



SEO | Law Firm
[Legal Marketing](#)

1.800.728.5306

<http://www.seolawfirm.com>

Lawyers Looking Beyond Pay Per Click to Paying for Views

Many attorneys use pay-per-click marketing to get traffic to their websites, but others are now seeing the advantages of pay-for-eyes marketing. CPM (cost per thousand impressions) is where your banner advertisements are displayed on contextually relevant websites. Rather than paying every time someone clicks on the ad, you pay a certain amount of dollars per 1,000 impressions (views).

An impression takes place when a website visitor sees your ad. You can specify regions just like PPC marketing so that only users in your city see your banners.

For example, say a law firm in San Antonio, Texas, pays for a CPM campaign to promote using their firm for divorce and family law matters. Visitors may be reading an article related to family law on the San Francisco Chronicle's website, but if that visitor is in San Antonio, they may see the firm's advertisement. The firm may pay \$3 to \$50 per 1,000 impressions of their banner.

One of the advantages that CPM advertising offers that PPC does not is that it builds brand awareness. While only a few clicks will be generated with every 1,000 to 3,000 views, each time your banner is displayed it is making people in your area recognize your firm. Much like an advertisement on a bus bench, taxi cab, or billboard, your virtual impressions will help build recognition. This recognition is being achieved at a very low rate.

The downside to CPM is that it does not drive large volumes of traffic to your website. After receiving 20,000 impressions, you may generate 15 to 20 clicks (visitors), which could equal a click through ratio of less than 1 percent. But, that means 20,000 viewers may recognize your firm the next time they see your ad, then the next time, and so on until one day they require your services. And, those 20,000 views could come as low as a few dollars per thousand.

While we still strongly believe that the best return on your law firm marketing investment is with [search engine optimization](#), CPM advertising is a great way to reach potential clients outside of the search engines.

Let's Build a Bigger Law Firm Together

To learn more about [law firm marketing](#) visit [SEO | Law Firm](#) or call 1.800.728.5306.