



IS REFERRAL MARKETING GETTING YOU THE MOST CALLS AND CASES?

Referral Marketing and Networking

Have long been the strategy for attorneys who are looking to increase their firm's intake.

A big part of this tactic revolves around building and maintaining personal relationships to grow.

To this day and age, this has always meant attending conferences, fundraises, chamber of commerce gatherings, workshops, etc.

However, is that enough? Should lawyers opt for other efforts, e.g., digital marketing? **Isn't WOM (word of mouth) sufficient?**

Let's quickly digest these questions together.

Today, the global market is changing - in part due to drastic changes such as the pandemic. In this day and age, client WOM transcends in-person meetings. It's continually changing over to the digital realm at an increasingly fast pace.

And this is a good thing! It means the marketing arena is opening up to more ways your firm can excel and get the new business you're looking for.

Let's quickly look at the two sides of the coin: **Firms and Clients.**

Let's start with firms. According to the ABA:

- 39% of law firms will continue to place the same emphasis on their marketing.
- 33% will increase their focus on marketing in 2022.



It is clear that many firms are starting to realize that digital marketing is more than just another cost in the books; it's an investment firms are betting on to secure their long-term success!

Now, let's look at the other side of coin: your potential clients. According to recent e-commerce research, **81% of people search for services online**. This figure alone is saying that your prospects are out there looking for firms like yours.

In addition to this, people are heavily influenced by what other people say and do - and this is true both online and offline. Consumers trust what other consumers say online, even if they don't personally know them.

According to recent online review statistics, **93% of users read online reviews** before opting for a service/product.

So we now know that digital marketing is an investment firms are starting to pursue for several reasons. While WOM is dependent on others for calls and cases, the power of harnessing acquisition potential is in your hands with digital marketing. **The more steps ahead you are of your competition, the more likely it is that your potential clients will find you and ultimately sign with you.**

Want or need more proof? WOM and digital marketing can work hand-in-hand.

Here's an overview of some of the benefits of a hybrid approach:

- Heightened awareness of your firm.
- Promotion of your services.
- Highlight your expertise and USP, unique selling points.
- Strengthened client-lawyer relationship.
- Increased brand awareness and trust.

Are you ready for your firm's business to pop with new clients? Get in touch with us today! [Book a Call Now!](#)