2 and 6 REWARD sharing and reviews.

3 offers eBooks and 10 offers an Information App.

IF THE REWARDS DO NOT DELIGHT CLIENTS THEY WILL NOT BE SHARED AND THE ENTIRE DIGITAL MARKETING CAMPAIGN WILL FAIL TO GROW AWARENESS.

YOUR CLIENTS WILL GROW YOUR BUSINESS IF THEY ARE DELIGHTED WITH THE INFORMATION PRODUCTS THAT THEY ARE PROUD TO SHARE.

# Information Reward Examples



Legal Links Communicator

APP



Wedding Planner Communicator

APP





**Offering useful content as a reward works if it is relevant to the audience.**

*The quote “content is king” is originally from an essay Microsoft founder Bill Gates wrote in 1996. In it, he describes the future of the Internet as a marketplace for content. The phrase “content is king” is not new, but because of the increased focus on content marketing strategies, the quote is used very often.*

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# Keys to What Works

## Traditional Marketing Channels & Referral Marketing

### 1. MARKET TO DEMAND

Research demand and ensure that the demand and the competitiveness of the market will provide a viable ROI. Given that a search is a question, how can you be the best answer to that question? The more often the question is asked, the more likely that you will be found. Hence Demand is Critical to Success. If your keywords are not searched then no amount of optimization of your answer will get people to search for you on Google. This opens the door to a Facebook campaign strategy as you can target the audience that you seek on Facebook. To succeed, you must know the demographics and psychographics of your target audience. A good place to start is to analyse your current customer base.

### 2. RELEVANT CONTENT

Content must be relevant to the audience that is to review it and the presentation must entice users to at least scrutinise it, for relevance, to their needs.

Content Pages: Optimise for keywords

Blogs: Must have fresh content regularly

Images: Must be named & have alt-text

Videos: Tagged so that they can be found

Social Media: Link back to content pages

Hoopla: Meta titles, descriptions and keywords are ignored. Given the abuse of Meta tagging this makes sense but use it to, if nothing else, give you the discipline to give focus to your content so that your content is planned and relevant.

### 3. REFERRAL MARKETING: ADR

**IT WORKS; It's Not New!** Reputation and Referrals have always grown Law Firms.

Ask yourself why it will not work because, done right, it will work. Just make it easy to do.

Will ADR help to position your firm for a new Focus Area? Say, Mergers & Acquisitions?





# Mergers & Acquisitions

## POSITIONING YOURSELF FOR MERGERS AND ACQUISITIONS

Q: How can we help

A: See the funnel on the right.

What could be your message to be marketed to prospective clients so that you are their preferred legal partner when it comes to deal time?

Would this work for you?

*We help startups clinch win : win deals by leveraging relationships and economies of scale to unlock value without legal overwhelm.*



# Is there a back door to a Niche?

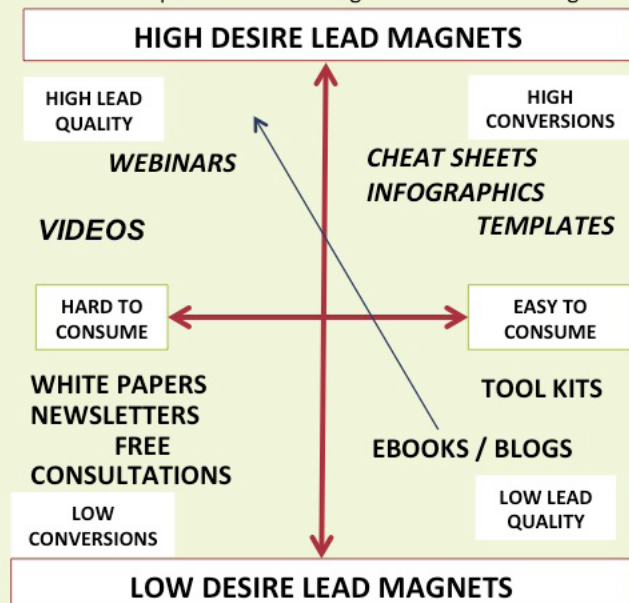
## Eg Mergers & Acquisitions

How can you as an emerging brand get a foot in the door?

- Waiting for an enquiry will create less opportunity than presenting a value proposition to possible deal players but how can you get your presentation in front of the deal players?
  - Strategise and create a custom audience email address list of possible deal players to be included in a custom list to be used to target these players on social media platforms.
  - Create an avatar/persona demographic and psychographic profile of possible deal players eg members of a startup incubator accelerator
  - Market a lead magnet to the above audiences See diagram on the right.
  - Buddy up with a current player such as a bank or audit and accounting firm



eBooks have low Lead Quality to a general audience but when the topic is relevant to a given audience it is high!



Introduce your Areas of Focus with options to Review & Share



On the

Offer eBook Downloads for Reviewing & Sharing with Friends & Connections



Goodmans App

Offer curated links to Industry News related to your Areas of Expertise

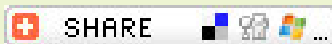


It's all just

Offer curated links to Topical Stories making the News Headlines



one tap away



Please send a copy of this eBook to a friend

## B<sub>with</sub>U: What We Do

- We meet to discuss the vision, strategy, customer profile and the geographic location of the desired customer base.
- We listen, and we research your value to your clients and the benefits that are important to them.
- We suggest referral rewards/incentives for customers to share with friends.
- We train your staff to engage with audiences.
- We monitor, with you, your Facebook Business Page and the audience building, audience education & conversion analytics.
- We suggest market reach booster alternatives.
- You Drive; We Nav.



MEET AND LISTEN

RESEARCH REWARDS

AWARENESS,  
EDUCATION &  
CONVERSION TESTING

FOCUS TESTING

BOOST

REPORT

GOODMANS IS A DEMO WEBSITE: READ MORE  
Read More at: [www.webb.directory/goodmans/](http://www.webb.directory/goodmans/)