

10 Law Firm Marketing Goals for 2011

As law firms close the books on 2010 and begin a new year, many are reviewing their year-end financials for their practice and are looking for new and better ways to increase their income for 2011.

Here are 10 key marketing goals which, when achieved, can help to grow any law practice:

- 1). Track the sources for all new clients.** Follow the suggestions in [an article we wrote for ABA's Law Practice Today](#) to better track the firm's investments in marketing. By closely evaluating what is working and what is not, firms can more efficiently allocate their time and marketing dollars during the coming year.
- 2). Set up in-person meetings with at least 1-3 new referral sources per month.** Meet other attorneys and other potential referral sources via [LinkedIn](#) or at local events such as those put on by local bar associations, chamber of commerce and networking groups. Set up networking lunches or meet for coffee with these new contacts. Consider putting on your own seminars and inviting existing and prospective clients and referral sources.
- 3). Get a new website or revamp the existing one to generate at least 5-10 prospective clients per month.** Review [our recent blog post](#) to get tips on creating or improving the firm's website and then work with a consultant to make sure the site is well-designed to drive phone calls and inquiries.
- 4). Appear on the first page of Google for one or more key search phrases used by potential clients.** One of these easiest ways to determine what keywords you want to "rank" on is to combine your key area(s) of practice and your city location: "bankruptcy attorney Santa Ana" or "estate planning law firm Portland". Work with a trusted and cost-effective vendor or consultant to help your law firm to show up in one or more of the three parts of a Google "first page": (1). [sponsored listings](#) at the top of the page and on the right side (or "pay-per-click" ads), (2). [Google places listings](#) (center of the page and on Google Maps) and (3). "Organic listings" or "SEO listings," which usually appear at the very bottom of the page, and are the least important of the three types.
- 5). Better utilize LinkedIn and Twitter (Facebook optional) to increase network impact, credibility and reach.** [Watch our "LinkedIn for Lawyers" webinar](#) to get quick and easy tips to improve your LinkedIn profile and get more from the service. Increase your contacts and Twitter followers by at least 100 each by the end of the year and spend 5-10 minutes per day connecting, posting or "re-tweeting" key news items, etc.
- 6). Increase your prospective client "close rate" to at least 30%-50%.** If you have someone answering the phones and emails, make sure you have an efficient and effective process to

screen and take incoming calls from prospective clients. If you can't take the call immediately, get back to the prospective client as quickly as possible. Have automated email responses. Data and experience shows that the longer it takes to respond to an incoming inquiry, the less likely it is that the prospective client will retain the firm. Also work to improve the consultation process, intake forms and "script" used to evaluate the client's case and to help them make the decision to retain the firm.

7). Test at least 3-5 new marketing campaigns/techniques. Consult with a marketing vendor or advisor to map out new programs to add through the year in smaller "test" campaigns. Try pay-per-click online marketing or drop a postcard or letter to a targeted mail list. Make sure each test requires a relatively low investment, does not come with long-term contracts and is easily measured (see #1).

8). Identify your "best" clients in 2010 and get more like them in 2011. Look back at the new clients you worked with in 2010 and think about the cases you enjoyed most and/or were the most profitable for the firm. Examine where these clients came from, what their reasons were for hiring the firm and focus your marketing efforts on attracting and retaining more of these types of clients.

9). Spend at least one hour per month learning new marketing strategies. Attend online webinars or local CLE events to learn new parts of marketing strategy and techniques, especially ones that are focus on offering practical tips to quickly and cost-effectively drive more prospective clients. Avoid seminars that encourage your firm to spend many hours of time and/or many thousands of dollars each month. Also look for ones that focus on teaching how to evaluate and measure vendors and programs.

10). Hire at least one trusted and experienced marketing company to handle keys aspects of Goals 1-9! For a solo or small firm law practice, it is difficult, if not impossible, to maximize marketing effectiveness alone. Just as it takes many years of training and experience to become a good lawyer, it takes similar time and training to become a good rainmaker. Look for companies and people with proven experience, references, easy ways to get started and who are not afraid to be closely measured to prove their effectiveness.

RealPractice can help law firms of any size to accomplish all 10 of these marketing goals in 2011. For more than ten years, we have been trusted by thousands of solos and small firm attorneys as well as the biggest firms in the country. Our team has managed thousands of law firm marketing campaigns and web projects and we are not afraid to be measured to make sure we are delivering value. We have low cost and easy ways to get started without long-term commitments.

We'll even be happy to give firms a FREE consultation to review these 10 goals and suggest ways to achieve them! Just email me at bcooper@realpractice.com or call me at 714-415-4354.