

By adding inbound marketing tactics to your law firm's more traditional outbound methods, you can reach more prospects and turn them into real clients.

Everyone is familiar with the idea of outbound – or traditional – marketing, where messages are **pushed** out to customers with the goal of turning them into clients. And this works great if executed well and with the right mix of tactics. But now many law firms are enhancing their outbound marketing efforts with the addition of inbound marketing, and getting amazing results.

Just what is inbound marketing, you ask? Inbound marketing is a set of marketing strategies and techniques focused on **pulling** relevant prospects and customers toward your business. It is very effective because it complements the way many of your prospects are making buying decisions – with the Internet. So, in essence, inbound marketing gives potential clients useful information and tools that attract more people to your Website where they will learn more about your firm and services.

Most companies are already using some inbound marketing and may not realize it. Social media is one of many tactics that falls under this umbrella. But inbound marketing is more than social media too. It includes other marketing tools that I talk about frequently, like blogging, content publishing and search engine optimization. Basically, it helps your clients and prospects find you online rather than your competitors. It allows visitors to opt-in to your information, and in turn, they see you as an information resource and your company as a leader in your industry.

For example, say you are an employment law firm. In addition to the valuable content already on your Website, why not provide access to a white paper that discusses the new employment laws in your state or gives tips (not advice!) on policies that companies should consider instituting to stay out of trouble with these laws? This is valuable content for human resources directors and C-level employees at nearly every company in your market, and many will be willing to enter their contact information to get it. So you get a list of very warm leads, and these visitors leave with valuable information. It's a win-win.

But getting the leads without follow up is a complete waste of time. You must have a clear, well-defined method for following up with these prospects, and here's where your outbound tactics come in very handy. Send them a personalized email, mail them some firm materials or simply pick up the phone and call them. By taking a true 360-degree approach to your marketing, and combining more traditional outbound tactics with these new inbound tools, you will differentiate your firm from the competition and turn casual Website visitors into real – paying – clients.