

30 CLIENTS IN 30 DAYS

PROVEN LAW FIRM
MARKETING TACTICS
THAT WILL WIN NEW
CLIENTS WITHOUT
WASTING YOUR TIME

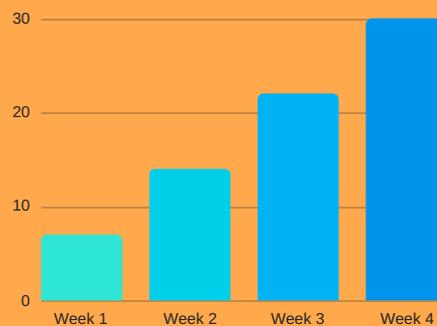


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Introduction

Crafting The Winning Strategy

Your Path to More Clients

You've become curious what great legal marketing is all about. Maybe you've ran or been a part of a law firm for years, or maybe you're now just taking the plunge. Regardless, you're probably wondering: "What can I do to maximize the amount of clients I'm getting each month".

We called this book 30 Clients in 30 Days because that rate of intake is enough to max out any attorney's docket over the course of a year. Regardless of what you client goals are, this guide is meant to help your firm succeed no matter where you are in your career.

Before you sign your firm's soul away to an external marketing vendor who promises the world, make sure you've considered your options, and learned what you can do yourself for little investment.

We put together this eBook to show you just how easy it is to set up a few pieces that can net you more clients, as well as to guide you through eventually hiring a marketing firm to help boost your success.

Chapter 1

Smash Client Goals with Referrals



1.a. Find Networking Events Near You

The very first thing you can start doing today is to grow your network. Here are some resources that make it easy to find and prepare for valuable law firm networking events:

ABA Events & Networking Section

The American Bar Association hosts flagship events every year, including the Solo and Small Firm Summit. They are fruitful sources of networking, lawyer referral opportunities, and continuing legal education.

ABA In-Person CLE Events

The ABA In-Person Events portal lists all events endorsed by the ABA that include a CLE component. These are a unique opportunity to complete CLE credits while building valuable relationships. There is a wide range of locations and practice areas listed.

Mandatory CLE Events Per Jurisdiction

This helpful interactive map lists mandatory CLE requirements for jurisdictions across the U.S. and Canada. While not a direct list of events, this resource can help you figure out which events to prioritize in your other searches based on what CLE credits you need.



Eventbrite and Meetup

Sites like [Eventbrite](#) and [Meetup](#) are often associated with purely social events. However, there are also a wealth of professional events listed, many of which cost nothing to attend.

The links above contain two example searches, but you should get creative with your queries. You may find a gem that can lead to lucrative relationships and continued learning.

Making an account is very easy if you already have a Google or Facebook account, and it often only takes one or two clicks. From there, you can start RSVP'ing in minutes.

Other national organizations with events you should know about

Legal Latitudes – Nationwide events for trial lawyers

Academy of Truck Accident Attorneys

360 Advocacy – Nationwide events for trial lawyers

Vista Consulting – Consulting firm that hosts an annual nationwide conference

1.b. Attorney Referral Email Templates

After attending events and collecting business cards, it's time to reach out, schedule lunch meetings, and follow up.

Whether you have a handful of business cards collecting dust, or if you have a few firms you'd like to start a discussion with, here are three proven email templates you can use to set up attorney referral relationships:

Template 1: Post-event follow-up email

Hello [First name],

It was great meeting you at [event name] yesterday. [Insert specific info about them]

As discussed, I work primarily in [your practice area], and I get a fair amount of potential clients in [their practice area] whom I typically turn away. There could be a great opportunity to exchange case requests for our respective practice areas. Since you focus on [their practice area], I think it would be advantageous for both of us to refer cases to each other.

Please let me know if you have 10-15 minutes on [2-3 weekdays from now] to discuss how we might be able to help one another.

Best regards,

[Your name]

Here is a breakdown of why this message works:

Small window of time: Make sure to send an email no later than 24 hours after meeting. It is important that you are fresh in their mind when they read your email.

Not just another face in the crowd: Use the second sentence to mention some memorable fact about them, in order to show that you actually care about them and aren't just using this purely for your own gain. It can be anything notable that you remember about their firm or personal life.

ABC (Always Be Clear): Be clear about what the next step is. In this case, you are asking for a short phone call to discuss the details of a referral agreement. Always include a clear next step in your email. Instead of concluding with something like "Would you be interested in discussing a partnership?," use "Do you have 10-15 minutes on [2-3 weekdays from now] for a quick call to discuss a partnership?" The more specific your call to action, the easier it will be for them to respond positively.

Template 2: Follow-up email for non-responders

Hi [First name],

I'm sure you're very busy, but I wanted to see if you had a chance to read my previous email.

Thanks,

[Your name]

Seems simple, right?

The lesson here is important. People often assume that getting a non-response means their original email was not persuasive enough. In reality, the recipient is probably so inundated with emails that they just didn't get the chance to read yours and just need a gentle nudge.

Reply to your original email to create a continued thread. Remember, the ultimate goal here is to pique their interest just enough so that they will set a meeting with you. One of the biggest turn-offs is sounding canned or pushy.

Template 3: Cold outreach to attorneys

Hello [First name],

I was doing some research on [their practice area] attorneys in [their city/region] and your name came up. I run [your firm name], and we get many inquiries from potential [their practice area] clients whom we have to turn down. I was impressed by your firm's online reputation, and I think we could both benefit from exchanging referrals that fall outside of our respective practice areas.

[Info about what your firm does and the types of cases/locations you focus on] Please let me know if you have 10-15 minutes on [2-3 weekdays from now] to discuss a potential referral partnership.

Best regards,

[Your name]

What's going on here?

This last template is meant to be a cold introduction to someone whom you haven't met in person. The first line indicates that you have a genuine interest in them specifically. It is important to keep the tone conversational and personal.

Chapter 2

Find Vendors to Help You With SEO



2.a. Find the Perfect SEO Vendor for You\

You've likely done some research on SEO. The principle is simple, clients search for answers to their legal questions. SEO is the process of organization your site and building connections to others to ensure your firm is the first to show up for someone's search.

If you'd like to hire an SEO consultant or agency to handle that part of your site for you, there are a few things you should know before taking on a vendor.

How SEO Vendors Can Be Misleading

Almost every law firm with a website has fielded a sales call from an SEO company offering its services. These vendors usually pitch how they can assist a firm in generating more organic visibility on search engine results pages, but without in-depth knowledge of digital marketing, a firm may not even know what it should be looking for in a vendor.

Many SEO vendors can cherry-pick data that sound appealing to a practice but are ultimately unhelpful or ineffective. The following are just some examples of how an SEO can mislead you:

- They promise to deliver first-page rankings for a search term that won't benefit your firm.
- They offer to create such content as articles, infographics, and emails, but their low-quality or ineffective materials fail to attract the clients your practice wants to target.
- They offer instant results. SEO takes time to ramp up and see results from. Any firm promising an influx of clients in 2-4 weeks is most likely selling snake oil.

How to Choose the Best SEO for Your Practice

Finding the right SEO vendor for your firm can be an exhausting and even frustrating process. This is why it's important to find one with a proven record of success with firms similar to yours.

At Client Chat Live, we have seen the good and the bad in the SEO marketplace over the years, and the following are four of the top SEO vendors you should consider to help your practice enter the digital marketing space:

Digital Law Marketing



Headquartered in Nashville, **Digital Law Marketing** offers a number of SEO services, including content marketing, web design and development, and social media management.

When we asked the company's CEO and co-founder, Mike Edwards, what law firms should look for in an SEO vendor, he advised:

It's important to hire an agency that gives you exclusivity in your marketplace, as well as tracks your campaign performance through analytics.

Visit the company online to see examples of its work and read testimonials from past clients on how the business benefited their law firm.

Nifty Law



When we asked Dax Greener, managing director at **Nifty Law**, what he believes sets the company apart from the competition, he told us:

A lot of agencies build packaged plans that don't take into consideration the market conditions—basically, an automated system. We have seen this approach lead firms down a path that doesn't get them the results they are looking for and forces them to use out-of-date tactics. We deal with a lot of broken relationships and have to heal a lot of broken hearts because of this. In today's market, you need a custom approach where your marketing strategy is agile [and] ROI-focused and dials in on the right [key performance indicators]—ones that are pertinent to your success.

Check out the company's portfolio and read more about what you can expect from its client-focused approach to SEO.

MileMark Media



Since its inception in 2014, **MileMark Media** has earned a reputation in the legal industry for its tailored approach to digital marketing.

They have developed more than 5,000 legal websites and has received rave reviews from small practices and large firms alike for its custom-built, unique designs.

Consultwebs



We spoke with Tanner Jones, vice president of business development at **Consultwebs**, on the role an SEO should play in the digital marketing strategy of a law firm, and he said:

A quality search marketing provider today should be seen as an extension of your law firm. They should not be viewed as a vendor to which you stroke a check each month. Your potential clients are using the web every single day to find local businesses, and the web has potential to be one of your hardest working representatives at your firm in terms of driving new clients.

A credible search marketing agency will have a full team of professionals with specialty individual focus areas, including content, link earning and outreach, local optimization, paid advertising, social media, and on-site SEO, all with a singular focus on growing your case load. The web is evolving and is more complex than ever before. Having an agency that is proven in your practice area and similar competitive market areas should be a must in your search for a proven search marketing provider.

This agency has handled digital marketing for a host of practices across the U.S., Canada, and Australia, as well as for a number of regional and national legal organizations. The recipient of a slate of industry awards and a high client satisfaction rating, the company has established itself as an international leader in the legal marketing field.

These are just a few firms that we've seen do great things for law firms over the years. Use your own judgement, do thorough research, and be weary of overpromising when looking for an SEO vendor.

2.b. Shoot to the Top of Search Engines with Blog Content

One of the most cost effective channels of a successful law firm marketing strategy lies in your ability to optimize how your firm appears in search engine results. One key piece of that puzzle involves creating content for your site that speaks directly to your target clients' needs.

Let's jump right in to the steps you need to take to start increasing your SEO clients.

Set Attainable Goals

Ideally, you want to prioritize people who need immediate legal help and are searching for that next step to take.

For example, if someone searches for "how do I file for bankruptcy," or "how to file for a divorce," they most likely are seeking legal representation as soon as possible.

On the other hand, people searching for "At what point should a small business file for bankruptcy?" and "How long does it take for a divorce settlement to process?" are most likely just looking to learn more about those types of claims. They could be seeking to prevent or prepare for such an event in the future, but may not be ready or in need of those services in the immediate future.

Since you may have limited resources, start with the actionable themes first.

Law Firm Content Best Practices

Here are a few guidelines to keep in mind as you build out your content repository:

Articles should be a minimum of 300 words in length

Think about ways to make the content as targeted as possible. For example, if you are licensed to practice in New York and Connecticut, then you can write separate articles focused on both of those locations.

Be Compliant with Your Local Bar Association

If you are the only one writing the articles, aim for about two to four articles per month. It should take no more than an hour or two to create each piece.

Do not be misleading or make promises you can't keep. For example, instead of saying "we guarantee compensation after a car accident," use "we can help you seek compensation after a car accident."

Watch Out for These Pitfalls

Make sure to avoid creating content that is a duplicate of another law firm's article. It is unlikely that you will ever see legal consequences for plagiarizing; however, search engines will likely rank you lower if they sense you are duplicating content.

Do your own research and make sure to put your own spin on topics that you want to write about. Here are some ideas to get you started:

Content Type: How to File a Claim or Lawsuit

One of your goals should be to rank on search engines for the specific service you provide. Building out a base of content that directly addresses the types of legal claims you handle should be your first priority.

Let's look at an example. If you're licensed in Maryland and help small- and medium- sized businesses file for bankruptcy, you'd want to write an article that covers a variety of claims-related processes. Here are some example topics you might feature:

- How to File for Bankruptcy as a Small Business in Maryland
- How to File for Bankruptcy as a Medium-Sized Business in Maryland
- How to File for Bankruptcy as a Laundromat in Baltimore
- How to File for Bankruptcy for My Maryland Dog Grooming Business

Write short, digestible articles and guides on as many of these distinct items as you can think of. This will give you a chance to target exactly the kinds of cases you are looking to take in.

Lower Priority Topics

After you've built out 5 to 10 pieces of content targeting your core services, start writing about the more informational topics. Keeping with the example of a Maryland bankruptcy attorney, write about bankruptcy-related statutes in Maryland, or how a business can know if they need to file for bankruptcy.

The possibilities are limitless, allowing you to target exactly the right kinds of clients your firm needs. Once you get started and have a few months' worth of content under your belt, you'll start to see the clients and fees rolling in.

2.c. Establish Your Credibility with Polished Attorney Bios

One of the most crucial marketing tools a lawyer has at their disposal is their online biography. When done well, a bio can help a prospective client ascertain your level of skill, experience, and trustworthiness; when done poorly, however, it can drive people away from your practice.

Many attorneys find it challenging to create a biography that appeals to and connects with their website visitors, often because they use esoteric language or provide either not enough information or too much irrelevant background. The following are five tips to use for writing a biography that stands out from the crowd and makes a lasting impression on potential clients.

Remember It's a Profile, Not a Résumé

Among the most common mistakes attorneys make in writing their biography is confusing it with a curriculum vitae. Though the two share many characteristics—contact information, job title, professional experience, etc.—they each have different functions. On the following page is an example bio of Jack Zinda, owner and partner at Zinda Law Group:

JOHN C. (JACK) ZINDA

FOUNDER PROFILE

Jack Zinda is a native Texan and the founder of Zinda Law Group. The firm's lead trial attorney, he focuses his practice on catastrophic personal injury, traumatic brain injury, gas explosions, truck accidents, wrongful death cases, and other complex litigation.

Jack has been recognized nationally by such prestigious law organizations as the National Trial Lawyers Association (Top 40 Under 40, 2012 & 2013), the highest designation from online law directory AVVO Corporation ("Superb" rating for 2012-2016) Super Lawyers, a publication of Thomson Reuters Corporation (Texas Rising Star for 2009, 2011-2015) and is a lifetime member of the Million Dollar Advocates Forum.

As a trial attorney, Jack takes pride in giving a voice to people and families who need help battling powerful adversaries.

He has served as lead counsel on hundreds of wrongful death and catastrophic injury cases. These have typically been against dangerous truck drivers, drunk drivers, corporations that manufacture dangerous products, and employers who have created unsafe work environments.

Jack graduated with a bachelor's degree from Southwestern University and subsequently earned his juris doctorate from Baylor University School of Law. When not practicing law, he enjoys spending time with his beautiful wife, Melissa, and their two sons.

Education:

- Baylor University School of Law, J.D.
- Southwestern University

Practice Areas:

- Catastrophic Personal Injury
- Wrongful Deaths
- 18-Wheeler Accidents
- Gas Explosions
- Oilfield Injuries
- Traumatic Brain Injuries
- Automobile Accidents
- Dog Bite



A biography allows you to go into detail about what makes your practice unique, as well as address some questions a prospective client may have about you:

- What motivated you to become an attorney?
- What are your areas of practice?
- How much experience do you have?
- What is your approach to problem-solving?
- How have you helped past clients?

Skip the Legalese

One of the most familiar clichés about attorneys is that they use industry jargon even when communicating with non-lawyers. While many attorneys believe technical language conveys a sense of expertise, it typically just creates confusion instead.

The tone of your biography should be tailored to a general audience, not the readership of a legal journal. By using clear, concise language, you will express to your website visitors that you are committed to giving them information in a direct and efficient manner.

Get Personal

Be mindful that when someone is searching for a lawyer, they are usually at a very vulnerable point in their life. Maybe they have been severely hurt in an accident; they could be preparing to go through a painful divorce; or they are grieving over the recent loss of a family member. No matter their need for counsel, a client wants a lawyer who exemplifies empathy and compassion.

There is perhaps no better way to establish a connection with someone than through shared experience. Feel free to use your biography to highlight a personal story that would be keenly understood by clients in your area of practice, or to discuss how one or more of your cases has had a profound impact on you.

Use Testimonials

These days, individuals can research a breadth of information about an attorney before ever contacting their office. In addition to background information, people typically look for reviews from such legal directories as FindLaw, Avvo, Justia, and Nolo, as well as from Google, Yelp, and similar websites.

Some great testimonial examples of our own:

Profitable Asset In Our Firm
Client Chat Live has proved to be a profitable asset in our firm and I would highly recommend their services for anyone looking for a leg-up in a highly competitive market.

Client Chat Live is an Excellent New Client Capture Tool
It performs 90% better than any other lead generation and capture products I have been able to find for my law firms.

Jeff Rasansky
Rasansky Law Firm

Gina Drew
Ethical Marketing Specialist

Positive client testimonials are tremendously beneficial tools for an attorney. By including them in your bio, you can demonstrate to potential clients how your practice has achieved success in related cases and delivered high-quality service to former clients.

Use Visual Elements

The best attorney biographies are not only well-written but also visually appealing. The most important visual component for your bio will be your headshot, which should be large, professional, and current.

You should also feel free to include videos, logos, award badges, infographics, and other elements that will help your website visitors learn more about you, your firm, and your areas of practice. Just make sure that these components complement the flow and structure of your biography.

Chapter 3

Create a Stellar Online Reputation

3.a. Why Your Firm Needs Online Reviews

In today's online world, many law firms are thinking critically about what they can do to be as competitive as possible. If this is the case for you, now is the time to tap into the power of obtaining more online reviews for your law firm. There are many reasons that acquiring more reviews can prove advantageous. Here are the top five from Client Chat Live:

People Trust Online Reviews.

One of the reasons you should focus on obtaining more online reviews for your law firm is that people trust these reviews. As noted in Forbes, 88% of consumers trust these reviews as much as they would a personal recommendation. While this figure may seem astounding given that online reviews are posted by strangers, it is true. In fact, only 12% of the population sampled did not read reviews regarding consumer products. With this in mind, you want to ensure that prospective legal clients can easily find and read positive reviews about your law firm.

Online Reviews Help You Build Brand Awareness.

Another reason getting more online reviews is important is that it can help you boost brand awareness. In fact, you may find that having online reviews on a wide variety of sites enables you to connect with prospective clients not reached via traditional forms of advertising (such as radio ads or TV commercials). Try to get reviews and your business listed on all the major review platforms such as Yelp, AVVO, or even Facebook. This can help your firm name appear across more of the sites where your clients do company research and spend their time.

Better Understanding Of Your Customers.

Another wonderful benefit of online reviews is that they provide you with a more in depth understanding of your customers and business. Specifically, reviews will empower you to see if there's any specific area that you are regularly receiving negative feedback about. Once you become aware of your firm's inefficiencies, you can make the positive changes necessary to attain higher levels of client satisfaction. If you do have negative reviews, try to respond to them in a positive and constructive way.

Create A Customer-Oriented Business Culture.

Another reason to focus on obtaining more online reviews is that it contributes to the cultivation of a customer-oriented business culture. Once people see that you value their feedback and have made it an integral component of your marketing process, they will recognize that their voice matters. Cultivating this customer-oriented outlook will empower you to retain clients and can also help you win new business by showing prospective clients that you place importance on being genuinely beneficial to them.

Online Reviews Can Help With SEO.

It is estimated that reviews count for up to 9.8% of the ranking factors in Google's search algorithm. Having a steady influx of reviews can keep user generated content and mentions/citations of your business fresh. Having a high number of positive reviews can also boost your social proof and authority with search engines. Especially important are reviews on your Google My Business pages. These reviews are visible in Google search results under the map listings and can get your firm's name in front of more eyes at scale.

Don't Delay: Start Focusing On Building Online Reviews Today!

If you're serious about making your law firm as successful as possible, you need to focus in on obtaining more online reviews. Have your attorneys personally reach out to their satisfied clients and request a review. Try to make the process as easy as possible for your clients and give thorough instructions or a direct link to where they need to go to write their review. Understanding the value of reviews and influence they have on potential clients purchasing decisions can help your law firm get a leg up on the competition.

3.b. How to Deal With One-Star Reviews

You may find that most of your clients are easy to deal with. However, at some point, you will likely encounter a client who decides to leave you a one-star review online. If you've recently been given a one-star review on Google, Yelp, or another platform, you should be aware that you have options to remedy the situation.

Directly Address the Cause of the Issue

If a client has a specific issue, whether related to payment, the way you handled a case, data security, or another problem, fix it as soon as possible. This goes beyond just managing your online reputation.

You should always, and probably already do, put the needs of your clients first. If there were any errors in your billing or case management, the first thing you should do is work to get those conflicts resolved.

Politely Respond to the Review and Take the Conversation Offline. An appropriate response to any negative review should always include:

- An honest acknowledgement of the client's problems;
- An apology that they feel wronged;
- An affirmation of your personal and firm values; and
- A way they can contact you privately.

Be clear that you hold yourself to very high standards and do not take this kind of criticism lightly. Offer to speak with them offline, and reiterate that you are working hard to fix whatever issues that are bothering them.

Prevent Disgruntled Clients from Getting that Way in the First Place

The best overall strategy for dealing with angry clients is to not have any angry clients in the first place. If you make sure to follow these few principles with every single client, you can minimize the potential of encountering any upset clients:

Document Everything

It is important that you keep permanent records of all communication between you and the client, starting at the initial meeting. This should be done for all clients, but is especially important when dealing with a difficult client.

All correspondences, including phone calls, voicemail, and emails, should be recorded and documented when possible. Make sure the client is aware of this policy from the start.

Additionally, be very clear whenever you or a staff member is partaking in any activity that can be billed hourly. An easy way to upset clients is to have staff silently sit in on a call without the client's knowledge, and then bill the client for those extra hours.

Be Clear About Your Relationship with Your Client

Your role is to analyze a potential client's situation and present them with possible solutions. It is their job to actually decide on which solution they would like to take.

There will be times when a client proposes a solution with which you flatly disagree. In these cases, utilize a "Yes if; No but" policy. If they come up with an idea that you do not approve of, instead of saying "no" to their request, you can instead tell them that you will agree to their request only if certain conditions are met. Conversely, you can politely decline an idea you do not like, and then provide an alternative to indicate that you aren't thoughtlessly rejecting what they have to say.

Be very clear that you are not there to hold a client's hand, or guarantee them a solution. However, that does not mean you should view your clients simply as a potential case. Seek mutually beneficial solutions, and do not manipulate them for your own gain.

Employ Empathy

Being an effective attorney requires you to have a fair share of empathy, regardless of your practice area. In many cases, your potential clients are seeking help during very tough times.

Foster their comfort by being kind and understanding. If you demonstrate that you are willing to listen to your clients and work to create the best outcome for them, it will in turn make them more understanding if things do go wrong.

On the other hand, if you are only interested in what you'll gain from the case, it will show. If mistakes or setbacks occur, a client will be less understanding and more prone to take action to damage your reputation.

3.c. Win Over Potential Clients with Social Media

Creating simple and clean social media profile is a great first step for any law firm marketing strategy, and it only takes an hour or two each month to build an air of prestige for your firm.

Running a social profile for your firm is extremely valuable in any area of practice. Not only can you capture new potential client leads from social channels, but a well put-together page serves as public proof of your law firm's credibility and brand message.

These four posts will help you create a simple and actionable social media plan that won't take up too much of your time, and will set you on the right path to building a pipeline of clients from online sources. The goal is to create a recurring program of 8 to 12 posts a month.

Here are the main types of posts you should include in your firm's social media strategy:

Happy Client Photos

If you've helped a client achieve their goals, make sure to take a nice photo with them. Smile, and showcase your firm's signage somewhere in the photo so your brand is clear.

Performance for Your Post		
1,775 People Reached		
204 Likes, Comments & Shares		
186 Likes	55 On Post	131 On Shares
11 Comments	2 On Post	9 On Shares
7 Shares	7 On Post	0 On Shares
444 Post Clicks		
80 Photo Views	0 Link Clicks	364 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

Here is an example of a successful client photo post

Potential clients considering your legal services will inevitably try to find information about you on Google to help make their decision. If they come across your social profiles and are greeted with photos of genuinely happy clients, they will undoubtedly view you in a positive light.

In the text of the post, write two to four sentences describing the pictured client's case. Make sure to omit all confidential information, including any personal details other than their first name.

Don't be misleading, and certainly don't exaggerate about your accomplishments with that client.

Post Your New Content as It's Made

Most law firms have their own blogs and detailed content on their website describing what they do. If you or someone at your firm is actively writing and updating your firm's content, you should post articles as they are written.

The headlines on your social posts can be the first two to three sentences of your content pieces. These are especially effective if you invest in more detailed content, like infographics or ebooks.

For more information on how to build an easy-to-maintain blog that will bring in web traffic, we've put together a list of must-have content ideas for law firm blogs.

Topical/Trending/Current Event Posts

It is worthwhile to spend a few minutes each week exploring the trending topics on your social profiles, as well as any major holidays you can post about.

This is a great opportunity to tailor posts that people can relate to, or create relevant ads and promotions that will resonate.

Share Any Awards or Press Releases

Lastly, you'll want to share any brag posts about you or your colleagues. Don't be afraid to post press releases or updates about awards and achievements, as it will only add to your social proof.

A Few Guidelines

Use Organic Photos – When possible, post pictures that you've had taken yourself. These can include client photos and professional headshots. Avoid stock photos or logos if you're posting about an event you've attended or an accomplishment for your firm.

Share on Your Personal Accounts – Whenever you make a social post that highlights something notable that your firm has done, share it to your own personal profiles. If you have employees, ask them to do the same.

Easily Repurpose Posts Across Channels – When posting to one of your social accounts, you can easily repurpose that content to your other accounts. For example, if you are posting a picture of one of your happy clients on Facebook, make sure to copy and paste that post to your Twitter, LinkedIn, Instagram, and Google+ accounts as well. This will take little time to do, and can dramatically increase your reach.

Leverage Google+ (If There's Time) – While Google+ typically isn't top of mind for most people, it can still yield valuable traffic. If your posts get any positive engagement, that can factor positively into your SEO. However, if it is taking up too much time for you, feel free to treat it as a low-priority task.

A Quick and Easy Social Media Plan for Your Law Firm

If you've been wondering how to start a social media strategy for your law firm, use these four templates as a start. Make sure to always keep your social posts balanced between these post types.

Avoid posting tons of awards about your firms, as that may make you sound bragadocious. Likewise, if all of your posts are articles about case types and your services, your page will lack a much-needed human touch.

Keep up a healthy rotation of different content types, keep posts short and digestible, and always try to show the human side of your business.

3.d. How Avvo Can Help Your Firm

Online lawyer directories are now some of the most popular resources for those searching for legal representation. While there are many websites that feature attorney listings, Avvo.com is the largest of them and one of the most trusted, hosting more than 6 million visitors each month.

Law firms are increasingly turning to Avvo for a simple way to generate more business, as the platform enables them to post informative profiles, answer questions, and receive reviews and endorsements. Many lawyers, however, are still not taking advantage of this valuable tool, and that could be costing them a significant number of potential clients.

How Does Avvo Work?

Avvo currently lists about 97 percent of all U.S. lawyers on its platform. The site culls public information on attorneys licensed by state bars and automatically creates a profile for almost any lawyer not yet listed in its directory. An attorney can register for free on the website to claim their profile, which is then theirs to manage.

Avvo scores attorney profiles on a 10-point scale. The more complete the profile, the higher a rating it will receive, which in turn can improve where it ranks in the directory's listings. There is a wide range of information a lawyer can include in their profile to help increase their score:

- Profile photo
- Biography
- Website video
- Client reviews
- Peer endorsements
- Awards and accolades
- Published works
- Memberships in professional associations
- CLE courses and certifications

How Will Avvo Help My Firm?

Arguably the biggest advantage of Avvo is free marketing. Even with minimal effort—just filling out basic profile information, for example—a lawyer can outrank numerous competitors who are not active on the site.

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Avvo also features a couple of paid services for attorneys

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