

## **How to Measure Legal Marketing Success**

By Margaret Grisdela

The search for new legal clients assumes an increased intensity as old prospecting tools lose their effectiveness in today's challenging economy.

Take Google AdWords as one example. Now that many law firms (especially in the consumer sector) are advertising online with these pay-per-click campaigns, the price per click has trended upwards while the number of service providers vying for prospect attention is more than can fit on one Google search engine results page.

Referrals from other attorneys, the traditional mainstay of most lawyer business development efforts, also lose some effectiveness as law firms accept lower value work they might have previously referred out to a smaller competitor.

Chances are you are probably asking yourself how you can increase the success ratio for business development within your own law firm.

The answer starts with an analysis of your current marketing campaigns. You can't manage what you can't measure, according to the management maxim attributed to Peter Drucker.

The good news is that marketing is all about testing, with a focus on identifying the type and mix of campaigns that works best to create new clients for your law practice.

When analyzing the effectiveness of your campaigns, the primary question to be answered is: are you getting new business? You may be getting a lot of inquiries, but the prospects need to exhibit a reasonable conversion rate to new business in order for a campaign to be successful.

### **Inspect your Business Development Results**

When you know your campaign expenses, you can measure costs against net revenue gained to determine your marketing return on investment (ROI).

Here are some questions to ask when analyzing the results of your legal marketing campaigns:

- Are we targeting the right audience? Are there niche markets we should pursue?
- Are we targeting the right geography?
- Are we meeting our goals? If not, are we above or below budget?
- How can current campaigns be modified to improve results?
- What is our most effective lead generator?
- Should we increase/decrease campaign frequency?
- What is our cost of customer acquisition?
- What is our lifetime customer value?
- Are there campaigns we have not tried but should, like social media marketing?

Looking at your current revenue base, what sources have been most effective in generating business for your firm? Referrals from other attorneys and word-of-mouth advertising are primary business drivers for many law firms, in part perhaps because these are frequently the primary forms of marketing.

Source analysis exercises will help you to understand the effectiveness of different originating sources based on the number of accounts, and how much of your revenue is driven by each source category.

Marketing is a business tool that, when used properly, will help you to reach the right audience at the right time with the right message. Marketing is also a process and not an event, meaning that successful marketing campaigns evolve over time to deliver the client mix best suited to your law firm. If your current business development efforts are not delivering results, it is time to revitalize your efforts!

**About the Author:** Margaret Grisdela is the author of *Courting Your Clients* (now in its 2<sup>nd</sup> edition, [www.courtingyourclients.com](http://www.courtingyourclients.com)) and president of Legal Expert Connections ([www.legalexpertconnections.com](http://www.legalexpertconnections.com)), a national legal marketing agency. She is the social media sponsor for the BCBA and manages the blog. Contact her at 561-266-1030 or [mg@legalexpertconnections.com](mailto:mg@legalexpertconnections.com).

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