



# Who gets the credit?

Last Touch Attribution **VS** The Conversion Path



You've likely heard the advice,

**“Don't put all your eggs in one basket.”**

before.

Diversifying your firm's marketing channels can reduce the chances of risking your gains.

Omnichannel marketing focuses on creating the most seamless and consistent experience for your clients.

To meet prospects online, many firms market their services through different channels like newsletters, social media, websites, etc. Naturally, when firms start seeing the fruits of their marketing labor, they'll want to invest more heavily in the channel(s) that are bringing more to the table. The question is, **what channel gets the credit?**

# What's marketing attribution?

Marketing attribution is just what it sounds like, assigning credit to a specific marketing touchpoint in your customer's journey. To help you visualize the different stages, here's an overview:



Some might give credit to the channel that first came across (first touch attribution). Many others rely entirely on the last channel that prospects came across before deciding to convert (last touch attribution).



## Who should really get the credit?

The answer is everyone... and it depends. Here's a metaphor we like to use for this concept:

*Let's say you're a movie star and you've just won an Oscar - who would you immediately give credit to? If we look at some of the most epic Oscar speeches like Matthew McConaughey's or Meryl Streep's, you'll notice they give thanks to people who impacted them in the early and late stages of their life and career.*

*Suppose Matthew McConaughey was to use last point attribution. In that case, he'd only thank the person who handed him the award and leave out his parents, teachers, agents, director, and pretty much everyone else that helped him reach that point in his career. Or on the flip side, he'd only thank that one teacher that inspired him to get into acting decades ago, also disregarding everyone else that was on his path towards becoming an Oscar-winning actor. Doesn't sound very fair, does it?*

Attribution models we popular in the past, but in today's marketing, things are no longer as black or white as they used to be. Especially considering the increasingly **messy middle**. How? By leveraging your data set and analyzing the multiple touchpoints in your customers' journeys. If you choose to focus solely on a specific part of that journey, you're getting a skewed view of the big picture and limiting your capability to reach even more prospects..

## Why Multichannel Marketing Matters

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Multichannel marketing is essential for the simple reason that you must be where your customers are - and they are everywhere.

Users searching for legal services might be looking in many places like directories or Google. They probably confide in friends and family, search Facebook groups, watch YouTube videos, and anything they can find from the comfort of their homes, online.

However, not all users will turn into leads immediately. Since legal services are a high-ticket service, some, if not most, of your prospects will compare and contrast your services to others before making their final decision. **Research shows it takes around 8 touchpoints to engage a prospect**, but this doesn't measure how many touches it actually takes to make the sale. In law, some practice areas are substantially more competitive than others and the customer journey is much longer as a result..

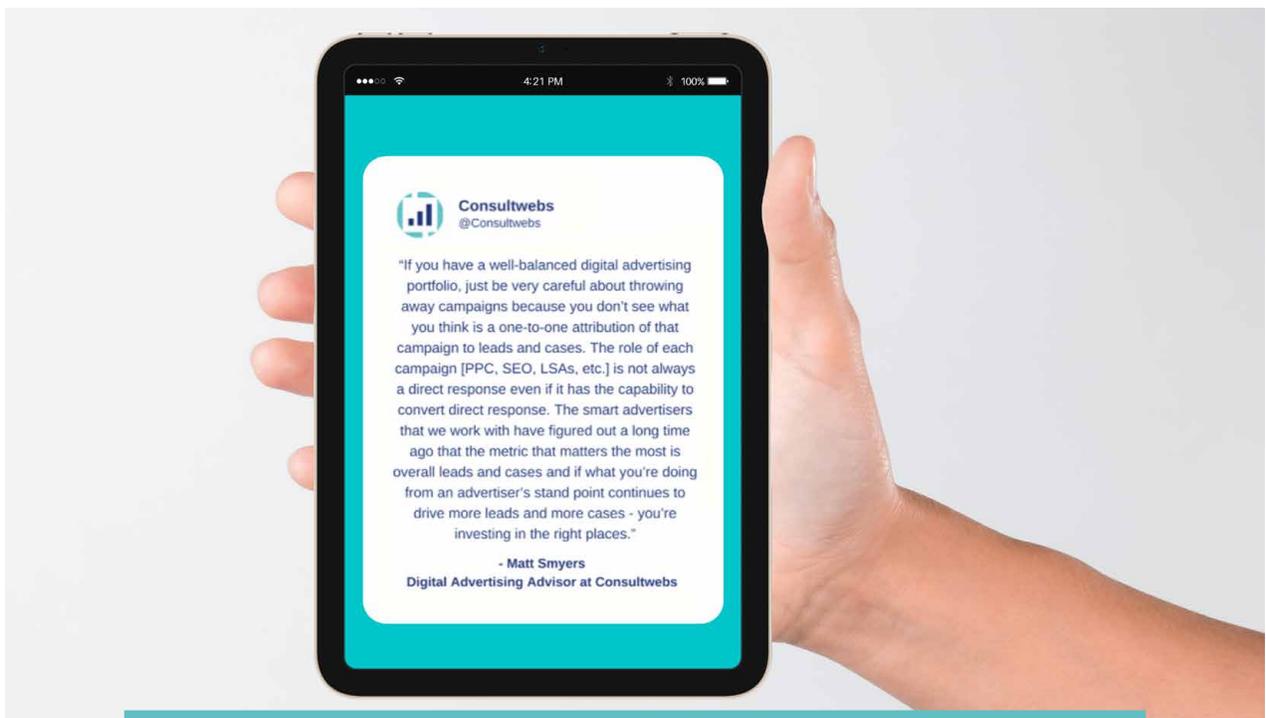
Because of this, the firms that are taking advantage of consistent multichannel marketing remain top of mind as the go-to firm when the prospect is ready to call. (The more your prospects see your name online on different channels, the easier the decision to choose you will become!)

## Our Findings

We'll help you paint the picture with one of our own experiences. When a client is running a display ads campaign, they might see a low volume of direct leads in the Google Ads platform, yet it's a critical part of the brand awareness phase - the top of the funnel. **That campaign has assisted 30% of the total leads in the account.** While they may not be direct attribution, it's still a fundamental strategy in the firm's marketing ecosystem.

Want to learn more about today's marketing ecosystem?

In one of our **LAWsome** podcast episodes, we sat down with the Digital Advertising Advisor here at Consultwebs, **Matt Smyers**. Matt is a non-practicing attorney that brings many years of experience to the legal marketing industry. We discussed **everything attorneys investing in digital marketing should know**. When addressing the one-to-one attribution, this is what he advises lawyers:



## Our Advice

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In omnichannel marketing, analyzing the complete picture is the key to your firm's digital success.

**Take advantage of multiple communication channels to create a solid first and lasting impression.** If you decide to dive into marketing with this mindset, your overall digital turnover will succeed and stand the test of time. Although all marketing comes with some level of risk, it is a risk many firms are taking because they're seeing results. You can reduce yours, though-

## We're here to help and answer any questions you might have!

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For more information, visit <https://www.consultwebs.com/>, check out the most epic legal marketing updates in our blog section and gather the best breakthrough legal insights with our **LAWsome podcast**.