

By using some innovative and powerful tools, you can quickly take your online marketing efforts to the next level and surpass your competition through your efforts.

The following 5 tools will help increase the return on investment of your online marketing efforts at your law firm:

1. Google Analytics lets you see how many people are visiting your site, which pages they are going to, how long they stay and where they are coming from. It also allows you to measure your advertising ROI, as well as track your Flash, video and social networking sites and applications. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create websites with higher conversion rates. And best of all, it's free!
2. Hubspot is on the expensive side, but it has a lot of tools that will benefit your law firm. It does inbound online marketing, and it analyzes website visitors and leads in search engines (SEO), blogs and social media. Additionally, they have a great team that conducts training sessions on how to use the site to its fullest potential. I highly recommend Hubspot, because as a partner, we have personally seen it work and grown our social marketing return on investment.
3. Social Mention is a social media search engine that gathers user-generated content from such places as blogs, comments, bookmarks, events, news, videos, etc. Basically, Social Mention is similar to Google Alerts, but it tracks social media sites. It allows you to easily track and measure, in real-time, what people are saying about you, your firm, a new practice area, or any topic across the web's social media landscape. It is not always accurate, but it is free. Radian 6 is much more robust monitoring tool. It is also much more expensive.
4. SEOMoz is one of the most popular provider of SEO software. Depending on the pricing you choose, you can use this software to measure activity of campaigns, key word tracking, page crawling and API usage.
5. SocialOomph is a great tool for Twitter posts. It allows you to bulk upload Twitter updates with links and then schedule each of these posts for a time in the future. This means that you no longer have to worry about spacing your Tweets out appropriately because it does it for you. All you have to do is pay a low monthly fee and upload an Excel sheet that contains all of your Tweets and links.

These tools help keep information flowing, and they allow you to see what needs more work. I highly recommend that you look into these and see which ones work best for your firm.