

**¿ARE YOU A
LAWYER
STRUGGLING TO
GET NEW CLIENTS
AND DON'T KNOW
WHERE TO START
WITH YOUR
MARKETING
STRATEGY?**

Read this guide to get you started

The Lawyer's Marketing Strategy

Where to start with the marketing and sales strategy of a lawyer or a law firm

The first thing to do is develop a marketing plan for your firm, which in theory is similar to any marketing plan for any type of business. This marketing plan contains the following elements:

- Mission, vision and values
- Segmentation and identification of your audience
- Competitive Analysis
- Market analysis
- Goals
- Short, medium- and long-term strategy

By having these elements developed, you already have a point of comparison to know if your strategy is working or not and what you should do to improve it.

Strategies to market your professional practice as a lawyer

After you have developed your marketing plan with your defined objectives and audience, we can begin to implement the strategies remembering that your objectives will always be to offer solutions and results. Let's start step by step:

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Step 1 - After you have your mission, vision and values it is time to develop your brand identity

Put special emphasis on your visual identity of both your personal brand and that of your firm. A well-defined branding and a well-structured visual identity will help you generate a higher level of credibility, especially if you are starting. In the case of firms that already exist, you can redesign your image to make it more attractive.

Step 2 - Create your website and optimize it for SEO

Make sure to create a high-quality website as it will represent one of the first points of contact with your customers on the internet. A well-designed website consistent with your mission, vision, and values is the first step in starting to build your online reputation. Remember to optimize your website to position yourself in the search engines and choose the keywords by which you want to be found. Finally, do not forget to publish the positive reviews of your clients on your site since, as we have mentioned repeatedly in this book: they are the most powerful marketing tool that a lawyer and a firm have.

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Step 3 - Create and optimize your profiles on social media

After you have your visual identity, it is time to create your social media profiles and optimize them. You must ensure that there is congruence between your profiles and your visual identity to maintain consistency and earn that place in the mind of your audience.

Step 4 - Start creating content

In the creation of content, you can obtain a competitive advantage since most lawyers and firms do not put a special effort in creating content due to its technical nature.

If you publish content regularly at least once a day, your visibility will increase exponentially, especially if the content generates value for your audience.

We know that lawyers are very busy professionals so many will not have time to create content regularly. In these cases, we suggest the following:

- Take a couple of hours over the weekend to develop content and schedule them for the following week (remember that content should be targeted to your specific audience)
- During the week, record a short 1-minute video explaining what your work is about that day
- If during the day there is an important event related to your legal practice, take out your phone and record a short video stating your opinion on the subject

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- Based on the previous point, publish your video on all your social profiles to have more reach
- Uses various content formats such as texts, images, videos and audios.

Step 5 - It's time for paid advertising

After you have abundant content on your social profiles, it is time to create a paid advertising campaign to drive traffic to your website and social media profiles. To do this, we recommend the following platforms and types of advertising:

Facebook Ads

You can use an ad to get them to visit your website or you can boost a post that has had many interactions on your page. Additionally, you can offer a solution or step-by-step guide at no cost as a piece of value in exchange for the prospect's contact information.

Google Adwords

You can use a display ad with a call to action. At the beginning, we suggest that it be to visit your website.

LinkedIn Ads

Starting you can use the **follow ad**, so that you get followers to your profile and that of your firm, but make sure you have created previous content since you don't want your future followers to find an empty profile.

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Step 6 - Register in professional directories and/or chambers of commerce

If you register in directories and/or professional associations, your professional credibility will increase and at the same time the possibilities that your potential clients will find you. The same happens with the chambers of commerce, if you or your firm are part of a chamber of commerce, the possibilities of positioning yourself in the google search engine increase. Regarding this, include a link on your website that leads to your profile in professional directories and chambers of commerce.

Step 7 - Remember that not all lawyers and firms will implement these strategies

This is where your competitive advantage will lie since most lawyers are not going to implement these strategies either due to lack of time or lack of belief in their effectiveness, so it is your job to implement every one of them to position yourself as a reference in your professional niche.

