

3 Facts about Marketing You Need to Know

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Why Following-Up is so IMPORTANT!

Did you hit the ground running with a new marketing campaign this past year - but have nothing to show for it now?

If that is true, it may be because you didn't make **FOLLOW-UP** a consistent habit.

One of the biggest **legal marketing mistakes** is failing to follow-up with new contacts. The reason is simple: lawyers just don't think to do it.

The next time you're out [networking](#), consider these little-known facts about marketing and the importance of **FOLLOWING-UP**.

1. Only 3% of all closes are made after the first contact.

This research means that there's a 97% probability your first contact with a prospective client will NOT result in business - unless, of course, you FOLLOW-UP.

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2. It takes an average of 7 contacts before you land a client.

Yes, marketing and following-up takes work - a lot of work. Contact has to be made repeatedly in order to land new business. In fact, research also shows that 80% of all sales are made after the fifth contact. That means that only 20% of all sales are made with fewer than five contacts.

3. Clients will only want to hire you when they have a specific need for the type of services you provide.

Think about it. Clients hire lawyers only when they have an actual case or deal that requires counsel. So, in a sense, timing is everything. They must have the appropriate matter AND remember you as someone who could help them.

As you can probably see, when it comes to landing clients, **FOLLOW-UP** is even more important than increasing your visibility.

Don't waste your time with ineffective marketing.

Be EFFECTIVE! Follow-up for the sake of your own **business development success.**

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