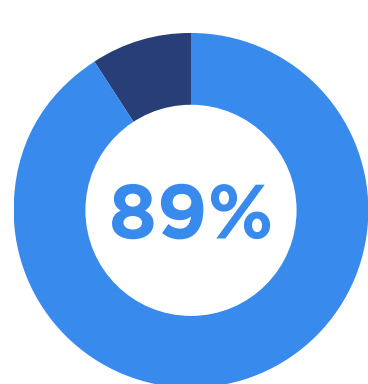


# 2023 marketing outlook for law firms

With historic marketing cost increases for law firms and an uncertain economic environment, marketing efforts need to be optimized for cost and performance. While 74% of firms are confident in their marketing strategies, 70% also say they're wasting money on low ROI campaigns. Law firms must close the gap between strategy and execution if they're going to thrive in 2023.



Here's a quick look at what's driving law firm marketing.



**89% of firms agree that marketing is scrutinized heavily because it's a non-billable expense.**

Reporting and measurement technology will be a key investment to help teams justify and optimize marketing spend.

## Numbers to know for budgets in 2023

Law firms are giving marketing a sizable share of the budget, but they wish they could do more. Attribution and performance insights will be key to optimizing marketing spend.



## Top marketing challenges for law firms

Though law firms are confident in their marketing strategy, the top challenges for 2023 all stem from poor measurement and optimization capabilities.



**15%**  
The average portion of annual budget spent on marketing.



**76%**  
The percentage of law firms who want to spend more money on paid search.



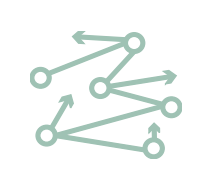
**86%**  
The percentage of marketers who say lack of budget is the reason they haven't outsourced marketing to an agency.



**68%**  
wasted time on low ROI activities.



**67%**  
say measuring campaign ROI is inefficient.

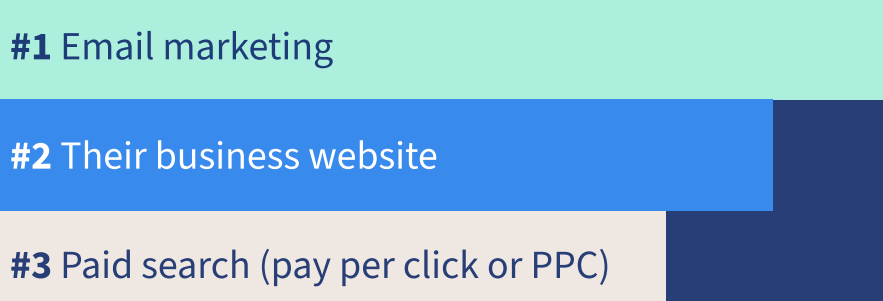


**65%**  
don't know what metrics to track and measure.

**Lacking measurement and reporting capabilities leaves law firms in the dark when it comes to optimizing marketing spend.**

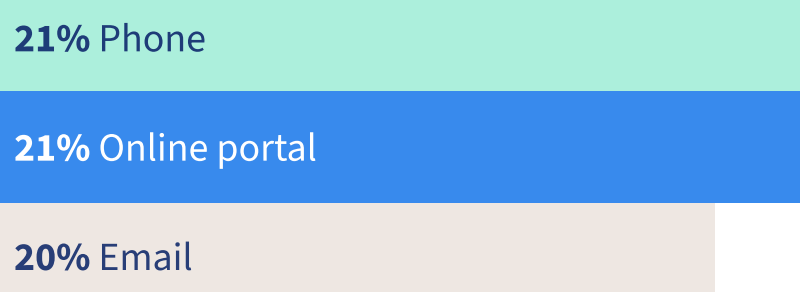
Only 42% of firms are basing their marketing spend on attribution metrics provided by reporting tools.

### The worst-performing channels for law firms



**Phone calls are still the top communication channel for clients.**

Top 3 channels clients prefer for first contact:



**Law firms plan to adopt new technology in 2023 to address their current challenges — these are their top choices.**



**See how CallRail can optimize marketing for your law firm.**

Try everything we offer free for 14 days — no credit card required. See how our rich insights into calls, campaigns, and keyword performance will make your 2023 marketing goals a reality.

[Try CallRail free today](#)

