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AN EXPERT GUIDE TO

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# BOOSTING YOUR MARKETING ROI



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## Are You Getting a Return on Your Marketing Investment?

*You wouldn't invest your time and resources into a case if you didn't expect to see a return on that investment. So why would you invest in marketing efforts that don't produce results?*



As a business-minded law firm, you need to know where your quality leads are coming from and how to invest your marketing dollars wisely. As a first-class law firm web marketing agency, Consultwebs can help you:

- Improve your online visibility, branding, and conversions
- Develop targeted marketing campaigns that bring in quality leads
- Employ smart strategies for tracking leads from various online marketing campaigns
- Determine which marketing channels are producing the best results
- Regularly adjust your marketing strategy based on solid analysis of returns
- Improve your overall return on investment and lower your cost per case

Our team is made up of talented marketing consultants, SEO analysts, social media experts, web designers and developers, content strategists, and seasoned attorneys who understand the unique needs law firms face. We also know that a marketing team is only as good as the money it generates.

**We have created this guide to help you assess whether your current marketing efforts are delivering the return on investment (ROI) that you expect.**



*"We saw a marked increase in the cases we were getting off the web. I like to get at least six times my return, so if I spend a dollar, I want to make \$6. But with Consultwebs, we were constantly doing between \$12 and \$15 to every dollar we spend." – KEN HARDISON, President of PILMMA*



## Calculating Your ROI

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For any business, calculating your return on investment (ROI) is a crucial tool for making important decisions about how you spend your money. Tracking your return on investments can help you:

- Justify spending in your marketing campaigns
- Identify which campaigns are working (and which aren't)
- Ensure you are adjusting your marketing investments to account for changes in technology and audience behaviors
- Gain buy-in from others in your law firm on how to allocate your marketing budget

One way to calculate your ROI involves tracking your marketing investment, as well as the gross profit from that investment. The formula looks like:


$$\frac{(\text{Gross Profit} - \text{Marketing Investment})}{\text{Marketing Investment}} \times 100 = \text{ROI}$$

Unfortunately, figuring out your ROI may not be as simple as gathering a couple of numbers from your office manager or accountant. You'll need to figure out what costs you want to include in your "marketing investment," as well as set up ways to track the results (profit) from separate marketing campaigns.

## PLANNING FOR PROFIT: How to Track Leads in Marketing Campaigns

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Although it's easier to just determine whether your firm is turning a profit, it is important to put the work into figuring out which marketing dollars are contributing to that profit (and if money is being wasted on certain campaigns).

You may want to start by separating your marketing campaigns by medium: television, print, online, etc. At Consultwebs, we take it a step further by helping you track results from your various online marketing efforts. For example, you may be allocating a certain portion of your budget to pay-per-click campaigns or specific social media efforts. We manage and analyze these individual campaigns to determine whether they are producing quality leads, and then adjust as necessary.

Some of the tools we use to track leads include:

- Call-tracking software that ties unique phone numbers to specific marketing campaigns
- Google Analytics UTM parameters in URLs that identify which campaigns are driving traffic
- Live chat services in which leads can be tied back to individual online campaigns
- Specially designed and marketed webpages with unique contact forms for tracking submissions
- Special content that requires a prospective client's contact information in order to download (think ebooks, calculators, etc.)
- Audience behavior analysis software (which also helps us reach potential clients in campaigns)



**If you are not already, you may want to use a customer relationship management (CRM) system to keep track of how clients are coming to your firm.** In such a system, you would include information about each client, as well as a tracking code for how the client came to your firm, with different codes assigned to different marketing campaigns and types of referrals.

With a good system in place, you can regularly review the progress of your marketing campaigns by sorting clients based on the tracking codes you have implemented. You can also use this to tie in case results/profits on a per-campaign basis.

## Calculating Marketing Investment and Profit

Once you have a plan in place for tracking results from your marketing campaigns, you're ready to get into the nitty-gritty business of determining your ROI. As a reminder, the formula we're using for ROI is:



$$\frac{(\text{Gross Profit} - \text{Marketing Investment})}{\text{Marketing Investment}} \times 100 = \text{ROI}$$

To determine how effective your marketing strategy is overall, you can calculate your ROI using your total marketing investment and gross profit. **However, if you want to know how you can improve your marketing ROI, you need to calculate gross profit on a per-campaign basis.**

### GROSS PROFIT

To calculate gross profit, start with your revenue from the cases generated by the campaign and subtract related expenses. These may include:

- A portion of the salaries for attorney and staff involved
- Case-specific expenses
- An allocation of overhead expenses
- Incremental operating expenses

### MARKETING INVESTMENT

This will typically be the amount specifically allocated for the marketing campaign. However, you may also take into account staff time spent working on the campaign. Just be careful that you are not accounting for that same staff time in the overhead expenses that you are deducting in your gross profit calculation.

**Are you ready to evaluate whether your marketing efforts are money well-spent?  
Talk to the experts at Consultwebs!**





## Plugging in the Numbers: An ROI Worksheet

So, now that you've got the tools, let's evaluate your law firm's investments in marketing.  
*Remember the formula:*

Campaign	Marketing Investment	Gross Profit from Campaign	ROI (expressed as a percentage)
SAMPLE	\$10,000	\$30,000	300%
Website			
Social media			
Pay-per- click			
Television			
Overall			



*"You need to be fully invested in the process and evolve with it over time. Those that do find it to be a great value ... and ultimately benefit with hundreds, perhaps thousands, of new client relationships." – T.J. SAYE, Salvi, Schostok & Pritchard P.C.*

**SEE AREAS WHERE YOU WANT TO IMPROVE?  
Talk to the marketing experts at Consultwebs!**



## Short-Term ROI Measurements

Due to the nature of the business, using profit to measure the effectiveness of a law firm's marketing campaigns is a long-term endeavor. For example, a campaign may generate several good cases, but you may not know the results of those cases for many months (or years).

In the short term, you can use other measurements to compare how your campaigns are faring. You may want to consider "Cost Per X" calculations, with "X" being:

- Qualified marketing leads
- Leads that result in consultations
- Leads that result in cases



**An example of a short-term ROI measurement would be:**

- **Quarterly marketing investment: \$5,000**
- **Leads that result in cases: 10**
- **Cost per case: \$500**



*"Working with Consultwebs, our website is, I think, phenomenal. Our results on search rankings have gone through the roof, our cases and calls have increased, and our conversion has increased as well. If you're on the fence for hiring Consultwebs, you need to get off the fence because you can't afford not to have a company like Consultwebs in your corner."*

**– JOEL MCCLELLAN, Marks & Harrison**



## Don't Have Time to Track Your Firm's ROI? That's Why You Need Consultwebs!

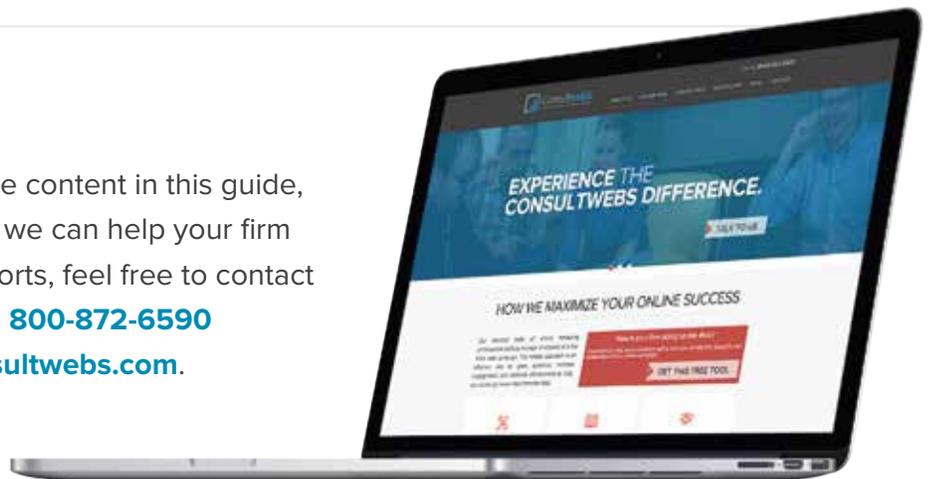
Calculating the return on your marketing investment is not a simple process, and it's only valuable if you consistently monitor and adjust your strategy accordingly. At Consultwebs, we manage every aspect of your law firm's online marketing campaign, and we are not afraid to discuss results.

Our team of legal marketing experts specializes in:

- Search Engine Optimization (SEO)
- Custom Website Design and Development
- Pay-Per-Click Advertising (PPC)
- Social Media Marketing
- Local Search Optimization
- Content Marketing
- Creative Asset Development (Including Apps and Games)



If you have any questions about the content in this guide, or additional questions about how we can help your firm to improve its online marketing efforts, feel free to contact us at [getmore@consultwebs.com](mailto:getmore@consultwebs.com), **800-872-6590** or through our website, [www.consultwebs.com](http://www.consultwebs.com).



**Don't waste money on a marketing campaign that's not producing results!  
TALK TO THE EXPERTS AT CONSULTWEBS NOW**

