



Measuring Marketing ROI

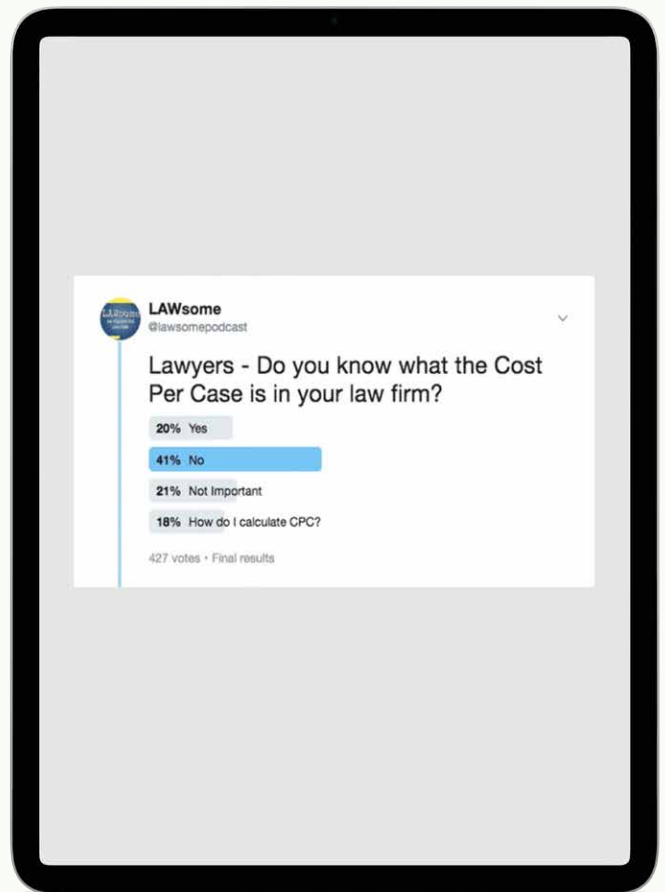
in your Law Firm

Marketing is a worthwhile investment as long as law firms have **crucial conversations about their investment.**

More specifically, firms with successful marketing campaigns ask themselves the following questions:

- + How effective is our marketing, \$-wise?
- + Are most of our marketing decisions based on gut feeling or are they data-driven?

According to our research, almost **60% of Law Firms do not track their Marketing ROI!**



Without clarity on the return you are seeing from your marketing investment, you will never be able to truly ascertain whether your firm is maximizing the money that is going into your marketing efforts. What does this ultimately mean?

Your firm's ability to grow may be hindered.

Read on to learn how to track leads, measure your firm's Marketing ROI, and discover how a strong partnership with the right marketing agency can empower you to make marketing decisions with data.

How do Law Firms Use ROI?

The majority of law firms leverage their ROI to...

- + Bring in more revenue
- + Save costs
- + Save time



Source: <https://www.law.com/thelegalintelligencer/2023/01/12/how-do-you-calculate-the-roi-of-legal-technology/?slreturn=202307517127>

Measure Marketing ROI in Your Law Firm



Calculating the return on your marketing investment boils down to focusing on these three key areas:

- 1. Tracking Leads**
- 2. Determining the Average Cost per Lead**
- 3. Determining the Average Cost per Case**

Let's dive right into lead tracking, shall we?

4 Ways to Track Lead in Your Law Firm



Ask them directly

1

It may surprise you how much debate used to surround the method of asking phone intakes about how they discovered the firm. An example for a question your firm could ask is quite straightforward:

"How did you hear about (your firm's name)?"

While digital tools offer numerous ways to track leads, it is a healthy practice to lean in and rely on callers' responses, which can then be corroborated using call tracking techniques.

**Discover The Ultimate Strategy for
Effective Legal Intake Management**



Using UTM Parameters

2

The internet offers a variety of tools that can help your law firm grow online. One particularly useful method is using UTM parameters. These are simple codes that you can add to the end of a URL (the web address for any page).

When you use, for example, [Google's Campaign URL Builder](#) to attach these codes to URLs in your digital ads, you can gather data on where your website's visitors are coming from.

This information is crucial because it helps you understand which of your advertising efforts are drawing in potential clients, allowing you to make informed decisions about where to spend your marketing budget to attract more clients effectively.

To illustrate how UTM parameters work, let's consider a URL used in a digital marketing campaign for a charity event hosted by your law firm. Suppose you are using emails to invite donations or participation.

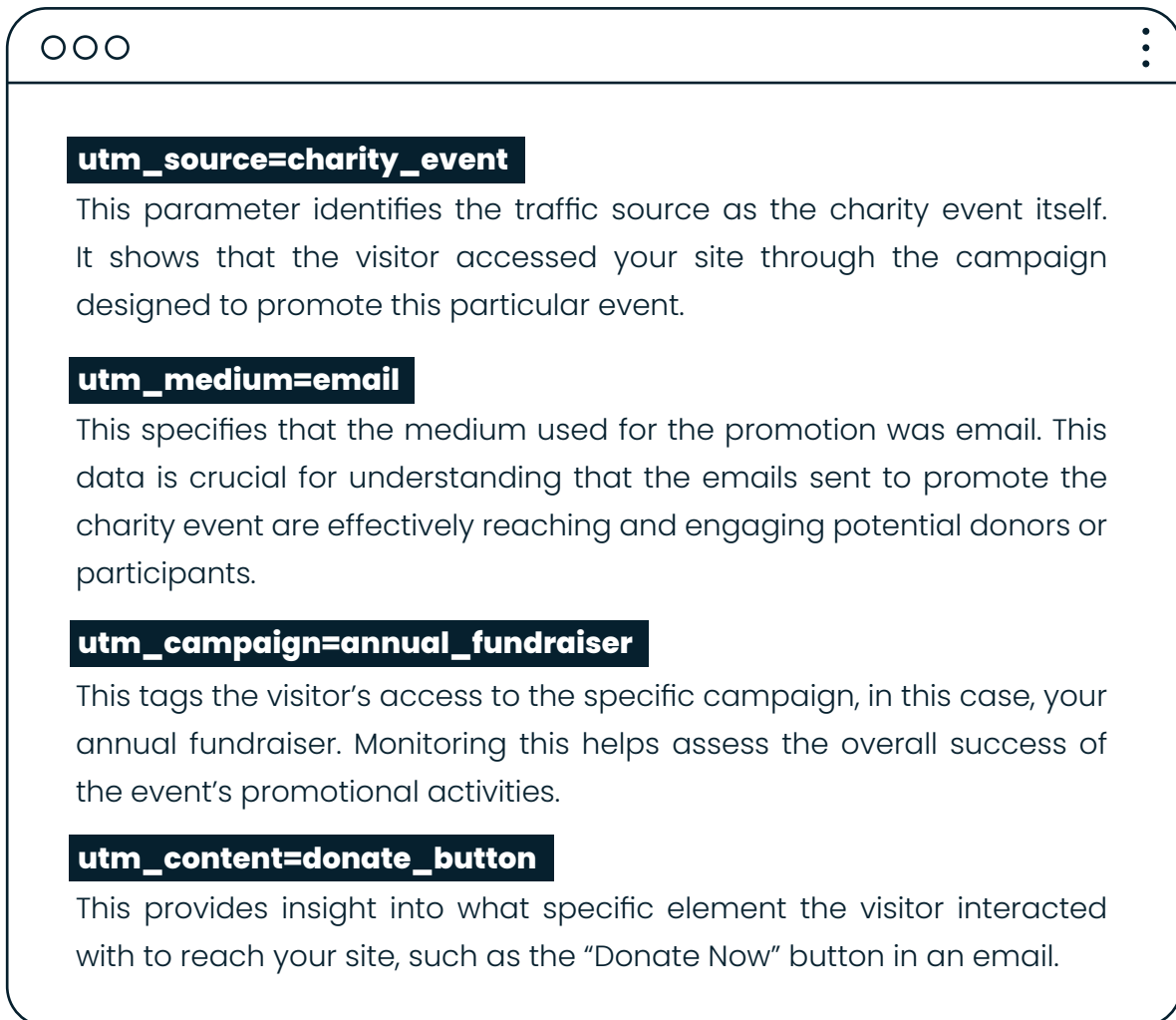
Here's how the URL might look:



`www.yourlawfirm.com?utm_source=charity_event&utm_medium=email
&utm_campaign=annual_fundraiser&utm_content=donate_button`



Here, the UTM parameters provide specific information that helps you track where website visitors are coming from and how they found you:



○○○

utm_source=charity_event

This parameter identifies the traffic source as the charity event itself. It shows that the visitor accessed your site through the campaign designed to promote this particular event.

utm_medium=email

This specifies that the medium used for the promotion was email. This data is crucial for understanding that the emails sent to promote the charity event are effectively reaching and engaging potential donors or participants.

utm_campaign=annual_fundraiser

This tags the visitor's access to the specific campaign, in this case, your annual fundraiser. Monitoring this helps assess the overall success of the event's promotional activities.

utm_content=donate_button

This provides insight into what specific element the visitor interacted with to reach your site, such as the "Donate Now" button in an email.

Using such a URL lets you precisely measure how well the email portion of your charity event's marketing is performing. By tracking clicks and visits to the donation page, you gain clear insights into the impact of your messaging. A strong response indicates your strategy is effective. If results are lacking, it's a sign to tweak your email content or design, or to consider other marketing avenues to boost engagement and support.

The direct connection between using UTM parameters to track marketing activities and understanding Return on Investment is found in the ability to measure specific outcomes against the costs incurred. By monitoring how individuals interact with your marketing materials--like these emails promoting a charity event-- you can quantify the effectiveness of each element of your campaign in dollars.

Call Tracking Technology **3**

Another key strategy is to implement call tracking software. This tech, alongside UTM parameters provides a robust method for verifying the sources of your leads. Even if your intake staff are unable to determine a lead's origin or are provided with incorrect information, call tracking software acts as a reliable backup to accurately identify where each call originated.

For call tracking, tools like [CallRail](#) or [CallTrackingMetrics](#) are highly recommended due to their comprehensive features and reliability. However, the ideal scenario is to choose a lead tracking platform that allows you to integrate call tracking seamlessly with your other marketing tools, centralizing all data in one accessible location.

This integration is crucial as it simplifies the management of your marketing efforts, providing a unified view of both online and offline campaigns.

This not only ensures accuracy in tracking but also streamlines the analysis, helping you make informed decisions about where to allocate resources to maximize ROI.

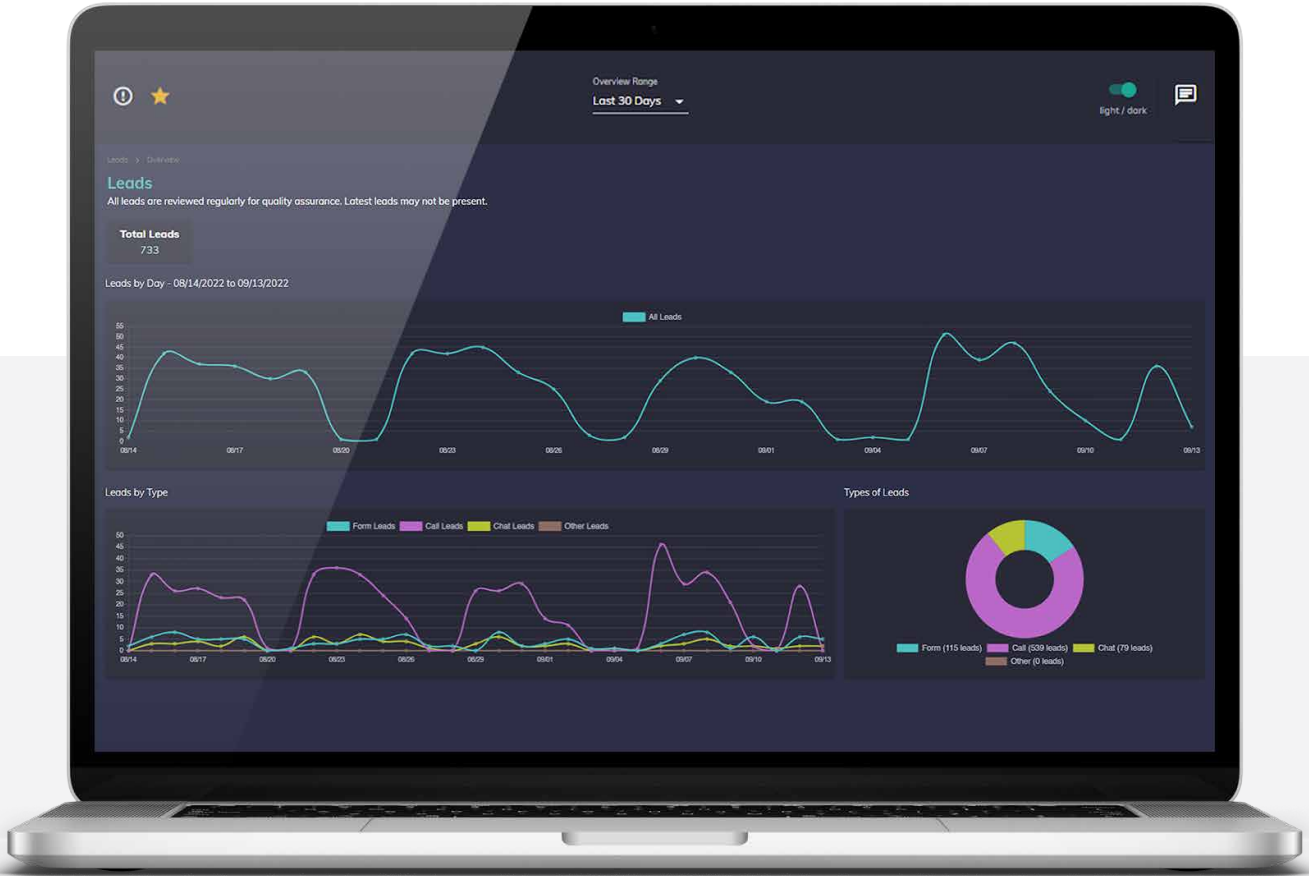
Lead Tracking Software **4**

One of the best marketing performance tracking platforms out there is [LawEval](#). (The gifted team at Consultwebs developed it, and we are currently using it for our clients!)

Never Lose a Lead Again



Check it out:



[Source: <https://www.consultwebs.com/blog/never-lose-a-lead-with-laweval>]



Explore the Leads Platform Here



“How Do I Calculate my Firm’s Cost per Lead?”



1. Calculate your total monthly marketing spend.
2. Add up new leads acquired in the month.
3. Divide your marketing spend by new leads.



[Source: <https://www.consultwebs.com/blog/marketing-metrics-to-track-for-success>]

That’s it!

How Do I Calculate my Firm's Cost per Case?



Founder of **PILMMA, KEN HARDISON**, has been giving high-quality legal marketing advice for years at his organization, and he has a simply formula and example on how he calculates Cost per Case at his practice:



Cost per case is found by combining your cost per lead with your conversion percentage. Personally, I know that I convert 10% of my leads to clients. For example, if I spend \$3,000 for 100 leads and convert 10% of those leads, I'm getting 10 cases.

That means my cost per case is \$300.

There is a wealth of information and guidance out there regarding what constitutes a good ROI percentage. However, the ideal figure can vary depending on factors such as your comfort level with risk, the scale of investment in marketing campaigns, and the general costs and overhead associated with your operations.



**Learn About The Top Marketing Metrics
You Need to Track Your Firm's Success**



“What if I Don’t Have Time to Track my Law Firm’s ROI?”



Partnering with a dependable legal marketing agency is essential when aiming to boost your case load from online sources and accurately measure the effectiveness of your marketing efforts through ROI.

Understanding the return on your marketing investment can be quite complex, requiring detailed and ongoing analysis. It’s important to continuously track and evaluate your marketing strategies to ensure they are delivering the expected value. This is where we can help.

At Consultwebs, we manage every aspect of your law firm’s online marketing campaigns and are not afraid to discuss results. Our success as a marketing agency is tied directly to the success of your firm. If you’re serious about investing in expanding your law firm online and getting cases from the web, your best bet will be to have a legal marketing agency on board that is open to tracking and assessing your Marketing ROI.

**Questions on any of the topics presented in this resource?
The team is happy to clarify any doubts you may have.**

Book a Call Now!

WITH TANNER JONES

