

OF LAWYERS, LEADS, AND LEGAL MARKETING

Leads!

That's what marketing a law firm is all about, right?

Calls and clicks that turn into cases -- that's all marketing is, right?

So signing up for a lead generation service is the smartest and most costeffective way to get some marketing in the air and some business in the door, especially for a small or solo law firm, right?

Investing \$10k with a large digital marketing agency is seen as a gamble. Whereas, a handful of annual injections, \$1k here or there, to get some quick leads seems safer. Right?



Working for a law firm marketing agency myself, I may have some bias here. But after interviewing and speaking with marketers and lawyers alike, I'm discovering a more complicated and costly picture around lawyers, lead generation services, and marketing.

First, let's explore the differences and definitions of marketing and lead generation. Then we'll finish with advice for lawyers looking to increase leads, save money, and take their marketing beyond the campaign.

Leads: Not the Only Part of Marketing

"We sell, or else."

This fantastic quote from famed advertising legend David Ogilvy has consistently helped center the marketing methodologies here at Consultwebs.

Our success as a law firm marketing partner is dependent on the success of our clients. That's why we take a comprehensive look at marketing that's not just exclusive to lead generation.

Leads are a massively important part of marketing, but they are only one end of the spectrum. Without a balanced marketing strategy, just "drumming up leads" can actually have a negative impact on your business and your online rankings.

Until recently, I had no opinion on lead generation services working with lawyers.

When I managed an intake call center at my old personal injury law firm, we had to go through leads generated by these services, knowing that the volume of leads always outweighed the quality.

For those prepared to sift through the noise to find the gold, lead gen services have their place in the marketing mix.

However, after a recent engagement with a solo on Twitter, my opinion has become more strongly flavored, tinged with bitterness and scorn.

NOLO and the solo

This lawyer first reached out to inquire if any other lawyers on Twitter were having trouble accessing their Martindale Hubbell/NOLO lead gen sites?

After she got in touch with an account rep, she messaged this -

Comcast has blacklisted the Nolo sites. My anger is bc I told my Nolo account mgr and she was totally dismissive. She wont email me back now so I had to schedule a phone call with her tomorrow.

I followed up with her to inquire whatever happened with the site, told her I was going to write a piece on it, and was shocked, but not surprised, at her awesome and frank response.

> Hey Jake, I'm at a conference but think your article idea is great. I paid \$700 to Nolo for 20 leads, of which 0 turned into clients. They initially told me they would send me 20 over the course of the month. They instead sent me 20 within 24 hours! I hate them.

At this point, I started getting enraged in my head and then doing some math. Meanwhile, I got another message, which made my calculator burn even hotter.

I just spoke with another attorney who used them. He hated them. Said it was a total waste of money (and he dropped like \$10k on them).

MATH BREAK!

Say this lawyer charges around \$350 an hour for her time. And she spends 7 to 8 hours setting up profiles and payment plans, choosing filters, filtering leads.

She's lost the ability to make \$2,800, right there!

Now, add on the \$700 (or \$35 a lead) she pays for NOLO = \$3,500!

After the work and missed billables, the actual cost of these \$35 leads, was **\$175**.

I messaged this lawyer back and showed her my math and got an amazing response.

Don't remind me how horrible it is. And it's actually more in terms of lost money... so much time (As you said) setting up my profile, talking to the arrogant and dismissive sales people. And trying to get those morons to understand that them being blocked by all Comcast users was a big thing. So here is my view... I worked at a few family law firms that use these services as well. The larger one had 4 senior attorneys who did the litigation and all, me, and 1 senior attorney who only did intakes (phone calls and meetings) from these services.

He often told me how much garbage the leads were. And how they have gotten worse over the years. (The dude was 70 and practiced law for ever).

So I am sure I am not the only one who thinks "leads" are crap. But my view is...

they are not leads at all. I think a lead is someone who actually wants to hire an attorney or is thinking of hiring

I'd say 99.99999% of the people who use these sites are just looking for free legal advice. Free information from lawyers.

So much of our technological experiences now are free. The expectations is everything should be free. And with non-lawyer sites offering free stuff, why shouldn't these people expect the free model?

And so it got me thinking, if this solo is having to lose all her billable time to crap fixes for one piece of the marketing pie, which is lead generation, then there stands a chance to put a marketing partnership on the bargaining table that addresses this issue and also delivers higher quality leads, over time, at better value.

Marketing: More Than Leads

As covered in our Legal Marketing Nutrition Guide, an effective marketing strategy balances lead generation activities with brand-building activities: Sales Activation vs. Brand Growth.



Besides the indisputable fact of diminishing returns from short-term investments, without a portion of your marketing budget focused on growth, you'll never have the financial stamina to reach any goals. As covered in our Marketing Marathon Mindset, an effective law firm marketing strategy understands the balanced and comprehensive nature of proper marketing in order to win the race.

By establishing strong foundations at the intake and return on investment (ROI) levels and building up toward activities solely designed to convert, the Legal Marketing Nutrition Guide is a good starting point for lawyers looking to go beyond the next campaign.

Foundation	Client Experience, Intake Optimization, Call Tracking, Good CRM, Stong Branding, Original Photos, Partnerships	Brand Growth
🔅 Nutrients	SEO, Responsive Web Design, Claimed Citations, Link Building, Highly-Engaged Social Media	
👫 Fundamentals	Strategic Digital Advertising, Newsletter, Funnel Content, Managed Social Media, PPC	
🌀 Campaigns	Scholarships, Event Marketing, Sponsorships, Automated Social Media, Stock Photos	
부부 Boosts	Gated Content, Branded Gifts/Swag, Automated Services, Webinars	
會 Quick Hits	Viral Videos, Scorched Earth PPC, Paywall Content, Buying Mailing Lists, Multiple Domains	Sales Activation

Another way to think about marketing is to break the activities down by objectives, like **Attraction**, **Conversion**, **Branding**, and **Delight/Loyalty**.





ATTRACTION

- Web Design
- Lead Gen Campaigns
- Social Media
- Digital Ad Campaigns



- Intake Process
- · Follow-Ups
- Resources
- Nurture Streams
- Promotions





BRANDING

- Client Experience
- Evergreen content
- SEO-Work
- Case Studies
- Brand Swag

DELIGHT/LOYALTY

- Client Gifts
- Client Experience
- Service Content
- Partnerships



If you aren't managing and maintaining client expectations at each point of this process, you are not properly engaged in marketing and should expect heavier workloads with patchy results.

So, marketing is not just about getting leads, it's about improving the quality of leads you get, and that is the secret of effective marketing.

Law Firm Business Development Solutions from Consultwebs

You can do your own law firm website design, pay a couple thousand dollars for a lead gen service, do some marketing and social media when you get to it, and perhaps, for a while, things may work out.

But what about next year? Or the year after?

Who is in your corner?

Law Firm Marketing Beyond The Campaign isn't just our tagline. It has been our vision for the last 20 years, and our clients' success in marketing their practices online and generating leads, as well as cases, is what we hope to see with every law firm of every size.

I wanted to use this space to just lightly, but directly, pitch the services Consultwebs brings to lawyers and law firms, and outline and compare some of the differences and value we offer.

LAW FIRM WEBSITE DESIGN	SEARCH ENGINE OPTIMIZATION (SEO)	DIGITAL ADVERTISING (PPC)	SOCIAL MEDIA
\$10k Total	\$5k+ Monthly	\$3k+ Monthly	\$500+ Monthly
(Actual Client	(Actual Client	(Actual Client	(Actual Client
Results:	Results: Site	Results: 50 to	Results: Family
90 leads a	traffic increased	100 quality	law firm enjoys
month from	by 900%, 4 to 6	leads within 90	\$23 leads)
site within 18	page rank jumps	days – \$20 to	
months – \$33	within 18 months)	\$50 leads)	View this Case
to \$90 lead			Study

Along with these services, as well as dedicated marketing managers who work with you, Consultwebs offers law firm marketing strategy and original content written for your practice area, focused on driving qualified leads through your site.

In Conclusion

Lead generation services can work to generate calls and leads for your law firm. However, the benefit of these services must be balanced with proper expectations and scope.

Whether you choose to grow your law firm's book of business with Consultwebs through marketing, or a lead generation service, or smoke signals, the most important concept to takeaway from this is balance.

A goal of marketing is to draw people to your business, but success in marketing is when you've given them a reason to stay.

With your law firm's marketing activities balanced between the two pillars of Legal Marketing Nutrition -- Brand Growth and Sales Activation -- you can generate more qualified leads that turn into cases, over a longer and more reliable timeframe, at a greater value.

Interested in giving your clients a reason to choose your law firm online? Get in touch.

Want more advice on law firm marketing? Sign up for the Consultwebs newsletter, follow us on social media, and subscribe to the LAWsome Podcast.

