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8 tips to create an effective social media marketing strategy for your law firm

1

Set marketing goals for your firm

Are you trying to drive more consultations and new clients, nurture potential clients, or increase brand awareness in your community? Set clear intentions by identifying your goals and communicating them to your team.

2

Create content for each stage of the marketing funnel

Once you have your goals outlined, create engaging content for each stage of the marketing funnel that appeals to the pain points of your potential clients.
Think: Awareness → Consideration → Conversion.

3

Get tactical

It's not simply a matter of paid versus organic social media – embrace both strategies to achieve different goals. Realize that organic channels are owned by you alone, while paid campaigns disappear once finished. Both are good, both are different.

4

Take advantage of paid social and get quick wins

Want to reach more people, nurture prospects, or convert leads with the touch of a button? Use the granular targeting options at your fingertips to achieve the results you want — but make sure your campaign creative fits the bill.

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5 **Cultivate an audience with organic social media**
Consider organic social as a long-term strategy to cultivate and engage with your audience. Educate, entertain and seize the opportunity to add value to their day-to-day interactions with your brand.

6 **Meet your target audience where it is**
Do your research to understand where your target audience hangs out, and meet them there. Focus your time, energy, and budget on content that speaks to their pain points and deliver it in formats optimized for the respective channel.

7 **Know the rules**
Brief your team on the rules governing professionalism and ethics in lawyer advertising and stay current with advertising and marketing rules by the American and state Bar.

8 **Create a central point of truth**
A guide with approved language, key ethics regulations, and resources from the national and state Bar will ensure team members are aligned and your firm remains compliant.

Prove the ROI of your social campaigns

To prove the ROI of your social marketing efforts and scale your best tactics, track the calls and forms that come from your social media efforts with a CallRail free trial.