

10 Facebook Ads Strategies to Grow Your Law Firm



Finding success with Facebook ads can seem like a high bar for law firms, but with a data and insights-driven approach to marketing, you can discover new audiences and reconnect with interested leads. These 10 strategies make the case for including Facebook Ads in your marketing strategy.

1

Set achievable campaign goals tied to revenue

Set a top-level revenue goal and work backwards. Only a small percent of prospects will make it from ad impression to client, but industry standard conversion rates can help determine the number of ad impressions you need. Refine your calculations with real-world conversion rates for your ads.

2

Create ads for each funnel stage

Facebook ads allow for powerful and nuanced targeting. Establish messaging for each stage of the funnel, from brand awareness at the top of the funnel, to engaging and educational content in the middle, and compelling calls-to-action at the bottom of the funnel. Read more about the funnel in our [Guide to Lawyer Marketing](#).

3

Create compelling calls to action

Pair your Facebook ads with the right CTA based on the audience and funnel stage. Use intelligence from other channels, such as calls, to create compelling content that offers prospects value and drives conversion rates up. AI-powered [Conversation Intelligence](#) can help uncover insights at scale and provide impactful words and phrasing to market with.

4

Bring prospects back with retargeting

Bring back prospects who have engaged with content or visited high-value web pages but didn't convert in the moment with retargeting campaigns. Maximize ad spend by targeting warm leads with strong, context-rich calls-to-action.

5

A/B test everything (one at a time)

Good lawyers don't rely on a single defense to appeal to a diverse jury, and your ads shouldn't rely on a single message or design. Test various elements of your ads—messaging, imagery, CTAs—to discover what appeals to your audience and improves conversion rates. Make sure you only test one element at a time and large enough sample sizes to get clear results.

6

Use Call Analytics by CallRail to generate new leads

Inbound phone calls are some of the most valuable lead sources for businesses. With [call insights from CallRail](#), you already know what your callers look like. CallRail's Facebook integration helps you get more customers similar to those you've already reached through the seamless creation of targeted lists of people that look just like your ideal customer.

7

Use Facebook Custom Audiences to find your niche

Find your niche within Facebook's billions of users by adding audience parameters, like geographic, demographic, or interests, to deliver relevant messages. Facebook Custom Audiences gives you several ways to create hyper-specific audiences that will be a better match for bottom-of-the-funnel messaging. Target using Facebook's data or use intelligence from other channels like calls to target similar audiences or retarget specific callers.

8

Cover your bases with broad or geographic targeting ads

Expand your total addressable market with broad targeting ads. Facebook's algorithms can connect you to new prospects and can help to create greater brand awareness for your firm. Family lawyers, for example, can target newly engaged couples and nurture them with ads for advice about prenuptial agreements. Geo-targeting can also help you reach potential local clients.

9

Use call tracking and ads for context rich conversations

Make every impression count when you unlock cross-channel intelligence with call tracking. Understand what ads, social media posts and other marketing content callers have engaged with as soon as they call in. Not only does this make for more meaningful conversations, but it also allows you to properly attribute new business to your Facebook ad spend.

10

Measure your goals and evaluate regularly

Growing firms are twice as likely to use reporting tools as shrinking firms, according to [Clio's 2021 Legal Trends Report](#). Measure your Facebook Ads performance at regular intervals—weekly, monthly, and quarterly. Analyze progress towards your top-level revenue, then iterate and improve on what's not working.

Try Call Tracking by CallRail for free



Learn how call tracking can supercharge your [Facebook Ads strategy](#) with actionable intelligence and help create meaningful conversations for faster conversions. [Sign up for free today.](#)