

Innovative Marketing for **MODERN LAW FIRMS**

FIFTEEN STRATEGIES TO EXPLORE, IMPLEMENT, AND MASTER.

WRITTEN BY RUBY L. POWERS

IN THE DYNAMIC AND DIGITALLY DRIVEN world of today, marketing a law firm demands not just effort but creativity and innovation. Considering that the legal profession has stepped into the realm of advertising and marketing only since 1977,¹ this relatively recent entry means that law firms are playing catch-up compared to other industries, making the need for fresh, out-of-the-box marketing strategies more important than ever. Before anything, have a clear marketing strategy, well-defined avatars of ideal clients you want to target, and have evaluated your efforts and their return on investment.

Here are some innovative strategies the modern law firm should be exploring, implementing, and quickly mastering. As always, be sure to review and follow all relevant rules regarding attorney advertising and solicitation.

Content Marketing and Thought Leadership

Establish your firm as a thought leader in specific legal areas by publishing insightful articles and blog posts and speaking regularly on your field of knowledge. This content should provide valuable information to your target audience, showcasing your expertise and building trust. Regular contributions to legal journals, newspapers, or online platforms can also enhance your visibility and credibility. For example, I regularly write and present on changes in immigration law and seek out media to be a resource for news. This then promotes potential clients to call in to learn more about how the process can affect their own situation or helps reinforce your name as an expert for future referrals.

Social Media Engagement

Use social media platforms to connect with potential clients and other legal professionals. Choose the platform that best reaches your ideal clients: LinkedIn, Facebook, Instagram, YouTube, TikTok, X, etc. Share updates about your firm, legal insights, and industry news.

Engaging content, such as short videos explaining complex legal concepts or live Q&A sessions, can increase your reach and engagement.

SEO and Local Search Optimization

Invest in search engine optimization, or SEO, to ensure your firm appears at the top of search results for relevant keywords in various search engines, not only Google. This includes optimizing your website for local searches, which is crucial for law firms targeting clients in specific geographic areas. Staying ahead of competitors requires continuous adaptation and innovation since the rules are always changing.

Client Reviews and Testimonials

Encourage satisfied clients to leave positive reviews on platforms like Google, Avvo, Yelp, and legal-specific directories. Written and video testimonials can be powerful tools for building trust and credibility with potential clients. Often the reviews reinforce the search process a potential client goes through and can help highlight your firm among many in the industry. Monitor your reviews and respond, whether positive or negative.

Networking and Partnerships

Build relationships with other professionals and connectors in the community, such as accountants, real estate agents, religious leaders, educators, and financial advisers who can refer clients to your firm. Attend industry events; join local businesses, and community or networking groups like Rotary, Network in Action, or BNI; and consider partnerships that can expand your referral network. Have more attorneys in your firm and diversify your involvement to maximize reach. As with everything, evaluate where your time is best served.

Email Marketing

Develop a targeted email marketing campaign to keep in touch with former and potential clients. My firm sends a newsletter with immigration updates every two weeks in English and Spanish. Consider Mailchimp, Constant Contact,

or a program in your customer relationship management, or CRM, software. Share updates about your firm, relevant legal news, and helpful resources. Personalized email content can help keep your firm top-of-mind. This strategy has been a tremendous success and is also a good practice for building your book of business.

Webinars and Online Workshops

Host webinars or online workshops on topics relevant to your practice areas. This not only showcases your expertise but also provides a platform for direct interaction with potential clients. You can easily post on multiple platforms using StreamYard and consider inviting other experts to find synergies that help provide a valuable service to your clients. We have a weekly webinar in English and Spanish on LinkedIn and posted on YouTube to share our knowledge, help potential clients, and create content.

Video Marketing

Create engaging video content that can be shared on your website, social media, or YouTube. Videos can range from educational content about legal topics to behind-the-scenes glimpses of your firm, helping to humanize your brand and connect with the audience. As an example, my firm records short informative and creative videos for TikTok and Instagram Reels. We have received clients from these platforms and can amass a large following for little cost, but it takes time and effort to post regular quality content. Side note: recording these videos can be a lot of fun!

Community Involvement and CSR

Actively participate in community events and engage in corporate social responsibility, or CSR, activities. Sponsor local events, provide pro bono services, or support charitable causes. This not only contributes to the community but also enhances your firm's public image.

Podcasting

Starting a podcast related to law and your areas of expertise can attract a dedicated listener base. Regular episodes can cover legal updates, interviews with experts, or discussions on common legal issues. People enjoy listening to the ideas and the interactions people have with each other. The key part to all of it though is

creating engaging and worthwhile content and producing content consistently. Keep your target audience in mind when producing a program. I recently started a podcast about law practice management issues at *Power Up Your Practice*.

Innovative Branding and Design

Ensure your firm’s branding and website design stand out. A modern, user-friendly website, a memorable logo, and consistent branding across all materials can make a significant impact.

AI and Chatbots

Implement AI-driven tools like chatbots on your website to provide instant assistance to visitors. This can improve user experience and capture leads at any time of the day. Automation tools such as ChatGPT can help create ideas and guide you on how best to deliver the message to different segments of your audience. Implement chatbots on your website to help with initial client intake. AI-driven solutions can streamline client interactions and improve user experience. Develop legal tech solutions or online tools that address common legal issues or streamline legal processes. Offering these tools for free or as part of your website can attract traffic and generate leads.

Targeted Advertising

Use targeted online advertising, such as Google Ads or social media ads, to reach potential clients based on specific demographics, interests, and search behaviors.

Recognize Your Referrals

Acknowledge and thank those who refer others to your business. Whether a lunch, gift card, or thank-you card, appreciation can go a long way.

The Go-To Tools and Resources

Various marketing tools also help streamline the process such as: Hootsuite, Mailchimp, Canva, Adobe Illustrator, ChatGPT, Zoom, Google, WhatsApp, 99designs, WordPress, and Spotify for Podcasters. You can also find experts for specific functions on upwork.com and fiverr.com.

Conclusion

By combining these innovative marketing strategies with high-quality

legal services, law firms can effectively attract and retain clients in a competitive market. The right marketing plan can significantly affect a law firm’s success, helping it thrive and achieve its business goals. By embracing innovation and continuously refining your marketing efforts, your firm can remain at the forefront of the legal industry and enjoy sustainable growth. **TBJ**

NOTES

1. *Bates v. State Bar of Arizona*, 433 U.S. 350 (1977).



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is the founder and managing attorney of Houston-based Powers Law Group, which focuses solely on immigration law. Powers is certified in immigration and nationality law by the Texas Board of Legal Specialization. Powers authored the American Immigration Lawyers Association’s book *Build and Manage Your Successful Immigration Law Practice (Without Losing Your Mind)* and has a new law practice management book coming in 2024. She is a law practice management consultant and coach with Powers Strategy Group and recently started the *Power Up Your Practice* podcast.

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