

5 tips on crafting a brand strategy for your law firm



From social media to SEO to printed ads — any marketing your law firm does is also an opportunity to build your brand. Since the majority of potential clients are looking online to understand their situation and to find a lawyer who can help them, a brand strategy that builds trust in your potential clients is part of the foundation you need to drive more calls to your firm.

Whether your law firm is just starting to market itself or you have a demand gen engine firing on all cylinders, it's always a good time to review and improve your brand strategy with the following tips.

1 Stand out with a well-defined brand identity

Before taking your brand public, you need to identify its [core elements](#): 1) why your firm exists, who your ideal clients are, and what it is that you do for them; 2) what your firm's personality and qualities are that distinguish it from other firms; and finally, 3) what your firm's primary values are.

2 Create a visual identity that's exhibit A for proving you're trustworthy

A strong, consistent visual identity (or brand expression) is a critical part of your law firm's brand strategy and helps convince potential clients you're a professional entity — not a fly-by-night outfit. This is particularly important as a legal professional given the personal nature of your clients' issues.

Your brand expression is informed by the distinguishing qualities you identified as well your primary values. A great visual identity starts with using a unique, recognizable logo across all of your communications, from your letterhead to your website to any marketing content you create. It can also go beyond that to include brand colors, fonts, and style guides that help create a consistent look and feel anywhere potential clients encounter your brand.

3 Demonstrate your expertise with content

Potential clients want to understand both their legal situation and their options before talking with a lawyer. Create [content](#) in your specialties to demonstrate your expertise and build trust. For example, a family law firm can create a guide to adoption or a video explanation about navigating a prenup.

Start with content in your most popular or highest-value services to help draw in more of these desired clients. Once you've got the content, get it in front of your potential clients organically by sharing it on [social media](#) — or creating paid social promotions with your best content to target high value personas.

4 Treat your brand and your client experience as one

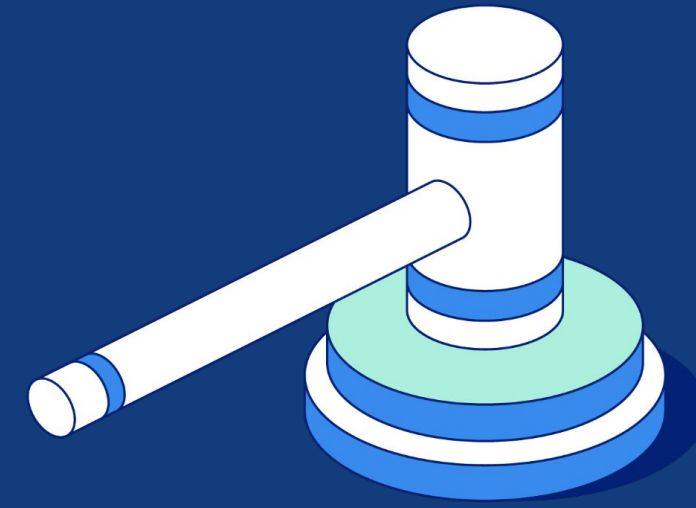
Building a brand strategy that positions your firm as trusted within the community is just the start — close the deal with prospective clients and generate future clients with an unsurpassed client experience.

With [Call Tracking by CallRail](#), you can understand what marketing campaigns brought which clients to you, helping you have more effective and empathetic conversations. Plus, with [Conversation Intelligence](#) analyzing every call, you can uncover trends, identify areas of improvement, and train staff to better handle calls on certain topics.

5 Measure your marketing activities instead of relying on hearsay

The key to improving your brand strategy in the future is [measuring what your marketing](#) has achieved in the past and in the present. The ultimate measure is showing which channels and campaigns are driving new client opportunities.

Use [Call Tracking](#) to connect every call to a marketing source like Google Ads, your website, or a bus wrap. Do a deeper dive by using CallRail's software to create quarterly or monthly reports that show the performance of your marketing tactics (SEO, content marketing, social media, etc.).



A great law firm brand strategy builds trust in your potential clients.

[Call Tracking by CallRail](#) helps you build trust in your brand strategy by proving what works and what needs work.

Try CallRail for free today