

# 5 things to consider before hiring a legal marketing partner



To compete in an increasingly competitive digital age, law firms must take steps to build a robust online presence. And the days when a solo or small law firm could rely on a well-designed website and simple set-it-and-forget-it digital strategy are long gone. Today, your law firm needs well defined strategies in place to increase online visibility, attract the right leads, and turn those leads into paying clients. But the question is how? There are only so many hours in the day, and your focus is on helping clients and practicing the law. Your firm needs a trusted legal marketing partner to collaborate with to expand and deepen your digital footprint and meet your specific business goals.

When it comes to choosing a legal marketing partner, there are several key factors that must be carefully considered and weighed. How long has a company been around and what's their reputation? Do they understand the legal market and have experience working with law firms? How will they demonstrate and measure the value they're providing your firm? What about ongoing support? And will they tailor a strategy that takes your firm's current and future needs and goals into account? This type of expertise will ensure your legal marketing partner can successfully overcome various small law firm challenges and requirements.

Not all digital marketing providers have the know-how or skillset needed to help your law firm. As you look to hire a legal marketing provider to optimize your digital marketing efforts, use the detailed information and insights in this guide to help inform your decision.



## Choosing the right legal marketing provider

### **1** The provider you choose must offer personalized services

There are a plethora of digital marketing companies out there that specialize in designing websites, creating content, building a social media presence, and boosting search engine optimization (SEO). But very few of these companies specialize in catering specifically to attorneys and law firms. Why does this matter? Because the legal field is highly specialized and you need a provider who has insight into and understands how your business works, the specific challenges your firm faces, and the issues your potential clients need help to resolve.

To realize your digital marketing goals, you need more than just a vendor who builds websites and runs paid advertising campaigns for various types of businesses. You need a trusted advisor who only partners with law firms and therefore has deep knowledge about the field as a whole and your specific practice areas, local legal market, main competitors, and potential clients. This targeted approach will help you optimize productivity, generate positive results, and achieve your short and long-term business goals in this highly competitive digital world.

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***FindLaw is able to develop and implement marketing solutions that deliver real value and results.***

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### **The FindLaw difference**

For more than 25 years, FindLaw® has helped law firms realize their unique marketing goals. And a big part of that success is attributed to having a comprehensive understanding of legal consumers that is born from decades of conducting surveys and keeping a pulse on why people choose to hire an attorney and the factors they consider when doing so. Applying this deep knowledge, FindLaw is able to develop and implement marketing solutions that deliver real value and results.

## **2** The provider you work with needs to deliver more than just a website

A well-designed website forms the foundation of a law firm's digital marketing efforts. But to be truly effective, a website needs to do a lot more than just be visually appealing. To attract search engines and win over potential clients, your firm's website must contain quality, unique, and optimized content. It's also critical that you can easily and routinely track your site's performance to understand what pages are driving organic traffic and conversions. Plus, to protect your business interests — and those of your clients — it's critical that your website runs in a safe and secure environment.

But the reality is that no matter how optimized and integrated your site is, a website alone is no longer enough. Legal consumers need multiple digital touchpoints to associate with and learn more about your firm's brand. That's where an integrated marketing plan that encompasses several online strategies — including legal directory profiles, pay-per-click (PPC) advertising, search engine algorithm monitoring, user experience (UX) updates, and real-time website health monitoring — really delivers.

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### **The FindLaw difference**

When it comes to marketing your law firm, FindLaw takes a holistic approach by building a strong online presence through reputable and high-quality touchpoints. For example, FindLaw's Legal Network Advertising puts your firm in front of legal consumers who are actively searching on legal directories for information and services that match your firm's offerings. These dynamic ads place your firm front and center — raising your firm's visibility and providing multiple and immediate conversion opportunities to highly-motivated legal consumers.



### **3 The provider offers ROI and data needed to make informed decisions**

When it comes to your firm's digital marketing plan, more isn't always better. It's important to be strategic and consider the marketing tools that align with your specific business goals and invest in the levers that deliver maximum ROI. Part of understanding what success looks like for your firm is defining clear KPIs (key performance indicators) that can be measured and tracked over the course of weeks, months, and years. For example, your firm's KPIs may include metrics like organic traffic to your website, the number of leads attributed to a specific legal directory campaign, and changes in your overall CPC (cost per lead).

When it comes to KPIs and maximizing your firm's ROI, your legal marketing provider must be there every step of the way — acting as a trusted guide and taking stock of what is and isn't working for your firm and competitor firms. Additionally, it's important that a provider be up to date on changes happening in the digital marketing industry and from a search and algorithm perspective. Having this line of sight into how all of your digital marketing buckets are performing, allows for pivots and course corrections along the way to quickly regain direction and focus.



#### **The FindLaw difference**

When it comes to evaluating which marketing tools are most effective, context matters. And, as a busy lawyer, you don't have time to read through lengthy reports to try to gain an understanding of what tactics are paying off. FindLaw's INSIGHT Performance Analytics Dashboard analyzes how all components of your firm's digital marketing program are performing. This information is then condensed and displayed in a dashboard format so it's easier to review and digest. Having ready access to this type of detailed information helps your firm identify those marketing efforts that are driving leads to contact or call your firm. This insight into contact attribution allows your firm to make adjustments and shift dollars where it makes sense.



#### **4 The provider matches your firm's growth goals with scalable results**

A 10-attorney family law firm has a very different business and revenue model than a solo family law practitioner down the street. And it wouldn't make sense for these two distinct firms to have the same digital marketing budget, goals, or strategy. It's the same with you and your law firm. Your situation is unique and the digital marketing provider you partner with must take the time to listen, see, and understand where you're at and where you want to go.

A true legal marketing partner is invested in not only helping your firm grow, but doing so in a way that makes sense for your firm. This means working with you to establish clear goals and KPIs, constantly monitoring against those benchmarks, and making adjustments when and where they are needed.

#### **The FindLaw difference**

Unlike a lot of digital marketing providers, FindLaw never takes a one-size-fits-all approach. Rather, an invested team of specialists works with you and your firm to build a digital marketing program that meets your current and future needs. A key part of this partnership is understanding that your firm's requirements and goals are likely to shift and change based on your needs. When this happens, FindLaw has the capability to seamlessly scale marketing operations to meet you and your firm where you're at — setting you up to get to where you want to be while fostering a lasting partnership based on your flexibility.

## **5 The provider can deliver a well-rounded marketing strategy**

When it comes to serving clients, many marketing providers take a multifunctional approach. This often results in a firm purchasing a solution that misses the mark, delivers low ROI, and leaves them feeling overextended. Thankfully, this isn't the approach that all digital marketing providers take.

FindLaw focuses on partnering with law firms — making sure they have the right mix of digital marketing solutions to drive defined KPIs and deliver maximum ROI. And, as a firm's needs change and evolve, FindLaw is there — every step of the way — providing personalized and ongoing service and delivering results.

### **The FindLaw difference in action**

The Salt Lake City law firm of Quackenbush Legal PLLC knows firsthand the value that FindLaw delivers. While the firm previously worked with other providers, none were able to deliver noticeable results. Founder Devin Quackenbush says the firm partnered with other companies that offered SEO, but because the SEO was not focused exclusively on the law, they were reaching people who weren't looking for legal services or interested in the firm's area of practice.

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***“FindLaw’s SEO specifically aimed at the legal arena, and it has definitely increased our visibility,” says Quackenbush, adding that, “FindLaw changed everything.”***

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With FindLaw's guidance, the firm redesigned their website, optimized their directory campaigns, started a paid PPC advertising campaign to attract more leads, and boosted their organic search traffic via blogs and SEO. Quackenbush equates these marketing solutions to a “jigsaw puzzle” where “some pieces are bigger than others, but nothing works if you don't have them all.” Discussing his firm's experience with FindLaw, Quackenbush states, “FindLaw has catapulted us to a place I didn't think was achievable before. It gives us a significant competitive edge.”

### **A legal marketing partner that delivers**

The ideal legal marketing partner should provide a comprehensive offering of marketing services, along with proactive and strategic advice from a dedicated team. Most importantly, a solid legal marketing partner should deliver what matters to you.

**If you're ready to take your firm's online presence to the next level, learn how FindLaw can cultivate and [expand your law firm's digital footprint](#).**

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