

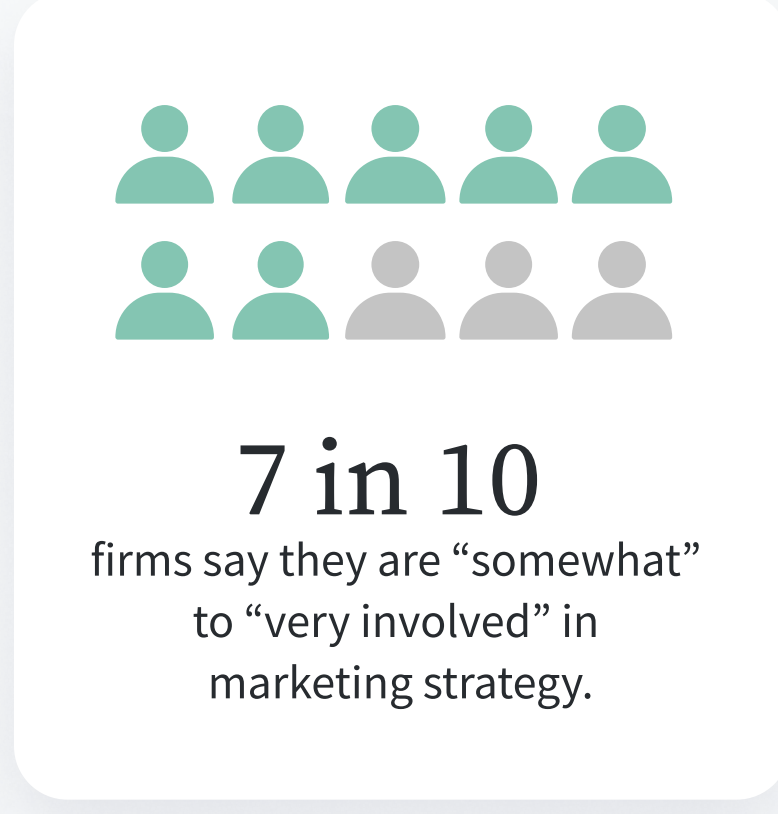
# How do law firm marketers feel about their ROI?

Digital marketing has beaten out word-of-mouth in the law firm marketer's arsenal — but they still encounter difficulties knowing which campaigns bring in the greatest number of quality leads.

Read on to discover the tools and tactics law firms use to understand their marketing ROI.



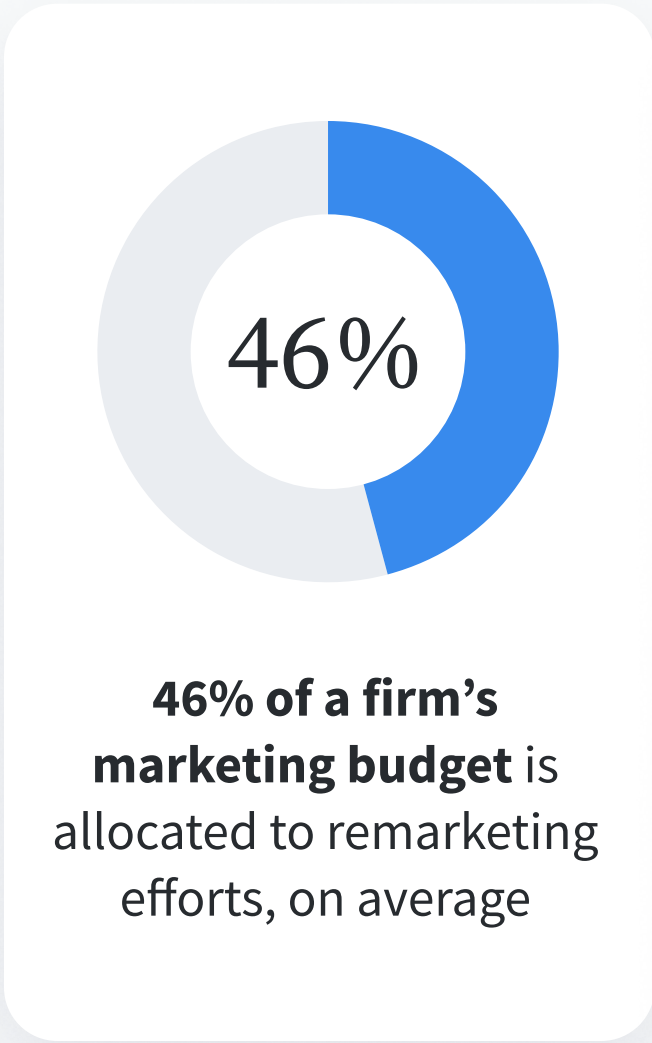
## Marketing is a priority for law firms...



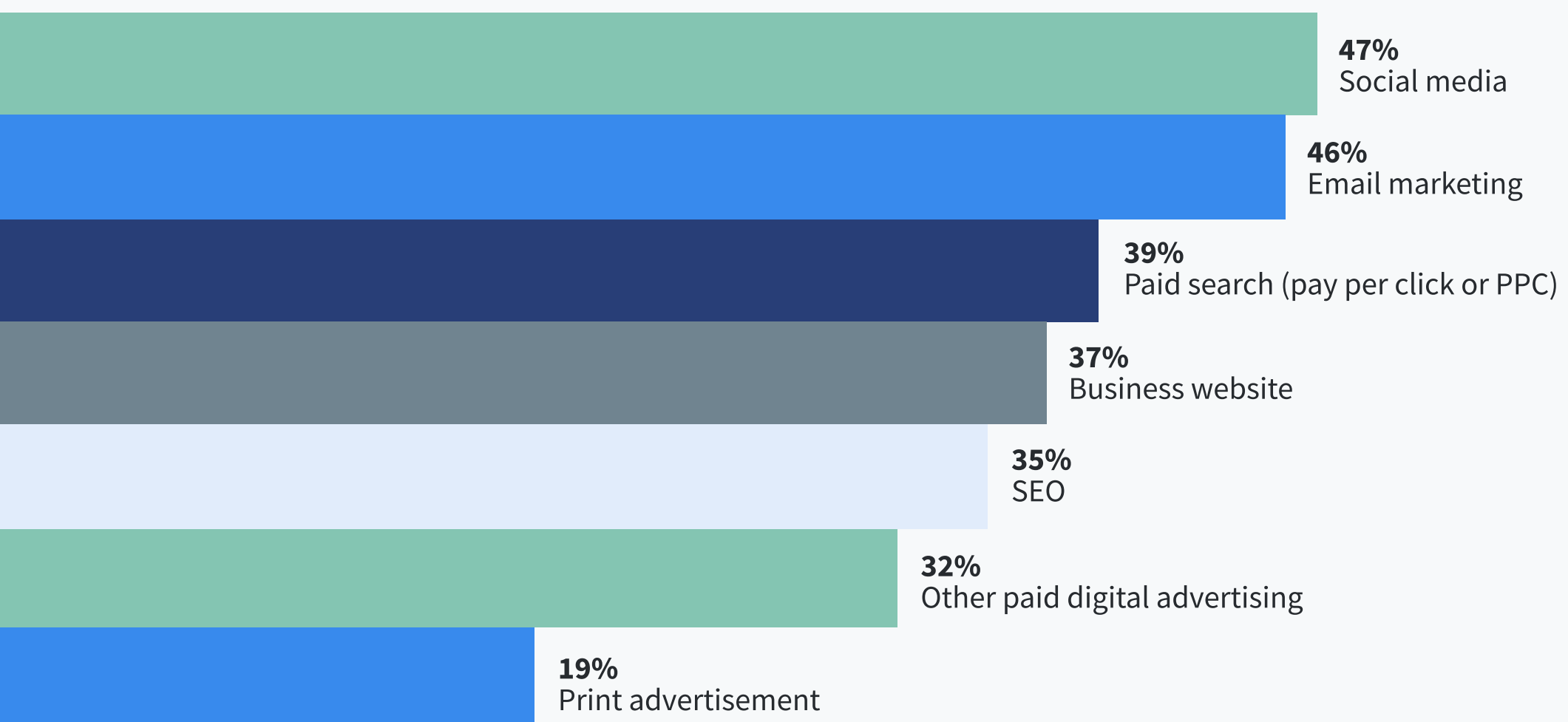
## ...but marketing is not without risks, and outsourcing is common.



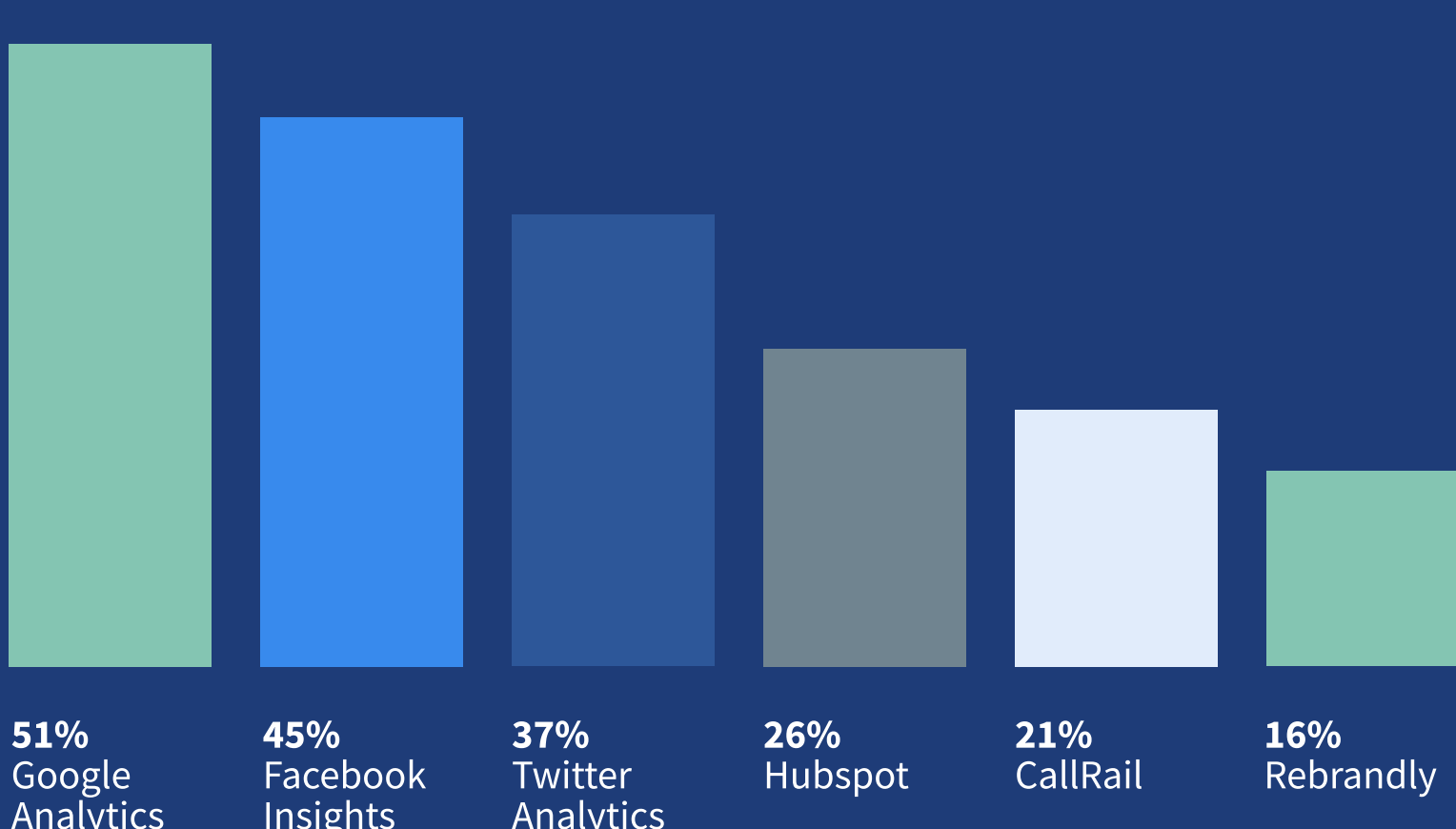
## Remarketing is one of the largest earmarks in the marketing budget.



## Legal marketers suspect several lead channels are underperforming.



## Law firms rely on analytics tools to improve marketing decisions.



### Read the 2022 Marketing Outlook for Law Firms

We surveyed nearly 600 law firm marketers to discover their struggles, successes, and predictions for the future. Get the report and put their insights into action for your firm.

[Download the full report ->](#)

