Legal Marketing

Predictions 2024

Preparing the Road Ahead

Let us reflect on an eventful year that has redefined the landscape of legal marketing and prepare to **dive confidently into 2024.**

(Yes, all things related to AI, law management, and marketing are included in this incredible resource!)

In an era marked by unprecedented shifts, legal firms have had to adapt, innovate, and re-strategize, creating a remarkable interplay of traditional marketing wisdom and the application of emerging digital tools.

The ripple effects of these changes have not only reshaped how law firms communicate with their clients but have also revolutionized their client acquisition and retention strategies.

This legal marketing prediction is an exploration of how law firms should prepare for the upcoming shift in the legal landscape and discover how to effectively navigate the new trends that will shape 2024 and the years to follow.

Leveraging Artificial Intelligence and Latest AI Technology: **ChatGPT-4**

AI, artificial intelligence, is here to stay.

AI can boost your marketing efficiency and results by:

+ Helping you understand customer behavior

+ Developing more targeted marketing campaigns

+ Automating processes e.g., writing content
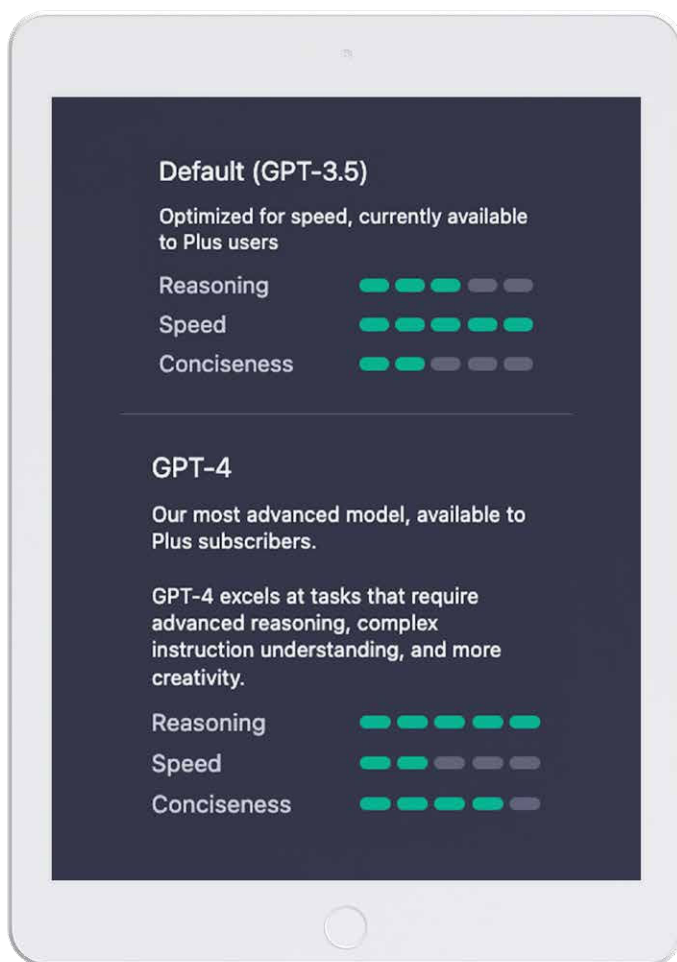
+ Saving time

It is worth looking at some of the AI communication tools to stay up-to-date with digital marketing trends in 2024, and the years to come. There are many, but we'll start with a powerful one: **OpenAI**.

ChatGPT: the Potential and the Pitfalls

The New Capabilities of ChatGPT-4

OpenAI unveiled its impressive multimodal model, ChatGPT 4, on March 14, 2023. This model marks a substantial shift from its predecessors, GPT-3 and GPT-3.5, by not only processing text inputs but also handling images.

As per ChatGPT, here are the distinctions between their preceding model (GPT-3.5) and the most recent iteration:

Default (GPT-3.5)

Optimized for speed, currently available to Plus users

Reasoning

Speed

Conciseness

GPT-4

Our most advanced model, available to Plus subscribers.

GPT-4 excels at tasks that require advanced reasoning, complex instruction understanding, and more creativity.

Reasoning

Speed

Conciseness

Key features of ChatGPT-4

+ Increased file uploads

+ Capability to read the internet

+ Enhanced precision in understanding and processing natural language

+ Faster and more efficient performance

+ Capability to create a wider range of inventive responses

+ Increased awareness and comprehension of context

+ Capacity to interpret humor and sarcasm

+ Better multilingual support

OpenAI's DALL·E:
The AI Image-Genius to Date

Banck in January 2021, OpenAI introduced another AI breakthrough — DALL·E, an image generator. Then, just a year later, OpenAI made more improvements and released its newer version, DALL·E 2, which can generate excellent resolution that is 4x better than the previous versions with more accurate and realistic images.

And just when we thought OpenAI was done, here comes DALL-E 3.

It was officially launched on August 20, 2023, and you can access it through Microsoft's Bing Chat, ChatGPT Plus, and Enterprise.

DALL·E 3 understands more details than DALL·E 1 and 2 and is more capable of generating excellent images with straightforward prompts.

The sidewalks bustling with **pedestrians enjoying the nightlife.**

A bustling city street under the shine of a **full moon.**

At the corner stall, a **young woman** with fiery red hair, dressed in a signature velvet cloak, is **haggling with the grumpy old vendor.**

The grumpy vendor, a **tall, sophisticated man,** is wearing a sharp suit, sports a **noteworthy moustache** and is animatedly conversing on his **steampunk telephone.**

Source: https://openai.com/dall-e-3

You just need to prompt a command or input, and then ChatGPT will bring your idea to life. However, let's say the image that ChatGPT generated is not quite right with what you want; then you just need to tweak some of your words until you get the image you aim for.
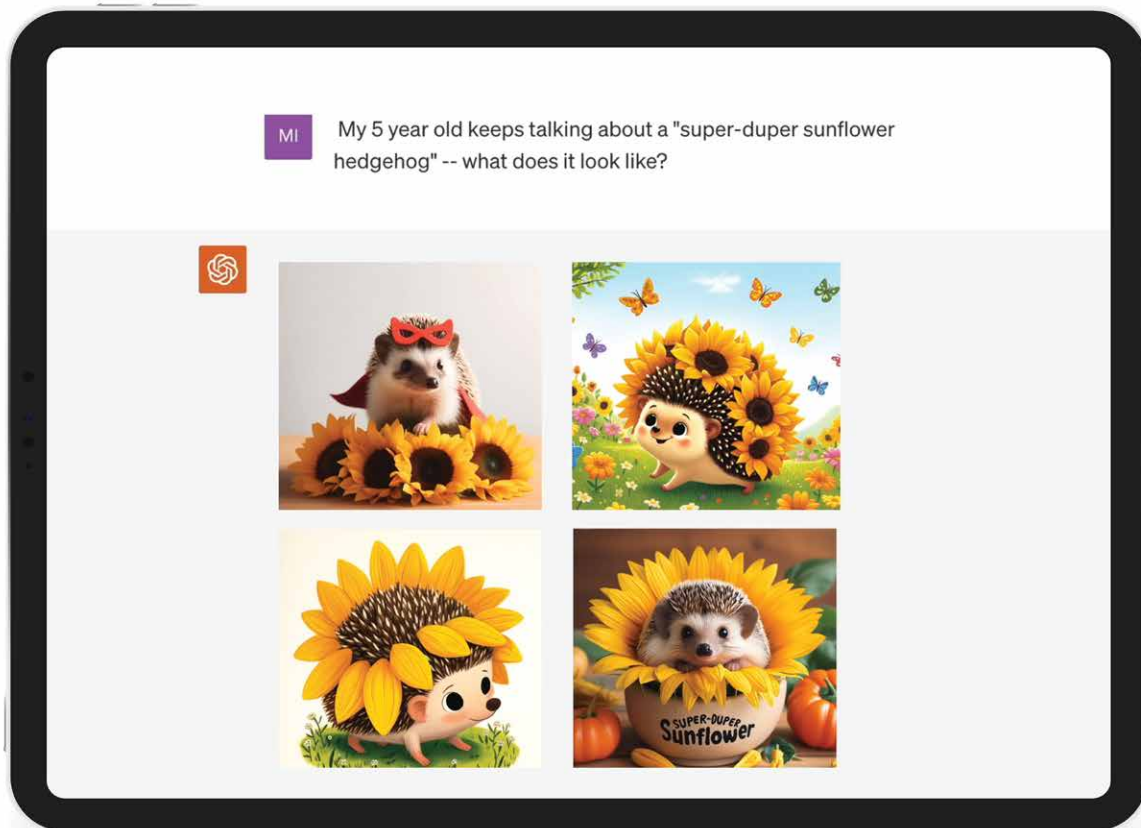
And here's the good news: just like DALL·E 2, you do not need permission to reprint, merchandise, or sell them. Once created, the images with DALL·E 3 are already yours.
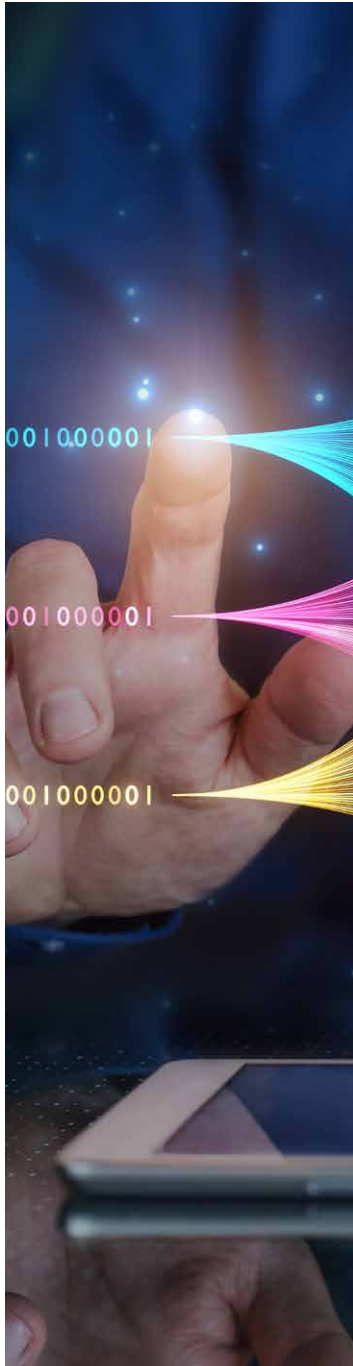
DALL·E 3 Improvements

+ More focus on safety

Just like the old versions, OpenAI focuses on the tool's ability to generate hateful content, violent, and adult outputs.

+ Prevention of generating harmful content

DALL·E 3 has improved its ability to decline requests asking for the name of a public figure to improve safety related to misinformation and propaganda.

+ Internal testing

OpenAI is currently conducting research and experiments to make a new tool that can identify if an image was created by AI or by DALL·E 3. They aim to use this tool to understand better how AI images were used. (OpenAI will share more information about this soon.)

+ Creative control

DALL·E 3 is designed and improved to decline prompts or input to generate images that are similar to the style of a living artist.

Revolutionize Your Law Firm with GPT-4 AI-Powered Solutions

ChatGPT Constraints: A Simple Reminder

Just like any tool, ChatGPT has its own set of limitations and potential risks.

While ChatGPT does read the Internet now, it's crucial to ensure the veracity and reliability of the information. You should still check other sources and references to make sure all information is correct.

Your expertise, discerning judgment, and soft skills are irreplaceable when it comes to making informed legal decisions. So, always remember to consider the ethical aspects of employing AI in legal work. Maintain client confidentiality at all times and refrain from sharing specific case details with ChatGPT.

Discover the Impact of AI in the Legal Industry

How to Utilize ChatGPT-4

To get the best out of an AI tool like ChatGPT, first, you need to learn that using the right input or prompt is the key to getting the best out of the AI tool.

ChatGPT Input or Prompt is a statement or a set of keywords you feed into AI generators, such as ChatGPT. This serves as an instruction for the desired output. ChatGPT then utilizes its vast knowledge to interpret this trigger and deliver a suitable response.

Download The Top 20 Legal Marketing ChatGPT Inputs

Other AI tools

There are many, but we'll focus on 3 related to content creation and personalization:

+ **Bard** is an experimental AI chatbot developed by Google, designed to operate much like ChatGPT. However, the key distinction is Bard's ability to draw information directly from the web.

+ **Jasper** is an AI-powered copywriting tool that provides customized copywriting advice.

+ **Campfire AI** helps marketers create engaging chatbots.
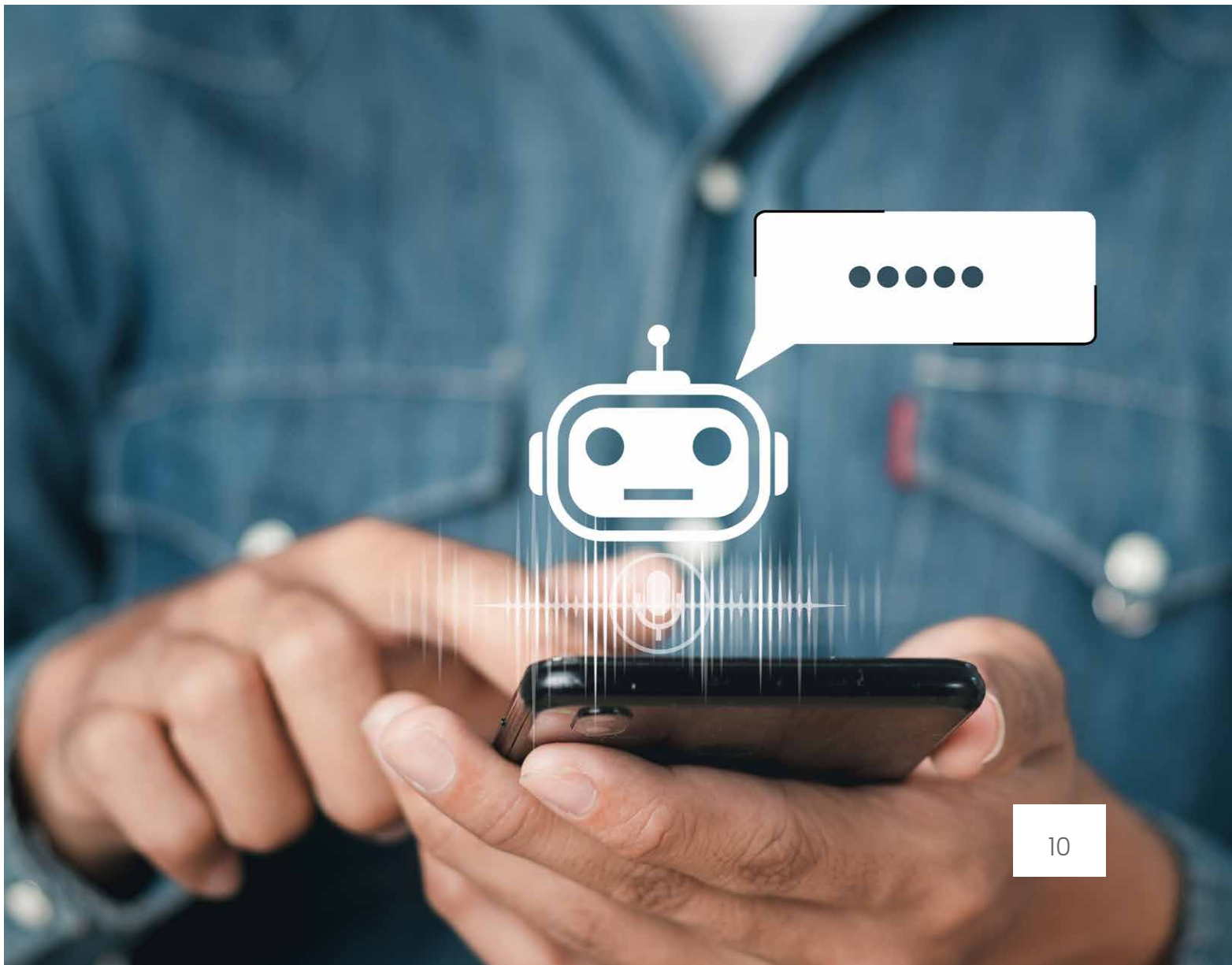
A New Anticipated AI Gemini Model Is Set to Launch Soon From the Vertex AI Model Garden

The launch of Google Gemini was reportedly postponed and rescheduled to be launched in early 2024. It is also said that this change was due to challenges in catering to non-English language queries. However, despite this, Gemini is still expected to be one of the biggest competitors of OpenAI, Meta, and Microsoft.

As a matter of fact, Vertex AI users on X already shared posts about the names of the 4 Google Gemini models that will appear in the Model Garden:

- **Gemini-Pro**
- **Gemini-Pro-vision**
- **Gemini-Ultra**
- **Gemini-Ultra-Vision**

Do you want to stay ahead of the latest news and trends in the legal field?

Look no further!

We've meticulously compiled the Ultimate List of 20 AI Essential Websites and Newsletters. This resource will keep you updated on the latest developments in AI and legal marketing, arming your law firm with a competitive edge.

Do you want to become an early adopter of AI? Learn more? Get inspired? Find the best and latest updates. We've got you.

Download The Top 20 Resources for the AI-Savvy Attorney

Adding Advanced Chatbots and Conversational Marketing

Marketing today is more conversational than ever, and this is achieved largely through personalization.

Nowadays, **82% of people expect an immediate response to their sales and marketing questions**, and one way to enhance customer interaction is through chatbots.

How to apply it:

The majority of chatbots today are driven by AI. They are software applications that communicate with users via live chats, messaging, calls, etc. Here's how you can get started:

- Use a platform like **MobileMonkey** to create a functioning chatbot

- Leverage **Campfire AI** to create engaging chatbots

- Besides AI-powered chatbots, use decision-tree bots (they provide queries and guide your audience towards specific goals) **Here's an example:**
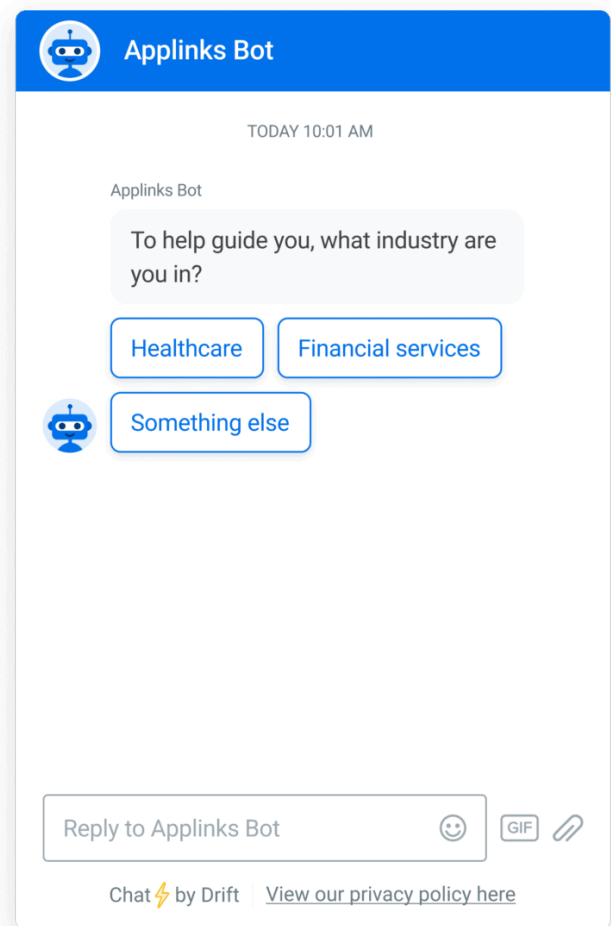
This is the one you'll probably hear the most about!

According to **Legal TikToker @Dellara**:

+ It took Netflix 3.5 years to reach 1 million users

+ It took Facebook 10 months to reach 1 million users

+ It took Instagram 2.5 months to reach 1 million users

It took ChatGPT 5 DAYS to reach 1 million users!

ChatGPT is by far the best AI chatbot ever created. It can write cover letters, blogs, and a variety of natural language tasks. Basically…you name it, you can have it!

How to apply it:

+ **Become a ChatGPT Input Expert Here**
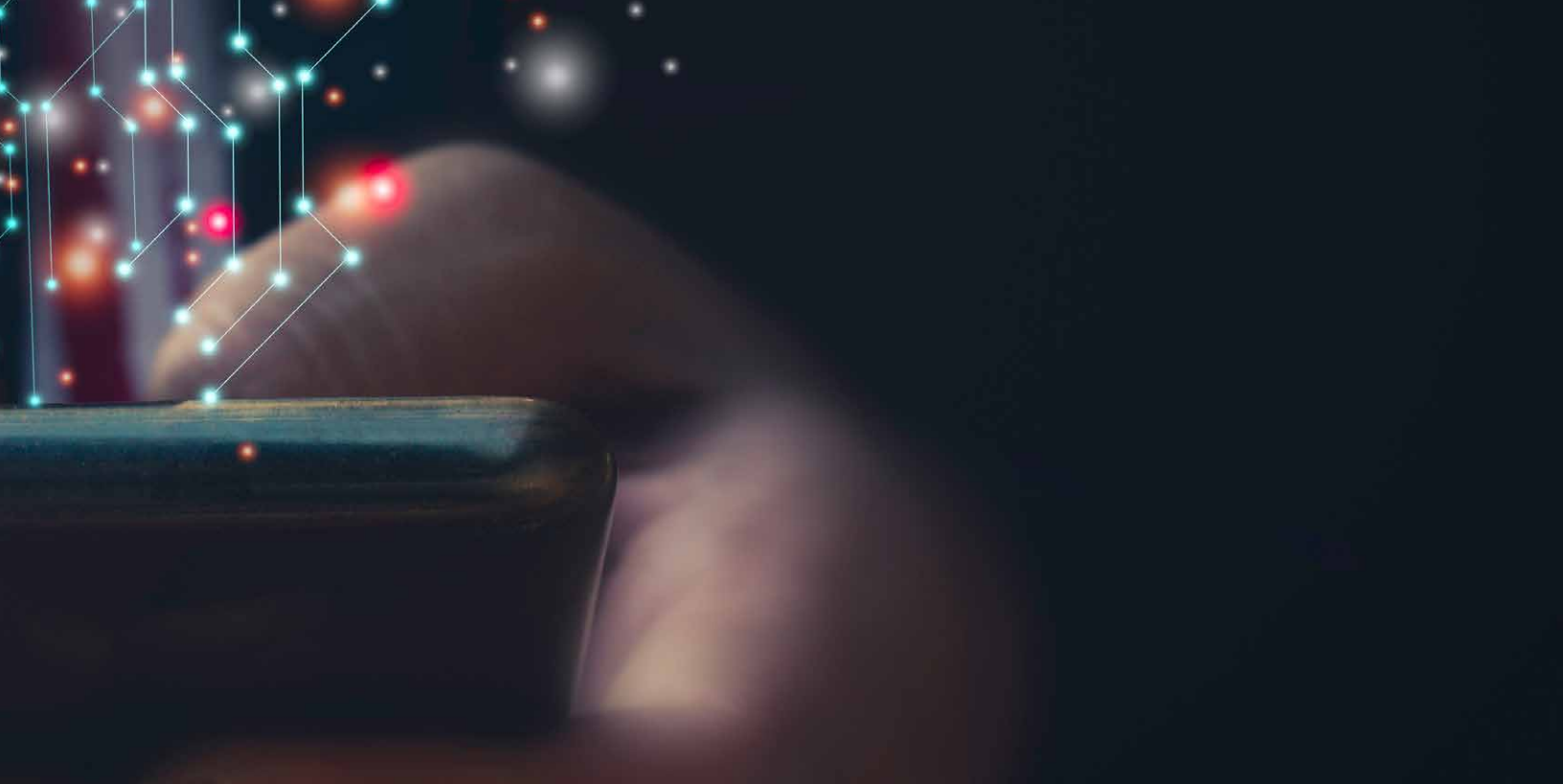
Moving From Generative AI to Explainable AI

In 2023, the "it" thing behind AI was the text-to-image generation trend.

AI models like **DALL-E** will remain on top of the list for those experimenting and generating art.

This will *remain relevant* in 2024.

However, the conversation is moving from text-to-text images to text-to-video to text-to-anything.

How to apply it:

✚ **Purchase ChatGPT Premium**

✚ **See visual examples**

Web Design Beyond the Aesthetics

What do you do when you're looking for the best physician, the most highly-rated restaurant in the vicinity, the most experienced personal trainer near you, or pretty much any professional?

The vast majority turn to online searches.

Web design will continue being a key player in your firm's digital success. **ABA** finds the percentage of law firms poll respondents reporting a website remains steady from last year at 94%, up from 86% since 2019.

Check Out The Law Firm Websites Design Portfolio

Did you know the average website can begin to look outdated in as little as three years?
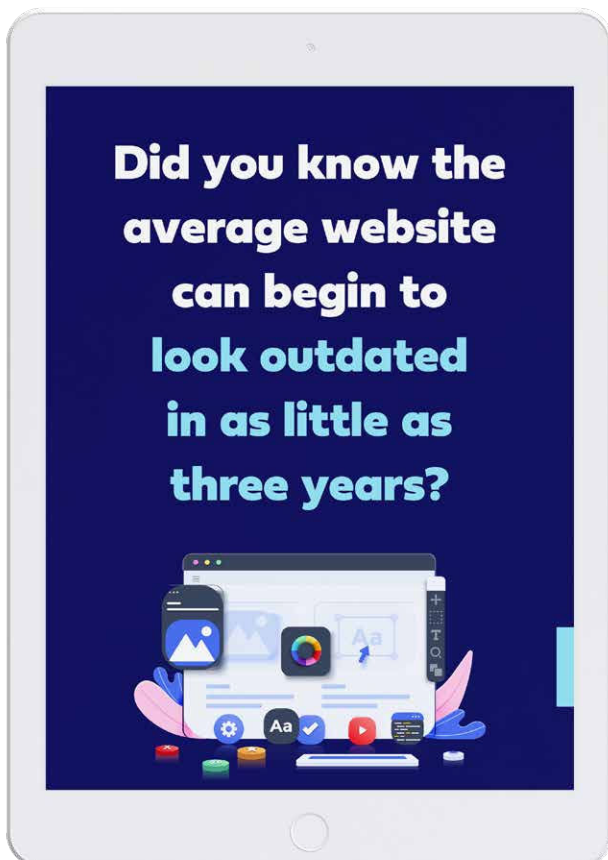
Because your website is like your digital home, it is one of the most valuable assets supporting all your marketing investments.

Users demand websites:

+ Have pages that load quickly

+ Have an up-to-date appearance

+ Are optimized for mobile, etc.

This brings us to one of the first trends, user experience.

User Experience (UX): Design As Data

According to Google, design as data can be broken down into 2 trends shaping how we design:

1   How we build

2   What we build

How we build

Before, designers focused on sketches while developers took on the rest. Usually, there's a hand-off between the designer and engineer, etc. Now, there's availability of design to code, which means designers and developers will be able to work together better.

What we build

Marketers can amp on two-way experiences with fresh content like:

- Interactive infographics
- Quizzes
- Calculators
- Assessments
- Interactive maps and videos

How to do it

- Designers should participate directly with developers and define elements like spacing, colors, "blanding" on intrusive pop ups, two-way experiences, etc.

- Use design to code platforms like: Figma, Wix Editor X, Anima, and Webflow.

Watch Google's UX Webinar Here

Designing With Purpose

The benchmark continues to be the same–have a dynamic site that keeps up with your users' needs: **Easy navigation, branded design, and relevant content.**

Part of this process may require occasionally revamping the visuals (or even overhauling them altogether) to make sure your firm's digital presence reflects current trends, whatever they may be. We recommend you think of your website as evolutionary rather than as something that's "done" or "not done" and as one that requires consistent yet incremental steps to ensure your firm keeps up.

How to apply it:

✦ A/B test (split test) different designs. Try different layouts and positions of your content on the homepage.

✦ Test different content ideas, e.g, revamp older content with the latest information.

✦ Try different headlines, text and fonts.

Here is an example of a website made by Consultwebs:

Unlock Over the Top Visibility With Streaming Advertising

Streaming advertising, or in Consultwebs, we call it Over-The-Top or OTT is a campaign and strategy all law firms should utilize.

It is well-known that cord-cutting is now on the rise; hence, **traditional TV advertising** has been losing its edge for a long time. Here is where streaming advertising can save your firm.

Streaming advertising allows your firm to provide content directly to your target audience through streaming platforms like Amazon Fire TV, Apple TV, Hulu, and Roku.

Nowadays, clients spend most of their time watching TV and streaming online using their phones, laptops, and tablets; that is why being where your clients are is the smartest strategy you can do.
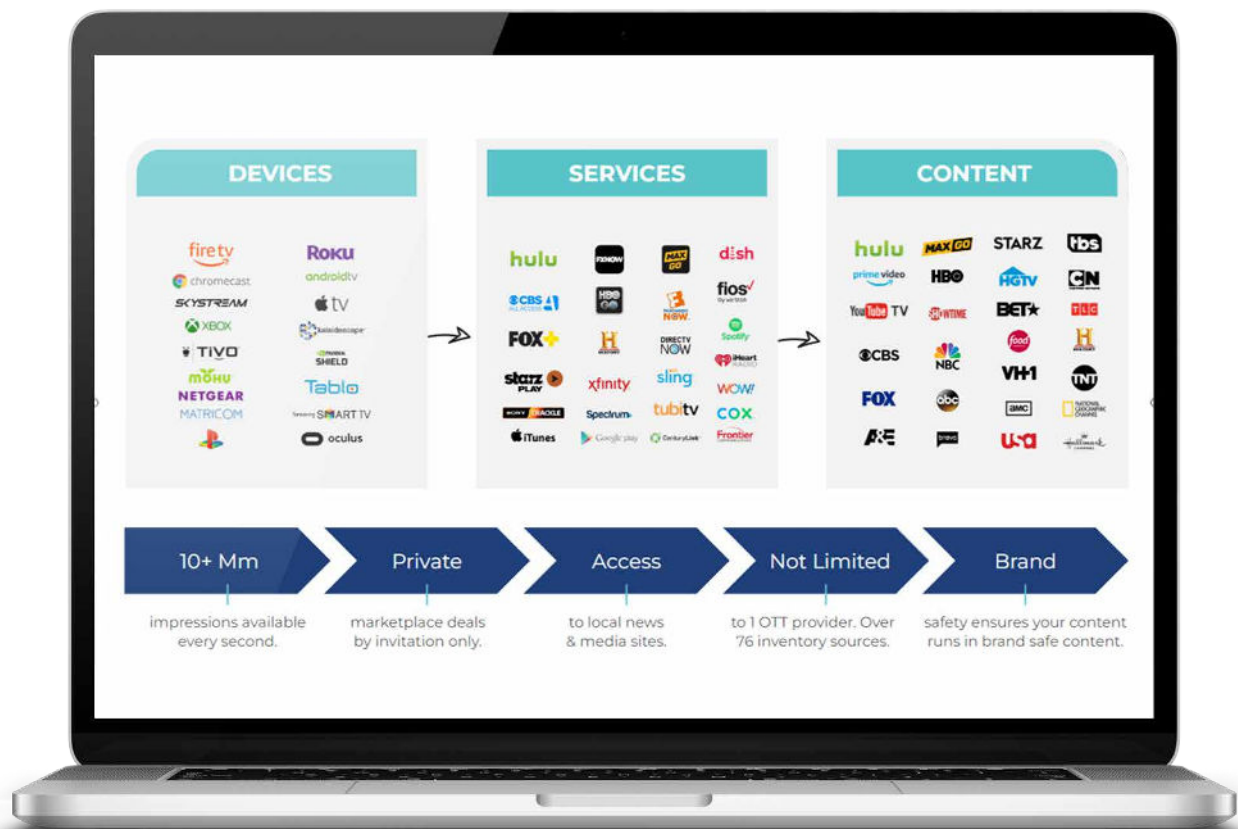
This means you can now connect with potential clients where they spend most of their time – streaming their favorite content.

What you need to get started:

- An internet connection

- A compatible hardware device, e.g., mobile phones, computers, smart TVs, or any digital player like Apple TV, Amazon Fire TV, etc.
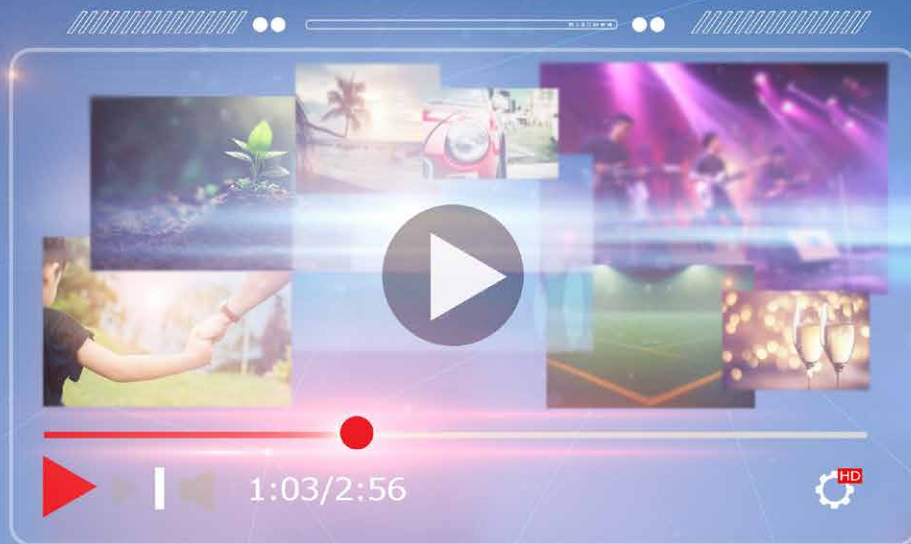
Provide Accessibility by Being ADA Compliant

According to the **CDC**, 1 in 4 of adults in the U.S. have some type of disability **– that's 25% of your potential market.** As technology evolves, so *do the responsibilities of web designers.* Today, they have to consider each element on a web page and adapt to the needs of users with disabilities, and that's where ADA comes in.
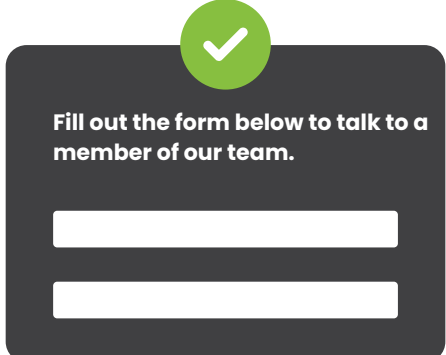
The ADA, **Americans with Disabilities Act**, prohibits discrimination against those with disabilities. In conjunction, there's the ADA for Accessible Design. It's considered best practice to be sure that everyone looking for legal services is able to perceive, understand and navigate your firm's website.
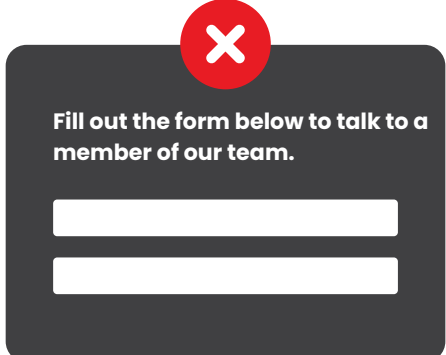
Discover How to Design an ADA Compliant Website

How to apply it:

+ Make sure the color contrast is balanced and not harsh, and the text is not difficult for your sighted visitors to read and see. **WebAIM** offers a free color contrast checker.

+ Apply alternative text, alt text, to your images. This is a brief description of their content and appears if the image fails to load or if the user is using a screen reader.

+ Add descriptive labels to your fillable forms.

  Take a look at this example:

Fill out the form below to talk to a member of our team.

Fill out the form below to talk to a member of our team.

Prioritizing First-Party Cookies

Google phased out the support for third-party cookies in 2023, which means that it's critical to <u>prepare your firm for a cookie-less world.</u>

Firms should begin preparing to gather their website data (first-party cookies) rather than depending on third-party cookies from Chrome and other browsers. The push of first-party cookies means businesses will have to test new marketing methods.

How to apply it:

+ Add user registration forms on your website.

+ Test the other channels linked to your website, such as social channels.

+ Send targeted and personalized emails.

Designing for Transparency & Protecting Data

This is related to the previous point.

Cookies need a user's personal information, such as name, last name, and email, which may be willingly provided by many users. But, users today are smart and (a little) skeptical which explains why 68% of users believe most companies aren't transparent about how their data is used.

Therefore, you must be transparent about what the data is for, how it'll be used, and how you protect it. In other words, designing with full transparency.

How to apply it:

+ Showcase how you safeguard the user's privacy.

+ Explain how the shared data relates to the value they'll receive in return.

+ **Learn about the types of cyberattacks and how to protect yourself.**

Page Speed is Still King!

One element that is a constant in design concerns a website's loading time. Ideally, you want your website to load within two to three seconds. After that, at around 4 seconds, **1 in 4 of all visitors** will abandon the site.

How to apply it:

+ Optimize your images and videos. If possible, compress some of the images and larger files.

Design Hack for Images:

+ PNG works best for graphics with less than 16 colors

+ JPEG works best for photographs

+ Minimize the amount of redirects, which is when visitors on one page get forwarded to another.

Download Your New Page Speed Strategy

SEO Beyond The Metrics

SEO will continue to be one of the most important marketing investments for long-term sales activation.

SEO is more than just *placing keywords*; it's dynamic and competitive. This is especially the case in practice areas like family law, criminal law, and personal injury, with other practice areas like bankruptcy and employment law competing and rapidly closing in.
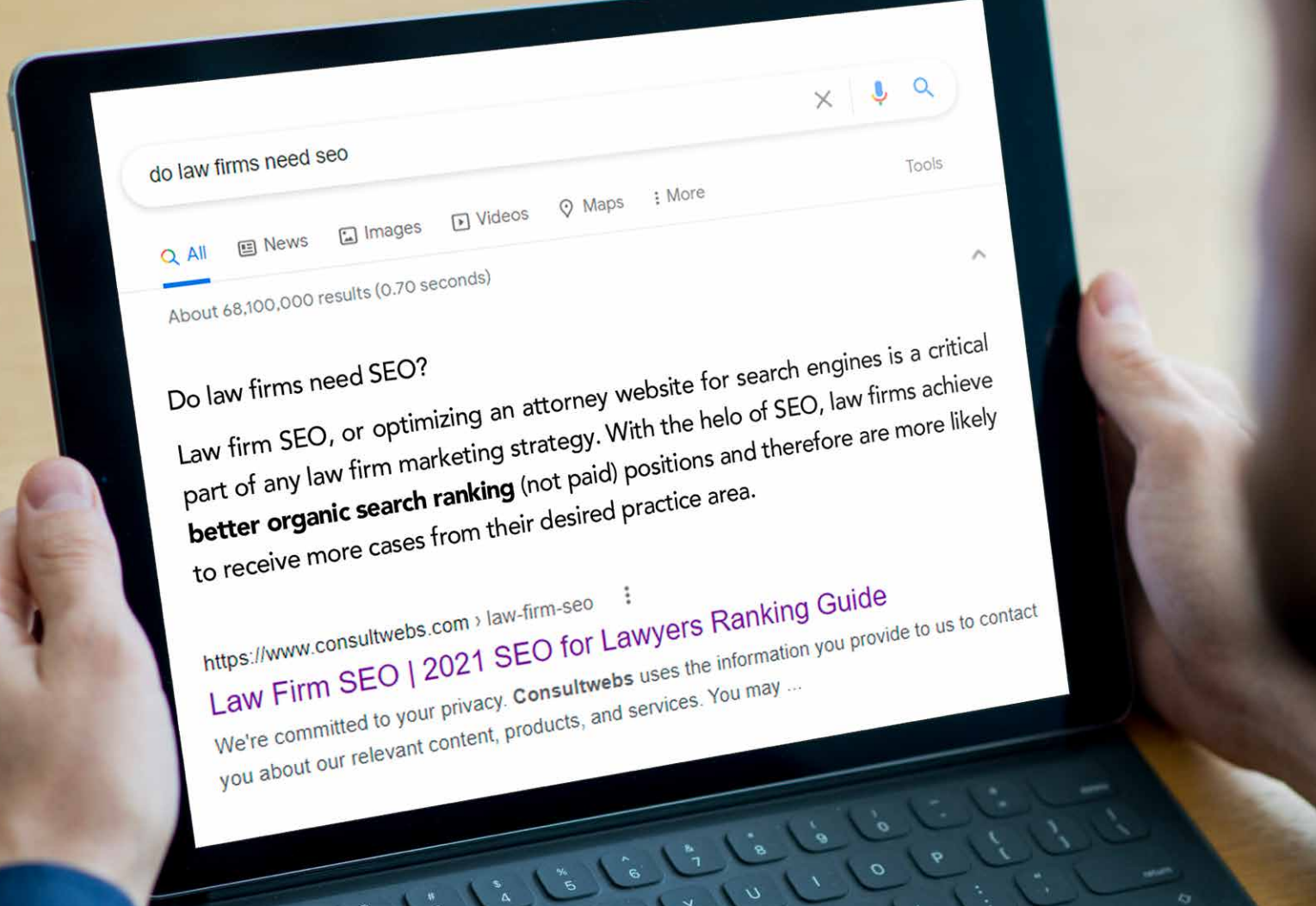
All firms partnered with Consultwebs have proven ROI with SEO. On average:

+ The cost per case decreases by 56%

+ The total number of cases increases by 266%

Here's a sneak peak of what we mean:
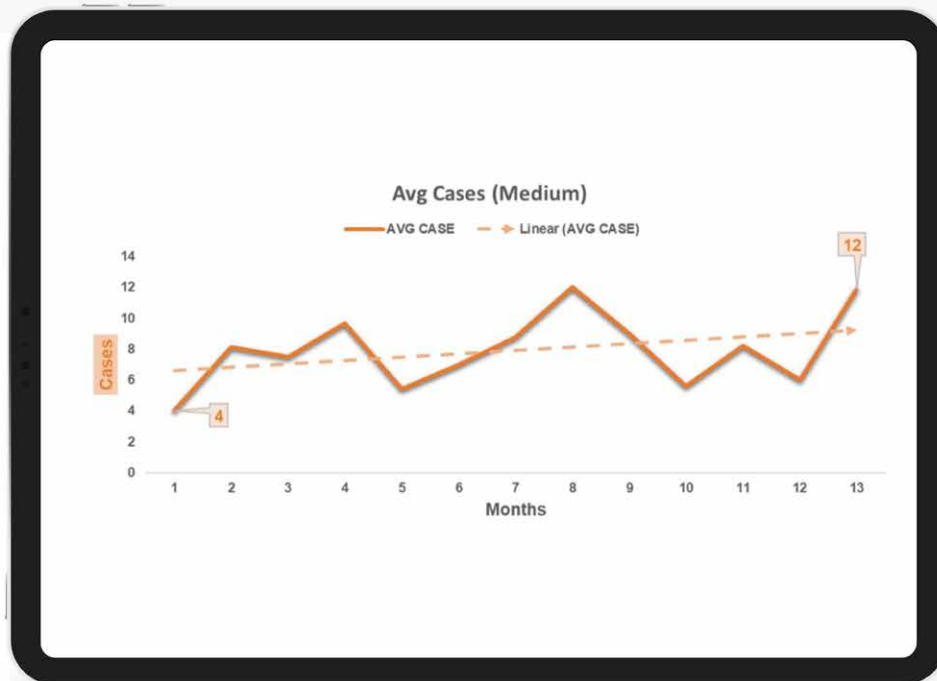
Proven SEO ROI for Law Firms Here

Getting the Featured Snippet

The featured snippet is also called position zero for a reason: it's above the paid ads in the search results and everything else. **It is essentially a box that appears in the search results and provides the most relevant information, according to Google.** Here's an example:

The beauty of taking advantage of this snippet is that it is already there and up for grabs.

When a user searches: "What's the difference between contingency fee and hourly rate?"

The answer that Google prioritizes isn't based on who pays the most but rather on who provides the most relevant and robust content.

How to apply it:

+ Answer specific questions - the more specific, the better!

+ Know what your users are asking

+ Create high-quality content

+ Optimize your FAQ page regularly

Boost Rankings by Following Google's Quality Guidelines

Google made significant updates to its Quality Rater Guidelines, and these guidelines have a great impact on your firm's rankings.

The criteria for evaluating websites is based on EEAT principles, and **how closely you follow EEAT principles has a direct impact on your firm's search engine rankings.**
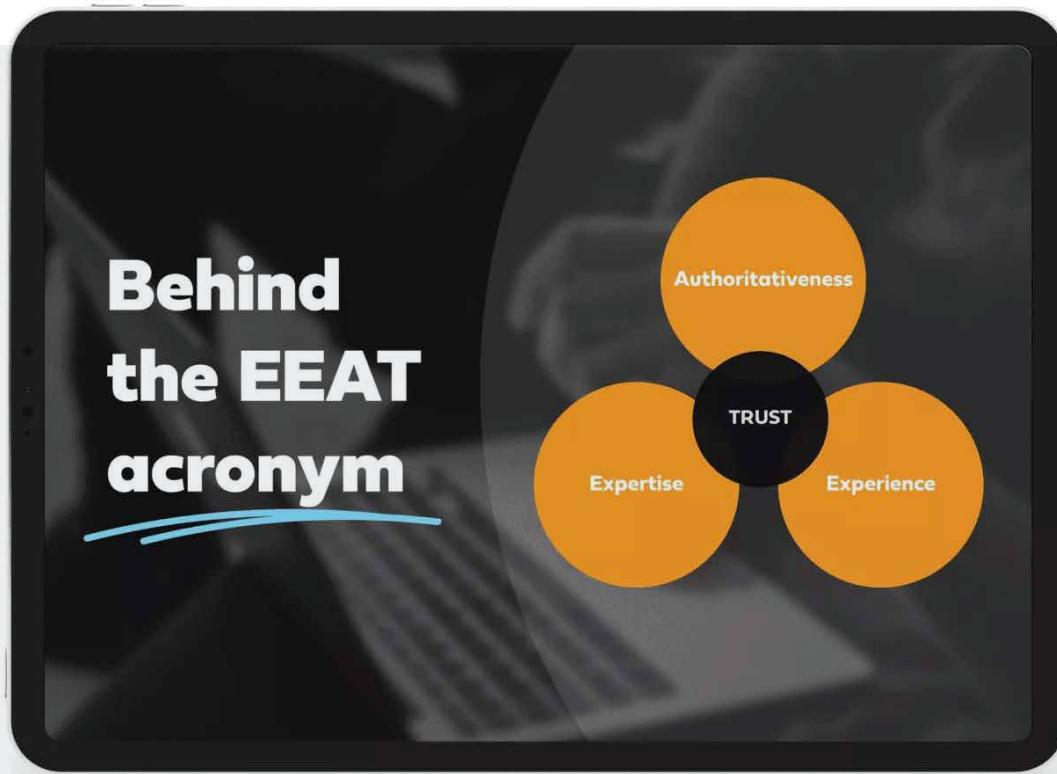
1 | Experience

This is the newest element to the Google EEAT acronym. Experience signifies that the content provides firsthand knowledge. While there's a big push to use AI platforms like ChatGPT, and that is great, it is still critical to focus on quality and providing value above all.

2 | Expertise

Expertise encompasses the content creator's knowledge, skills, qualifications, and proficiency in their field.

3 | Authoritativeness

Authoritativeness focuses on the credibility and reliability of a website and its content. For law firms, this means (again) publishing quality legal content, **managing law firm reviews**, acquiring testimonials, etc.

4 | Trustworthiness

Trustworthiness emphasizes the reliability of the content. It involves factors such as accurate citations and references, and transparent sourcing.

How to apply it:

+ Focusing on quality above quantity

+ Always referencing, sourcing, and giving credit where it's due

+ Providing your first-hand expert

+ **Follow our EEAT guidelines specifically designed for law firms**

Content Focused on Value, Not Just Selling

Nowadays, content should focus on *quality* and not necessarily quantity. **This means that above all else, content should provide value.** In fact, one of **the reasons why law firms fail to grow** is because they neglect their client's needs.

To help combat this, here are some questions that'll help you strategize for value:

Questions to Develop More Value-Driven Content:

+ What are your clients looking for?

+ How did your previous calls and cases find you?

+ Why did they choose you and not the competitors?

+ Are prospects looking at who has the most experience?

+ Do prospects want to know if you solved a case similar to theirs?

+ Do they go for the firm that has the most online reviews?

+ Are prospects looking for a law firm closer to them? Or would they go out of their way?

Remember the pointer we shared on Google's quality rater guidelines above? This ties back to this section, too! According to Google, boosting your firm's perceived trustworthiness is key:
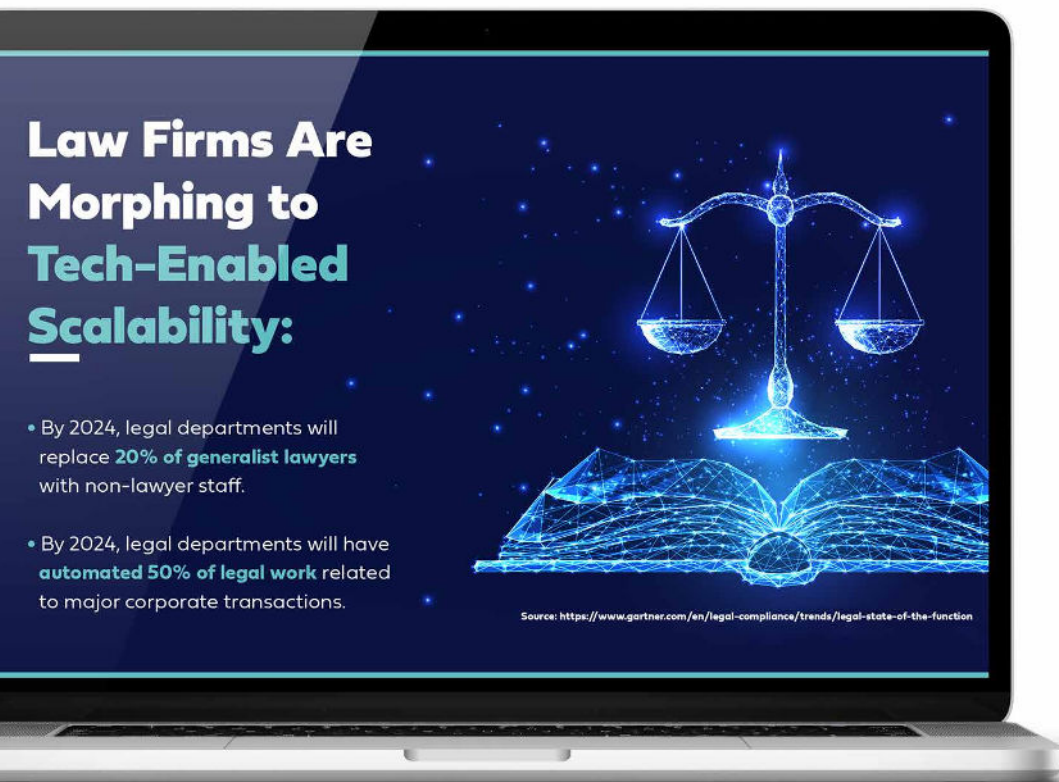
> Trust is the most important member of the E-E-A-T family because untrustworthy pages have low E-E-A-T no matter how Experienced, Expert, or Authoritative they may seem.
>
> **Google's Search Quality Rater Guidelines, pg. 26**

How to apply it:

+ Create a bubble map with answers to the questions above

+ Pick and choose repeat topics and any other relevant topics

+ Did you create a piece of content? Now, it's time to recycle content.

The 7 Clever Ways Firms Can Recycle Content

Shifting to Signal-Based Marketing With the Help of Marketing Automation

The best kind of marketing continues to be….data-driven, which is why this year, there's a shift in mindset from technical-based marketing to anticipation marketing. Thus, we'll see **more firms pushing tech-enabled scalability.**

Law Firms Are Morphing to Tech-Enabled Scalability:

• By 2024, legal departments will replace **20% of generalist lawyers** with non-lawyer staff.

• By 2024, legal departments will have **automated 50% of legal work** related to major corporate transactions.

Source: https://www.gartner.com/en/legal-compliance/trends/legal-state-of-the-function

What does this mean for law firms?

+ Marketing will help firms foresee what customers want and then feed that information into automation processes with the help of data analysis.

+ Data analytics will help with personalization.

How to apply it:

+ Start by **downloading our Marketing Metrics Checklist for Law Firms**

+ With the checklist in hand, set apart weekly or monthly time to review your

+ marketing analytics

See which internal processes need to improve and rely on automation tools [*more on this later*]

Voice Search Remains On the Rise

Today, <u>around one-third of the U.S. population uses voice search to conduct searches.</u>

Just think about the popular voice search assistants used today, like Amazon's Alexa, Google Assistant, and Apple's Siri. When people are on the go, they can easily use these voice assistants for commands and queries such as: "What's the closest car accident law firm near me?" Or "What should I do if someone hits my parked car?"

So, how can your firm prepare for the rise of voice search?

For starters, the majority of voice search commands come from mobile devices, making it imperative that your content is optimized for mobile devices.

In addition to this, voice search commands tend to be longer because though we can only write 40 words per minute, **<u>we can speak 150 words per minute.</u>** Since voice search is all vocal commands, **the second best tip is to optimize your content with long-tailed keywords.**

All-in on AI: Leaders tackle three business outcomes together
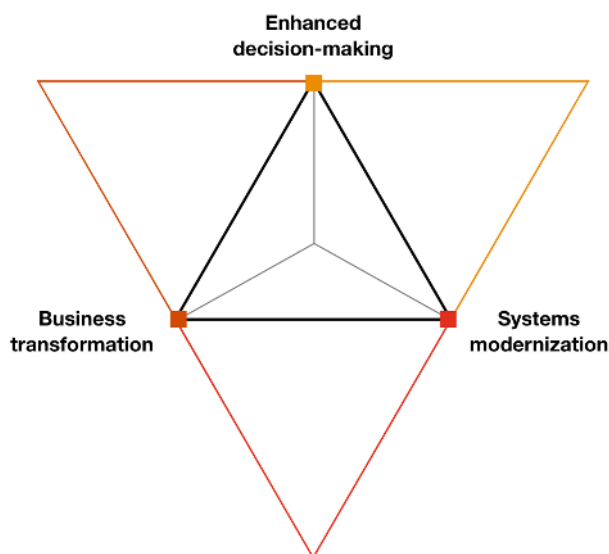
How to apply it:

- ➕ Add long-tailed keywords to your content
  - For example, instead of "personal injury," you can optimize for the long-tailed keyword, "truck accident firm in Dallas, Texas." This is not only more specific, but it also speaks directly to your niche audience in a specific area.
- ➕ Add trigger words such as: how, what, best, and easy.

Want to know more about why voice search is relevant for law firms?

<u>*We've got more details here.*</u>

Generating Laser-Focused Results With Geo-Fencing

Geo-fencing can help you reach the audience that you need and, conversely, help the audience that needs you, find you.

To understand the scope of this marketing strategy, the **global geofencing market** is expected to grow from USD 1.1 billion in 2020 to USD 6.4 billion by 2027 at an estimated compound annual growth rate (CAGR) of 27.0% from 2021 to 2027.

New software and technologies are driving geofencing's growth in the marketing arena, and your firm can take advantage of geofencing now.

Specifically, geo-fencing refers to a generated radius based on geographic sectors relevant to a specific market.

This is made possible by creating a virtual perimeter around your business's location.

In order to engage with the audience that is most likely to convert based on the location, take the following steps:

+ Ensure the content is optimized for mobile.

+ Have clear goals and objectives, e.g., Do you want to attract users and provide them with additional information, or do you want them to schedule a call?

+ Find users at specific venues relevant to your firm's practices.

  • Considering estate law, for example, a best practice would be to look at the specific services you want to offer, such as assistance with business ownership, and invest in relevant ads in places like entrepreneur conferences, workshops, and seminars, etc.

Boosting Rankings (And Trust) With Corporate Social Responsibility Campaigns

Your customers are more discerning about the services they're using, which means it's important to be transparent and connect on a personal level.

Social Media Manager at **Consultwebs**, **Paige York**, also reiterates this point:

*"Now more than ever, **people want to connect with brands on a more personal level.** They want to know that there are real people behind the screen with whom they share beliefs, ideas, and culture."*

— Paige York,
Social Media Manager at Consultwebs

It's important that brands are transparent and think about their messaging beyond sales in the coming year.

See How Firms Apply Corporate Social Responsibility

How to apply it:

- Be a mentor e.g. in the legal community, bar associations and legal mentoring associations like the NLMC, Legal Mentoring Consortium

- Participate in responsible waste management e.g. adopt a recycling system in your office

Find More Community Campaign Ideas Here

This brings us to our next section...

Content

Beyond
Entertaining

Keeping content fresh is a continuous process that can be challenging. Even though content may change, at its core, it should always be customized to speak your prospects' language. It should also demonstrate an understanding of their personal pains and desires, touch on their challenges, and provide solutions.

The content trends that are most pertinent to the legal arena are covered below:
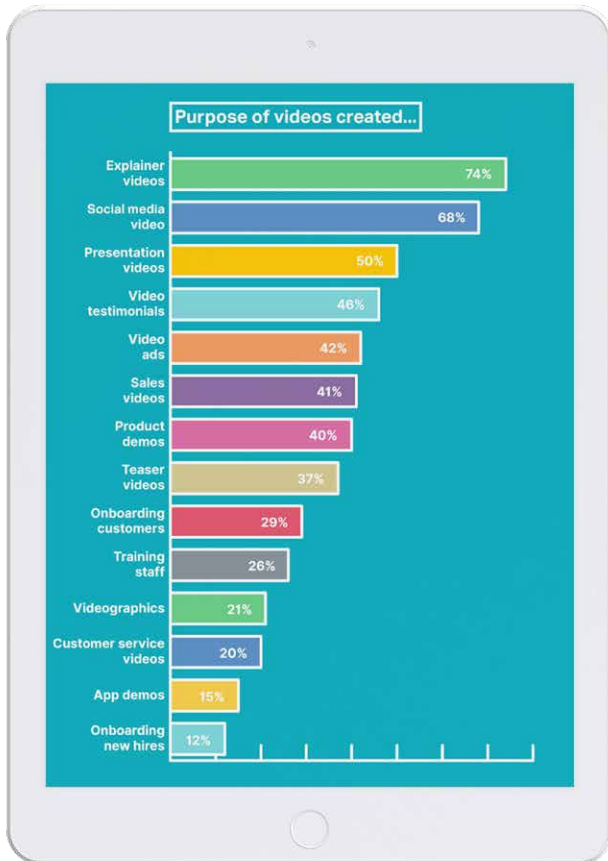
Videos Here, Videos There, Videos EVERYWHERE!

Video marketing continues to grow ever stronger, and there is a scientific reason behind its success. As humans, we are visual beings that **process visual information 60,000X faster than words.**

The reach videos have in today's market is unparalleled. **Research finds that video has an online usage reach of over 90%. Take a look:**
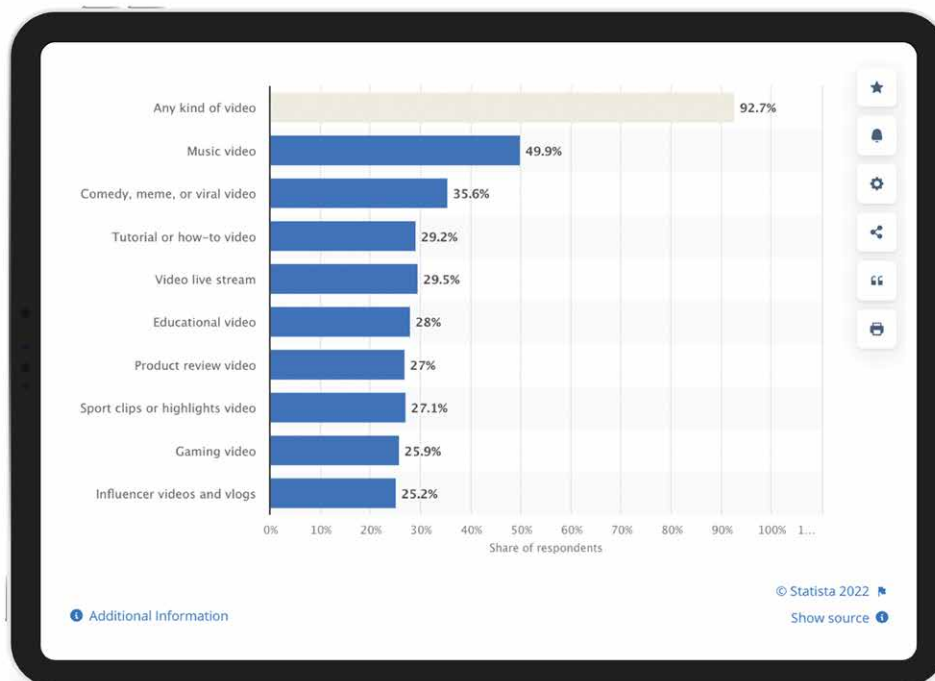
Firms are finding **creative ways to use video marketing to win more clients.**

If you're in need of motivation, here are the top reasons why businesses are leveraging videos (backed by **research**):

Purpose of videos created...

Explainer videos	74%
Social media video	68%
Presentation videos	50%
Video testimonials	46%
Video ads	42%
Sales videos	41%
Product demos	40%
Teaser videos	37%
Onboarding customers	29%
Training staff	26%
Videographics	21%
Customer service videos	20%
App demos	15%
Onboarding new hires	12%

How to apply it:

✚ Start by focusing on short-form videos e.g. 1-minute videos for social platforms

✚ Include closed captions - not everyone is going to view your videos with sound on.

In the U.S. around 92% of consumers watch videos with the sound off.

✚ Answer FAQs with videos

✚ **Download Your New Video Strategy Here**

Find the Types of Videos You Can Leverage With Consultwebs Here

# Email Marketing Continues to Prove Influential

Email marketing is, by far, one of the best marketing methods currently being used, and it's not going anywhere… especially for law firms!

Through **email services** like newsletters, email blasts, etc. law firms can boost their open rates, and the number of prospects/ clients in your sales pipeline.

Let's **take a closer look at a case**:

Read The Case Here
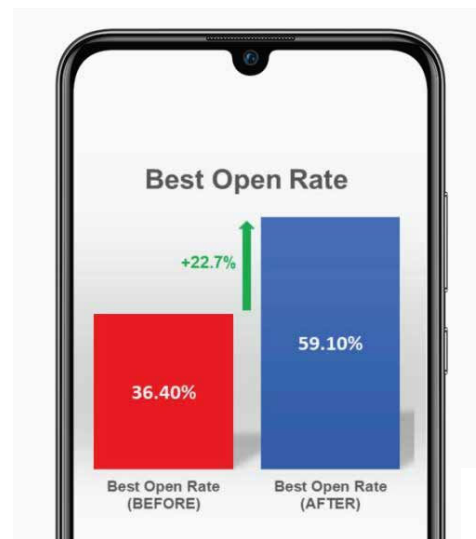
- **<u>Follow email rules and regulations</u>** (Yes, they exist!)

- **<u>Learn how to build and maintain a solid email list</u>**

- Check out our webinar, **_<u>'The Top 5 Email Marketing Strategies Law Firm Shouldn't Miss'</u>_**

Podcasts Will Keep Growing

Videos are on the rise, but podcasts aren't falling behind!

In reality, the popularity of podcasts continues to rise and is anticipated to rise considerably between 2023 - 2028. The adoption of podcasts can be credited partially to factors like the pandemic, during which according to Forbes, 60% of the podcast listening was done at home.

How to apply it:

- Find the niche market you'll focus on and create a content strategy around it

- Create branded content (logo, slogan, intro/outro, etc.)

- Market your podcast for possible guest speakers

- Have a central topic of focus

- Have talking shownotes with questions to ask

- Always add CTAs that redirect visitors down the sales funnel
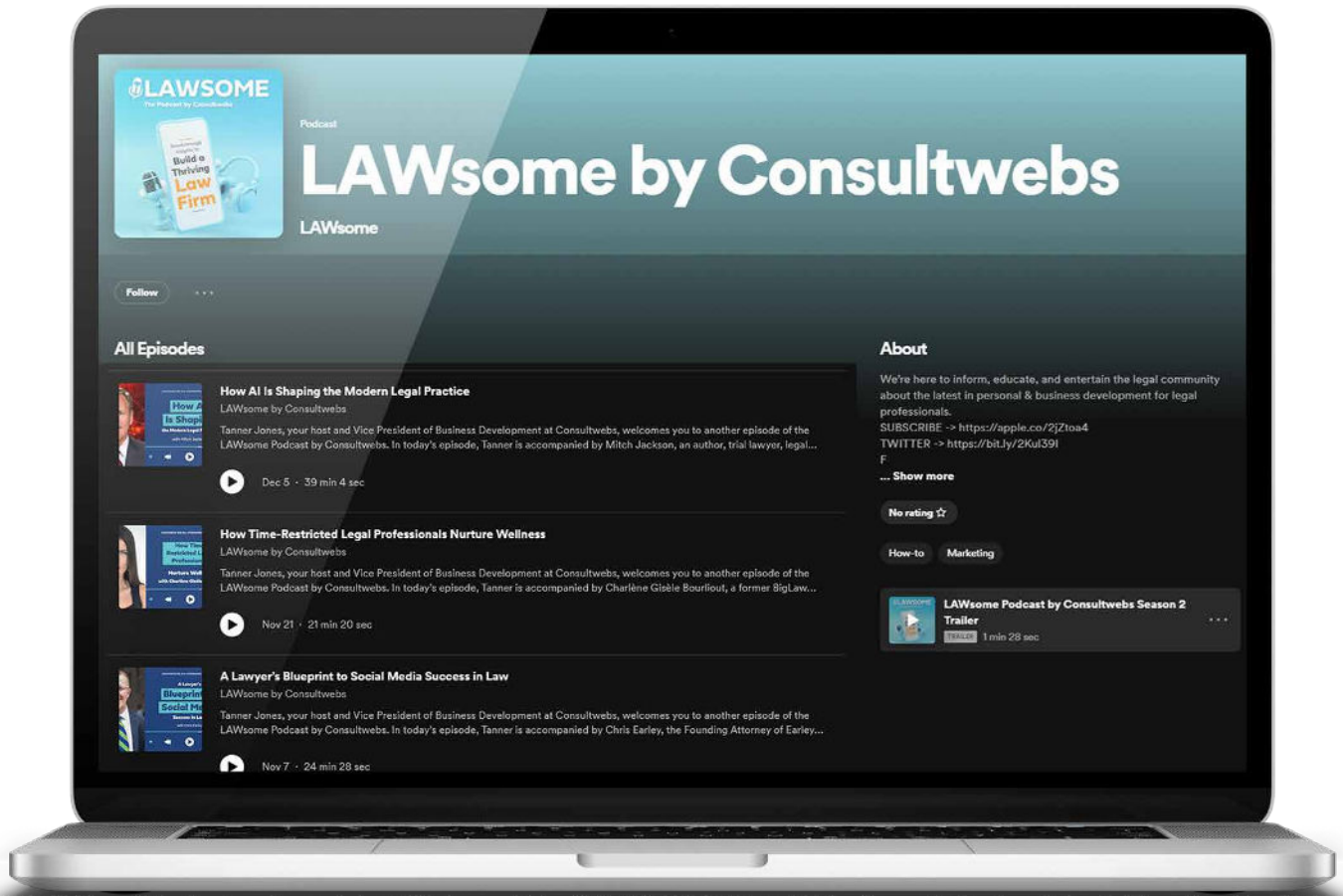
Find Legal Podcasting Opportunities Here

Stronger Reach With the Help of Push Notifications

Today, one of the best ways you can grab and hold attention is by using push notifications. This is key to engaging with all your prospects across different devices, but most importantly, mobiles.

Mobile usage surpassed desktops and is expected to increase a whopping additional 25% from the current levels by 2025.

To keep your different audiences engaged, you'll need to create clear objectives. Do you want to grow your subscriber list? Increase followers? Sales? It's better to have clear objectives for your goals to ensure your copy reflects those goals. Since the window of opportunity is so small, we would suggest employing a few best practices.

How to apply it:

+ Be timely.

+ Keep it short, sweet and simple.

+ Add a clear call to action.

Take a look at these two push notification samples and see why it works:

Why It Works

+ Timely.
+ Encourages goals.
+ Effective call to action.

Why It Works

+ Timely announcement.
+ Aligned to interests.
+ Enticing call to action.

Social Media

Beyond Entertainment

Social networking is by far the most popular online activity and will keep growing thanks to increased mobile usage. According to **research**, in 2023, to around 4.12 billion users, rising to an estimated 4.41 billion by 2025.

But is social media on the rise for law firms? Absolutely!

According to the **ABA**, 81% of respondents say that their firm maintains a presence in at least one social media channel. Among those channels, **LinkedIn is the leading platform for law firms.**

Given the many new updates and the upcoming social media trends that are most applicable for firms:

Decentralized Social Media

The recent changes of Twitter, now X, have shown the vulnerable side of social media platforms. Since then, many are moving away from it and instead are focusing on having control of their content and data.

Please note: *Before* diving into the topic of decentralized social platforms, we'd like to clarify that it doesn't mean one channel will rule them all.

In fact, many socials will continue working hand in hand - **X** included.

✚ Since Elon Musk closed the deal, many X users are taking a 'wait-and-see-approach' and not fully deleting their accounts at this time.

    However, many are checking out alternatives to X.

    More on this in the following section.

Mastodon

Speaking of decentralized social media, **TechCrunch** states, *'Mastodon's microblogging app saw a record number of downloads after Musk's X takeover.'*

We'd like to clarify that Mastodon isn't a new platform, but it is quickly gaining traction.

What it is

It's a free and open-source microblogging service offering a different approach to social networking.

How it's similar to X

Besides the microblogging, you can also follow other users, create posts, like, and 'retweet' **('tooted' in Mastodon lingo!)**

How it's different from X

Designers should participate directly with developers and define elements like spacing, colors, "blanding" on intrusive pop ups, two-way experiences, etc.

Use design to code platforms like: Figma, Wix Editor X, Anima, and Webflow.

[Image source: https://joinmastodon.org/apps]
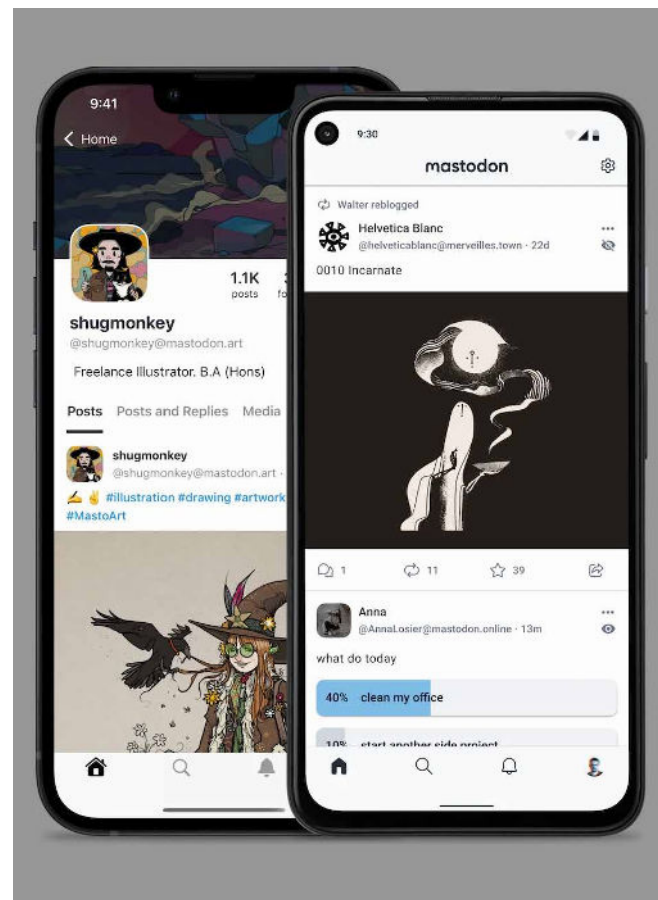
The 'Creator Economy' Will Grow More

The Biggest Shift in Social Media Attribution:

Before —› Social media focuses on pure lead generation.

Now —› Social media focuses on building brand awareness.

Add user registration forms on your website.

Test the other channels linked to your website, such as social channels.

Send targeted and personalized emails.

"Social media is there for a community; to create a community and talk to each other instead of cold-pitching or advertising, which has its place.

But organically speaking, the question is: what do you have to contribute to conversations that other people are having, and how can we make ourselves relevant in those conversations?"

- Paige York,
Social Media Coordinator at Consultwebs

The beauty behind the 'creator economy' is that this doesn't mean you need to hire the most expensive influencers. In fact, you'll find your best promoters are in your niche–this includes any one of your employees, staff, and other subject matter experts.

The content creator economy means:

✚ There's now a focus on the content and not on the number of followers

✚ Partnerships between brands (e.g. more guest blogging, podcast guests, webinar partnerships, etc.)
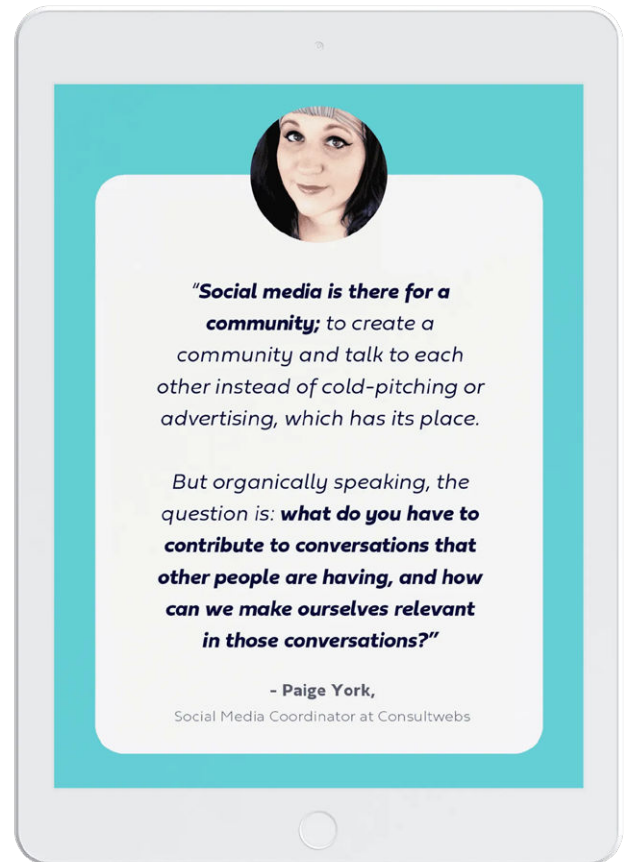
The entire creator ecosystem is changing into one that includes micro-influencers, and this is a great thing!

✚ Include an awesome diverse mix of influencers: any legal social media personalities, activists, podcasters, legal experts, etc.

✚ Think back to, 'How and with whom could my firm develop meaningful partnerships?' and plan your work, then work your plan.

Get Inspired With Trailblazers in #LawyerTikTok

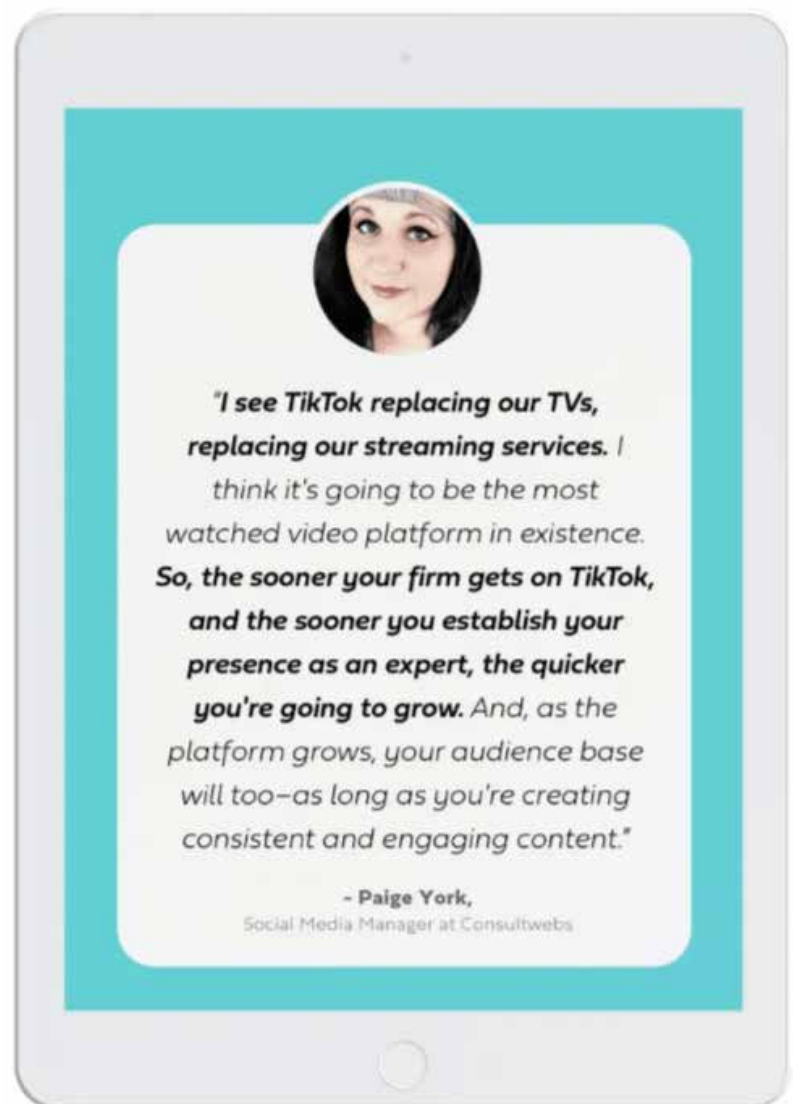# TikTok Dominates the Social Market

TikTok has one of the strongest market shares:
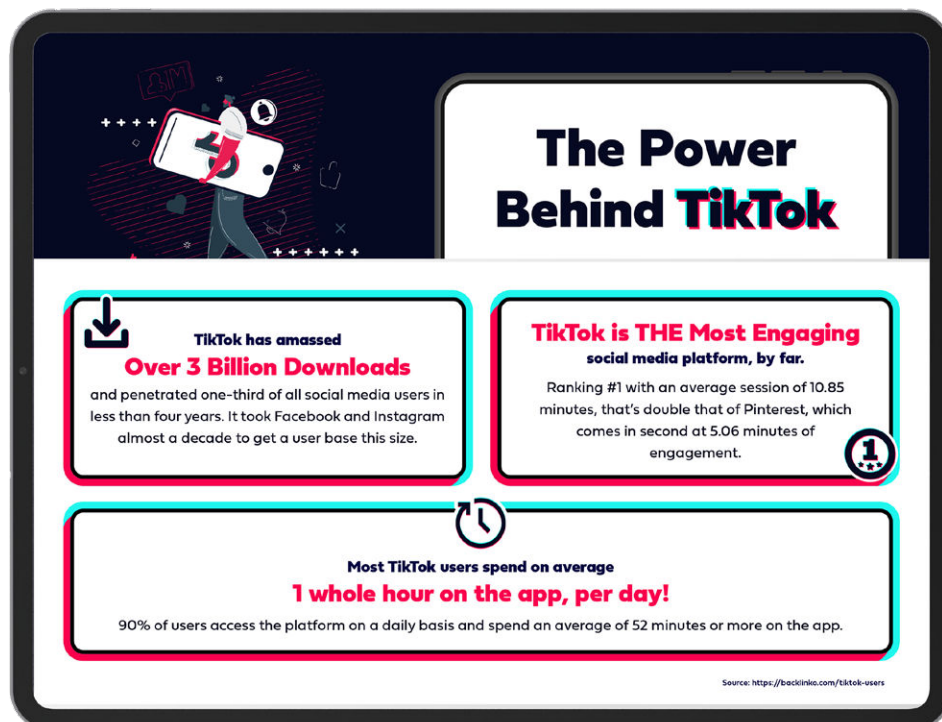
TikTok is focusing on improving its advertising targeting options, which could make it even more appealing for businesses.

Please note: It's important firms join the app with the mindset that TikTok attributes to your bottom lines indirectly.

Meaning, it isn't necessarily going to produce leads, but it'll raise awareness.

How to apply it:

- **Download our FREE TikTok Topics for Lawyers**

- Try to post 3-4 times a week

- Focus on building genuine connections (quality over quantity)

- **Learn about cross-posting, stitching videos and the reply feature here**

"I see TikTok replacing our TVs, replacing our streaming services. I think it's going to be the most watched video platform in existence. So, the sooner your firm gets on TikTok, and the sooner you establish your presence as an expert, the quicker you're going to grow. And, as the platform grows, your audience base will too—as long as you're creating consistent and engaging content."

- **Paige York,**
Social Media Manager at Consultwebs

Twitter's Rebrand to X

Elon Musk's declaration of diversifying the Twitter platform to X to make it a "super app or everything app'' that offers an array of new services – including payments, gaming, and beyond- created a huge buzz.
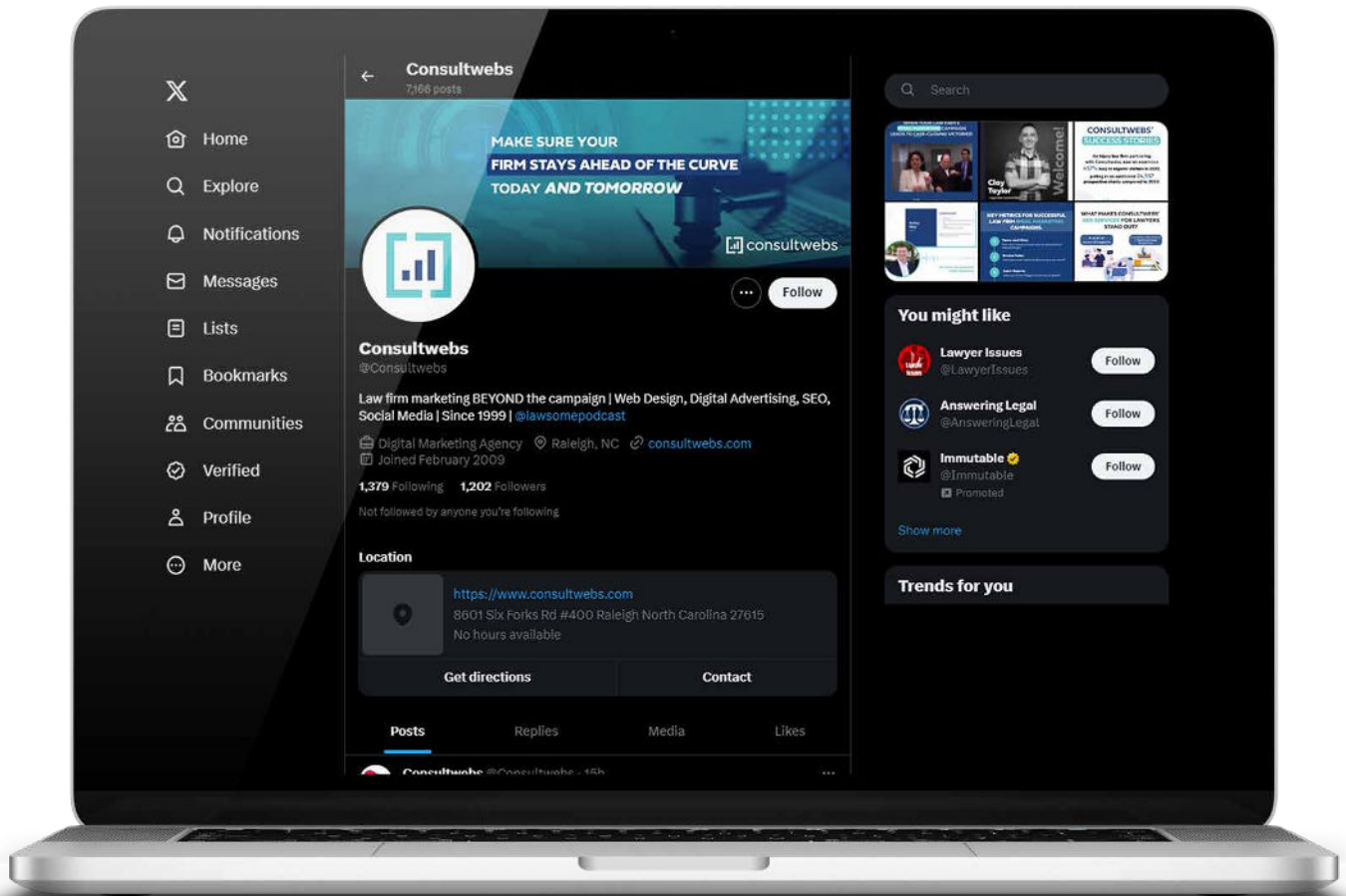
And just recently, Elon Musk announced that X would soon have additional features such as audio and video calls.

These features are available with iOS, Mac, and Android.

However, everyone knows that change is inevitable, and those who can't embrace change will fall behind.

With that being said, the most important thing is for your law firm to stay agile.

Safeguard your law firm using agile social media marketing!

Leveraging User-Generated Content (UGC) in LinkedIn

LinkedIn has become a place where individuals, as well as businesses, create user-generated content. Studies show **brands using video grow their revenue 49% faster than companies that don't.**

This explains why more and more law firms are leveraging social media to boost their visibility and enhance their reach to current and potential clients.

To top things off, **LinkedIn launched creator mode**, which is available through a profile setting on your dashboard. Creator mode gives you tools that can help you create content, as well as tools to help you network beyond your immediate reach to grow your connections.

LinkedIn gives you a step-by-step on how to turn on the creator mode guide. If your firm opts for a creator mode profile on LinkedIn, this is what happens:

+ Your profile will be converted to a 'follow' account.

+ You'll get access to the latest LinkedIn creator tools.

+ You'll have the option to publish a LinkedIn newsletter.

Social Selling With Sales Evangelists

Platforms like LinkedIn are seeing a shift, specifically on the content creator side. Besides video, many are getting the support of their Sales and Marketing teams to connect with customers on a personal level. (Remember, personalization is booming!)

How to apply it:

+ Plan which LinkedIn accounts will be set for business and marketing

+ Create a content calendar and plan to post at least 2x per week

+ Refine your message and touch on the buyer's pain points and needs

+ Keep the sentences short, sweet, and simple

+ Always include a call to action

+ Provide value, above all (a free resource, a consultation, tips, updates, the limit does not exist!)

The Advantage of Instagram in Legal Marketing and the Introduction on Thread Profile

You might be questioning the need for another social media platform if your law firm is already visible on LinkedIn and X (formerly known as Twitter). Instagram has **2 million users** and stands out with its own unique attributes.

Instagram, as a platform, emphasizes visuals over text. Thus, you should aim to craft aesthetically pleasing, high-quality content that engages your intended audience.

Your content can have graphics, photographs, videos, Reels, or Carousels. For law firms, informative content tends to be the most effective.

Offer valuable content to your followers, such as:

+ Tips on legal procedures.

+ Updates on legal reforms.

+ Share legal industry knowledge.
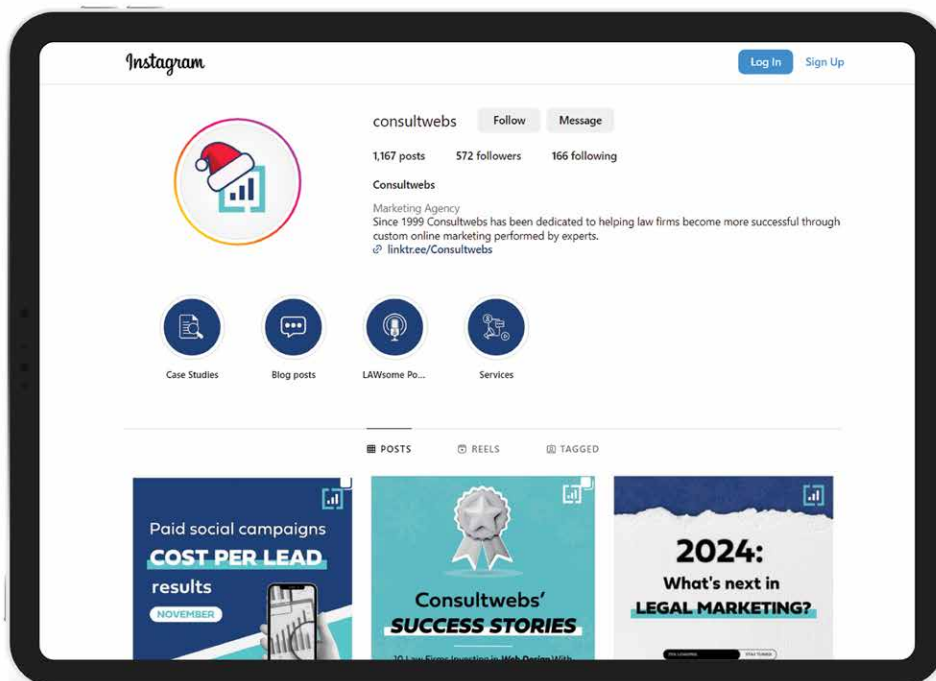
Instagram Reels present an opportunity to generate brief, interactive videos to captivate a broader audience. You can make informative, funny, or any other type of Reels that resonate with your users.

What is Thread App?

Mark Zuckerberg recently unveiled Threads, a new app crafted by the Instagram team specifically for text-sharing. Catering to both creators and everyday users, Threads provides a distinct platform for immediate updates and open discussions.
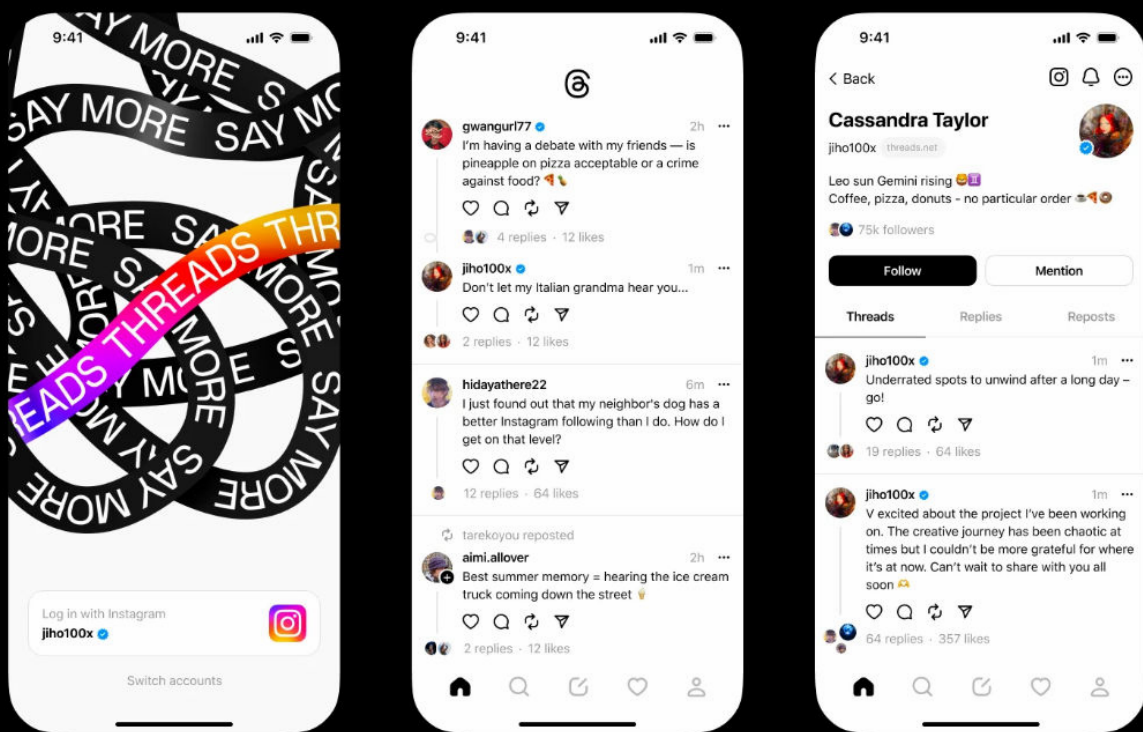
Users can sign in via their Instagram credentials. Posts on Threads can span up to 500 characters and can feature links, pictures, and videos with a maximum duration of 5 minutes. However, Meta points out that to delete a Threads profile; one must delete their entire Instagram account.

Digital Advertising
Beyond the Clicks

Just like SEO, digital advertising isn't going anywhere in 2024. Below are the trends you should be on the lookout for:

The Rise of Agile Marketing Methods & Services

The Agile Method is helping businesses work smarter, not harder. It minimizes a wide range of problems many currently face with the traditional CRO (conversion rate optimization) methods like the waterfall technique.
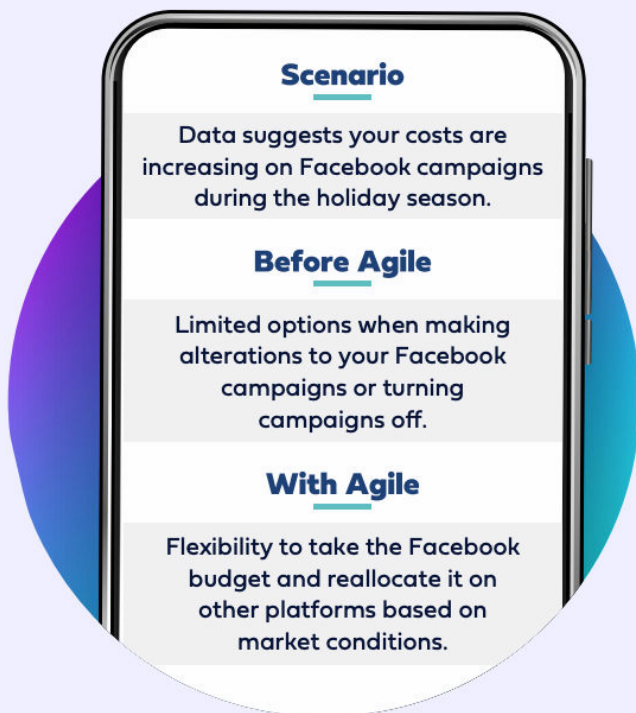
Here is an example 👉

✚ **Before,** CRO was viewed in a silo and focused on getting from A to B.

✚ **Today,** CRO is viewed more holistically because clients are getting smarter with what they want.
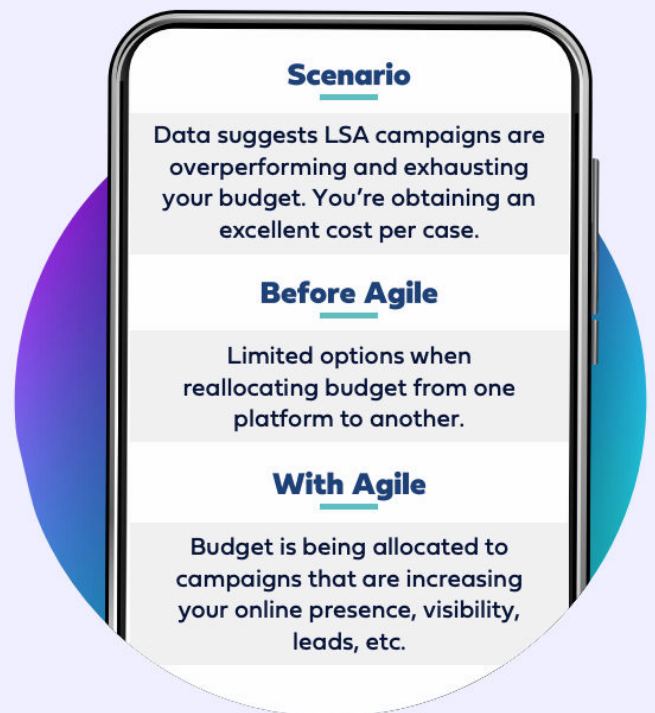

Here you can see
The Differences

Traditional Waterfall Approach	Agile Approach
• **What it is:** A linear, singular hierarchical process that's followed strictly from beginning to end.	• **What it is:** A way of thinking and managing projects with constant feedback, iterations and adjustments.
• **Approach:** Hands off, goals are established from the beginning	• **Approach:** Hands on, iterative, frequent interactions, switching priorities based on what's working
• **Level of flexibility:** Low	• **Level of flexibility:** High
• **Requires:** Completing one deliverable at a time before progressing to the next phase	• **Requires:** Short-term deadlines

In short, this is also **the Agile Approach law firms can expect with Consultwebs**. See it in action here:

Agile in Action - Example 1

Scenario

Data suggests your costs are increasing on Facebook campaigns during the holiday season.

Before Agile

Limited options when making alterations to your Facebook campaigns or turning campaigns off.

With Agile

Flexibility to take the Facebook budget and reallocate it on other platforms based on market conditions.

Agile in Action - Example 2

Scenario

Data suggests LSA campaigns are overperforming and exhausting your budget. You're obtaining an excellent cost per case.

Before Agile

Limited options when reallocating budget from one platform to another.

With Agile

Budget is being allocated to campaigns that are increasing your online presence, visibility, leads, etc.

How to apply it:

✚ Apply an *internal* Agile method → **Find Ways to Be Agile Here.**

✚ Invest in an *external* Agile services with the help of a **legal Agile agency like Consultwebs**

Firms are investing in external Agile services. **The Agile Approach at Consultwebs** is bringing law firms:

- New advertising platforms to capitalize on

- Greater customer satisfaction

- A boost in brand recall, visibility and leads

- Greater ROI from short-term sales activation

Read the Case of an Agile Firm Working With Consultwebs
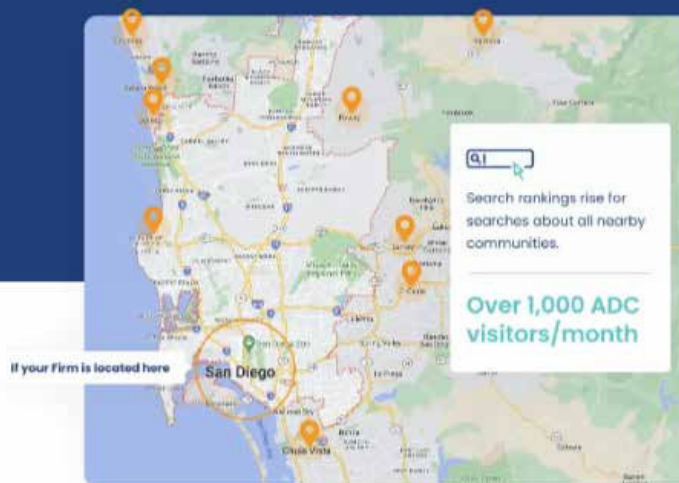
Leveraging Accident Data Center (ADC)

Personal injury law firms face some of the fiercest competition, but many are opting for new smart ways of linking and positioning their business where the clients are — boosting visibility through ADC.

The **Accident Data Center** (ADC) is a comprehensive resource that provides information about car accidents and traffic collisions in the United States and **many law firms are opting for law firm agencies like Consultwebs** to hyper-target their firm.

Take a look at what you can expect:

How Consultwebs Can Help Your Personal Injury Firm Leverage ADC:

Improve your firm's SEO as it increases your website's organic search rank in urban and suburban areas.

Promote your firm's services and overall brand.

Improve search results throughout your firm's legal jurisdiction and geographic area.

Provide potential leads as you'll connect with a market share that probably needs your services.

Learn About Managed Accident Data Center Here

Interactive Walkthrough: The Future of E-learning Method in the Legal Field

Interactive walkthroughs are one of the newest and innovative step-by-step on-screen tutorials that are very useful when teaching users in:

- Navigating a website
- Using a product
- Training
- Onboarding
- Introduce a service

What sets it apart from traditional methods is that it provides a hands-on experience to the user, which makes the tour or explanation more understandable.

It will guide you on where to click while providing you with an overview of the tab that you enter.

You try exploring interactive walkthroughs using these softwares:

- WhatFix
- WalkMe
- Userpilot
- Usetiful

Safeguard Your Law Firm This 2024 and Beyond!

We hope this comprehensive guideline helps arm your firm with the necessary tools and insights to thrive not only in 2024 but the years ahead. Regardless of which trends you choose to adopt, success is around the corner, and

we'd love to set you up for (more) success!

Embracing these innovative strategies will not just help your firm stay on top of the competition but will significantly amplify long-term success.

And if you've made it this far and you're still curious, we've got you! Visit **Consultwebs'** website, check out the legal marketing updates in **our blog section**, and learn about the best breakthrough legal insights in our **LAWsome podcast.**