

Law Firm Marketing:

The Legal Marketer's Step-by-Step Guide to Inbound Marketing

By Stephen Fairley

<http://bit.ly/oQRGxT>

If your law firm marketing plan has not migrated over yet to inbound marketing, you are losing invaluable opportunities for generating leads for your law practice. Mastering the primary tools of inbound marketing – SEO, blogs and social media – takes time and practice. A good understanding of how to manage the tools separately and together is key to developing a law firm marketing program that generates quality leads and helps you turn those into paying clients.

This infographic from IMPACT, an inbound marketing firm, will help you get a handle on the entire inbound marketing process:





STEP 1:

DEVELOP A SUCCESSFUL MARKETING STRATEGY

MARKETING IS AN INVESTMENT IN THE GROWTH OF YOUR BUSINESS, NOT AN EXPENSE

WHAT IS THE PURPOSE OF THIS MARKETING PLAN?

- What are your goals? What are your objectives?
- What marketing challenges have you faced?
- Who is your ideal customer and how can you attract them?
- Where do potential buyers look for companies like yours?
- How much should you invest in a marketing program?
- How is this marketing program going to provide a ROI?



STEP 2:

CREATE & MAINTAIN A POWERFUL WEBSITE



- Easy to Navigate
- Professional Appearance
- Search Engine Friendly
- Mobile Ready
- Easy to Update

AN EFFECTIVE WEBSITE IS THE HUB OF ALL YOUR ONLINE MARKETING AND LEAD GENERATION!



STEP 3:

GENERATE MORE TRAFFIC

BY INCREASING THE TRAFFIC TO YOUR WEBSITE, YOU INCREASE THE NUMBER OF OPPORTUNITIES FOR VISITORS TO TURN INTO LEADS.

THESE TASKS ARE PROVEN WAYS TO BRING NEW AND QUALIFIED VISITORS TO YOUR SITE:



BLOGGING

- Create blog articles that interest your audience
- Blogging creates more pages in the search engines
- This means more opportunities for you to be found!

A BLOG GETS YOU 55% MORE TRAFFIC!

400% MORE INDEXED PAGES ARE PRODUCED BY BLOGGING



SOCIAL MEDIA

- Build a following, share your blog posts, and engage in social media conversations
- Businesses see 63% increase in marketing effectiveness when using social media

NEARLY 2/3 OF U.S. INTERNET USERS REGULARLY USE A SOCIAL NETWORK



SEO

- Identify targeted keywords, optimize your website for those keywords, routinely create keyword targeted content, and build quality links to your website

46% OF DAILY SEARCHES ARE FOR INFO ON PRODUCTS OR SERVICES

20% OF MONTHLY GOOGLE SEARCHES ARE FOR LOCAL BUSINESSES



PPC
(optional)

- Create and manage pay-per-click advertising campaigns that drive additional quality traffic to your website
- Optimize your pay-per-click campaigns to generate the most traffic and leads for the lowest cost-per-click

70% OF THE LINKS SEARCH USERS CLICK ON ARE ORGANIC



STEP 4: CONVERT TRAFFIC TO LEADS



CREATE ATTRACTIVE OFFERS AND CALLS TO ACTION THAT APPEAL TO POTENTIAL BUYERS AT ALL LEVELS.

The Proven Process:

1. Build **landing pages** that describe the offer with a form to collect lead information
2. Upon completing the form, the user will gain access to the offer, receive an auto responder email, and be entered as a lead in your CRM system
3. Place **Call to Actions (CTA's)** throughout the site to encourage more lead generation



STEP 5:

CONVERT LEADS INTO SALES



LEAD
INTELLIGENCE

Know which pages your leads view & when they return to your site. Lead scores are generated for all leads so you know who to contact first.



SEGMENT
LEADS

Leads are segmented into lists based on the form they completed or information you collect. This allows you to quickly send targeted messages.



LEAD
NURTURING

Various lead nurturing campaigns are developed to further educate "Top of the Funnel" leads down to sales.



EMAIL
MARKETING

Email marketing is used to send timely messages to all contacts in your system.



CRM
INTEGRATION

Integrate a Customer Relationship Management software for an improved sales process and a closed-loop marketing campaign.

MARKETING AUTOMATION IS USED TO PERFORM THESE LABORIOUS
TASKS COST-EFFECTIVELY AND HANDS FREE!



STEP 6:

MEASURE EVERYTHING

*MOST IMPORTANT METRICS MEASURED

- Traffic to Leads
- Leads to Customers
- Cost per Lead
- Cost per Customer



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INFOGRAPHIC DESIGN BY:

Impactbnd.com | (203) 265-4377

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Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley’s unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn’t work for most small law firms
- The 7 reasons why people don’t buy from you
- How to market and sell with USP’s (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

Click [here](#) to order your Practice Made Perfect for Lawyers CD set and manual now.



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.



After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm. The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen

has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

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