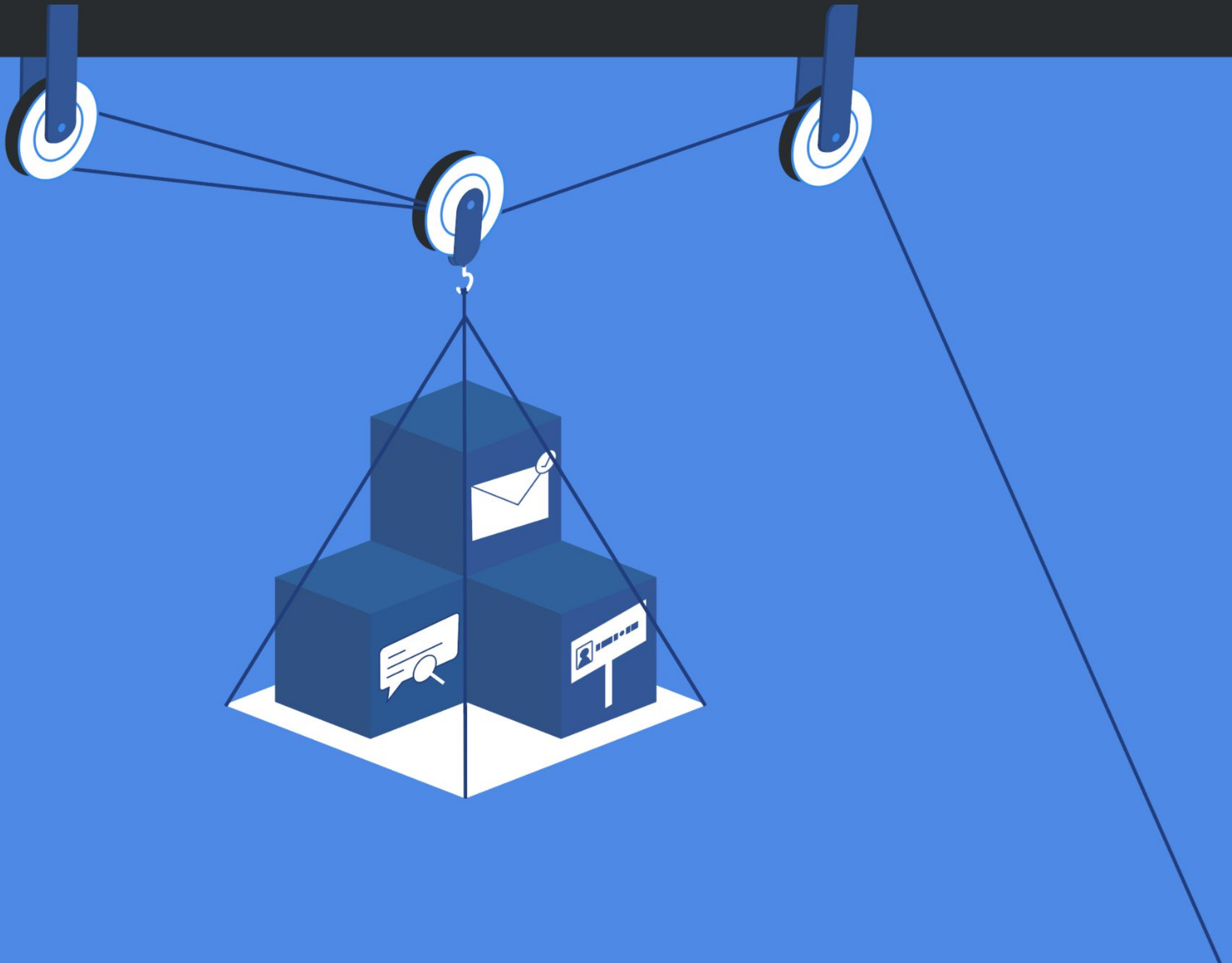
CallRail

Is my law firm's marketing working? 3 questions to help you know



Law firm owners wear many hats, including that of chief marketing officer. According to a Clio Legal Trends Report, attorneys spend 33% of their time on non-billable business development tasks like marketing.

But while you're an expert in the law, you might not be an expert in marketing. Digital ads, print ads, social media, billboards, search ads, paid social, special promotions … figuring out what marketing activities are actually bringing you clients can feel like a guessing game — one with impossibly high stakes.

You know you need to market your practice in order to grow. When you're spending your hard-earned money on marketing, you might find yourself asking these three questions:

- How do I know I'm not wasting money?
- How do I know which marketing tactics and channels to use, and which ones to ditch?
- How do I turn the leads I generate into clients?

In short: **Is my marketing working?**

This guide will help you answer those questions and become a confident, effective marketer with the tools to gauge your successes. Learn how tools like call tracking, form tracking, and conversation analytics help answer the biggest marketing question that looms over every law firm practice owner's head: how do you make more informed decisions about where to spend your marketing dollars?

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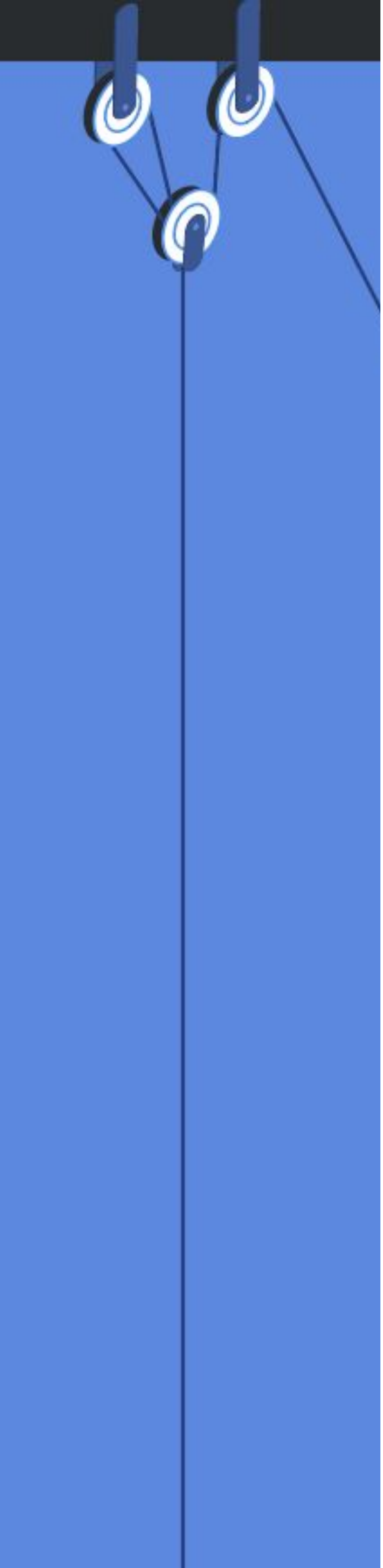


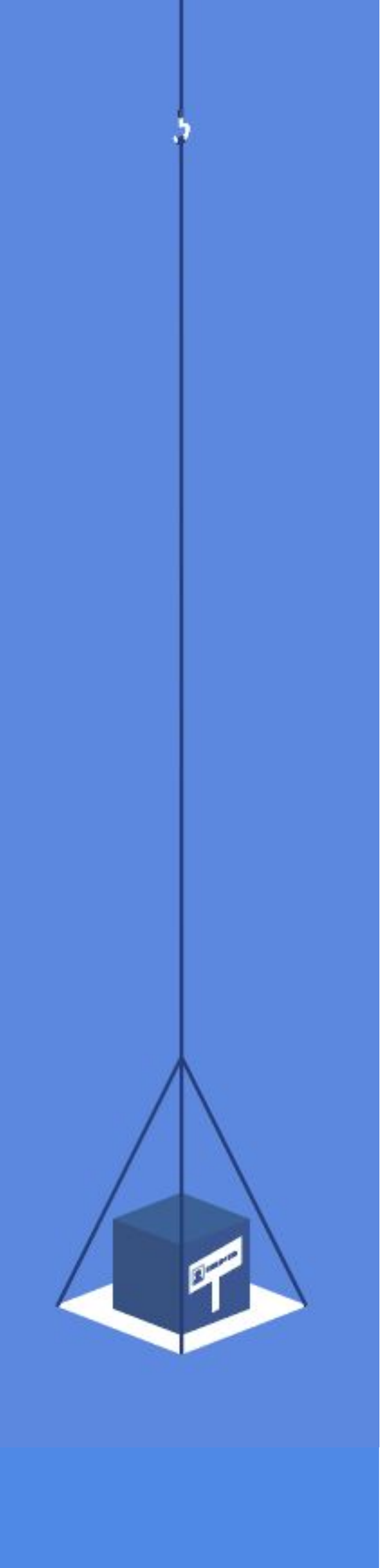
What is call tracking software?

You spend money on marketing activities, but proper analytics and attribution is how you can *truly* tell what's working and what's not (and how you know if you're investing your money in the marketing channels that are actually bringing you leads).

Call tracking, and to a larger extent, form tracking and conversation analytics are tools that capture the data and insights you need from your marketing activities so you can compare and contrast what tactics are working and on which channels.

- **Call tracking software.** Call tracking software uses unique, dedicated phone numbers for your different marketing channels so you can easily see which marketing efforts are generating the most interest (and, ultimately, clients). Since law firms depend on phone calls for leads, call tracking is a must-have.

- **Form tracking software.** Form tracking software helps you identify where your website leads are coming from. Together with call tracking, form tracking can paint a clearer picture of your client's journey by connecting the dots between their online and offline interactions with your practice.



- **Conversation analytics software.** Conversation analytics software helps you keep a record of each call you have with your potential clients, using AI and machine learning to automatically transcribe call recordings and analyze them for frequently spoken and user-specified keywords and phrases.

With this information, in combination with your marketing goals, you can learn what content and strategies are performing best and successfully driving leads who need a lawyer to your firm.

1. How do I know where to spend my money?

As a law firm with potentially limited resources, it’s understandable to think of marketing as an expense rather than what it really is: an investment. Yes, marketing costs money in the short term, but in the long term, brings in more clients and revenue.

When you’re a smaller law firm, you need to squeeze every bit of value out of your marketing to make sure you’re getting the best possible return on your investment. The way to do this is to understand what you’re trying to achieve, and then track your results so you know whether your efforts are successful. To make the most of your marketing budget, you’ll need to combine tactical strategies with strong marketing analytics. Tools like call tracking software can help ensure you’re using proper attribution techniques for your marketing efforts.

The first step, though, is to establish clear goals for your marketing.

Define your marketing goals

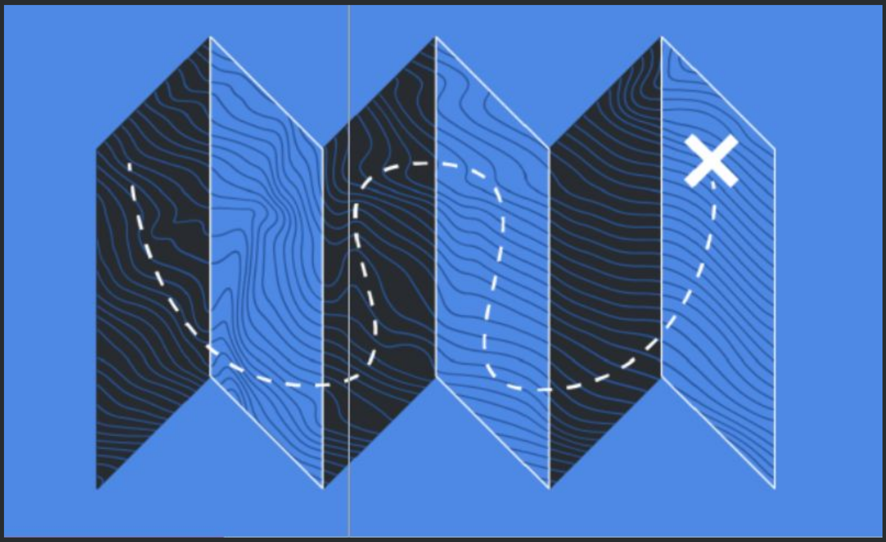
In order to understand whether your marketing is working, you need to first define what success looks like by establishing goals.

Law firms spend tens of thousands of dollars per year on marketing. Before you spend a dime, you need to decide what you're trying to accomplish.

Though you probably have some rough goals in mind, of equal importance is to determine how you measure these goals, and what types of analytical techniques will help you best understand if you're actually achieving them.

Think of your goals as a roadmap to marketing success. You probably wouldn't hop in the car and start driving without a destination in mind — you'd end up wasting a lot of gas that way. Likewise, you shouldn't start marketing your practice without knowing what you hope to achieve.

If you're like the vast majority of practice owners, your ultimate goal is to generate more revenue. Your marketing goals help you get there: they're the directions that keep you on the right track.



To get started, and begin to answer the questions about whether or not your marketing is working, set **SMART** goals for your marketing efforts. An acronym often heard in business, SMART goals are:

- **Specific.** They're clear and focus on one metric. Instead of "get more clients," say "increase leads by 15%."
- **Measurable.** They can be quantified. Interest in your law firm isn't something you can easily attach a number to. The number of calls into your practice or clicks on your website are hard metrics you can use to determine the success of your marketing efforts.
- **Attainable.** They are achievable with the resources you have. It would be great to make 10 million dollars in the next month, but is it within the realm of possibility considering your marketing budget and the number of attorneys at your firm? Your goals should be a stretch, but not out of reach.
- **Relevant.** They will get you closer to your business objectives. For example, creating a video that goes viral on social media is great for building awareness for your firm, but if it doesn't bring more clients in the door, it's not relevant; increasing calls to your practice is.
- **Time-bound.** They have a deadline. Set a date to look at your marketing analytics — in three months or six months, for example — and measure your progress.

An example of a **SMART** goal is "We will increase our leads from PPC by 15% by the beginning of the next month." Combined with call tracking software, you can see how many of your leads and phone calls are coming from PPC campaigns so you can determine if you achieved this goal or not.

Uncover the channels that get results

Law firms have a dizzying array of marketing channels to choose from. A report by Ruler Analytics found that 62% of marketers struggle to identify which of their marketing channels actually drive phone calls to their business (also known as attribution). Even more surprising, 91% of law firms are not able to calculate their advertising return on investment (ROI), according to Clio's report.

The *only* way to determine which marketing efforts are helping you reach your goals is with data.

62%

A report by Ruler Analytics found that 62% of marketers struggle to identify which of their marketing channels actually drive phone calls to their business (also known as attribution).

Call tracking overcomes this attribution challenge by allowing you to use unique phone numbers for each of your marketing channels — such as your social media pages, firm website, Google My Business page, and print media. Each of these unique numbers are then routed back to your main business phone so that when a potential client calls your practice using one of your unique phone numbers, the call is directly attributed to the channel where that number was listed.

Over time, you'll be able to measure the effectiveness of each marketing channel, then make data-driven decisions on which channels are bringing you the most clients.

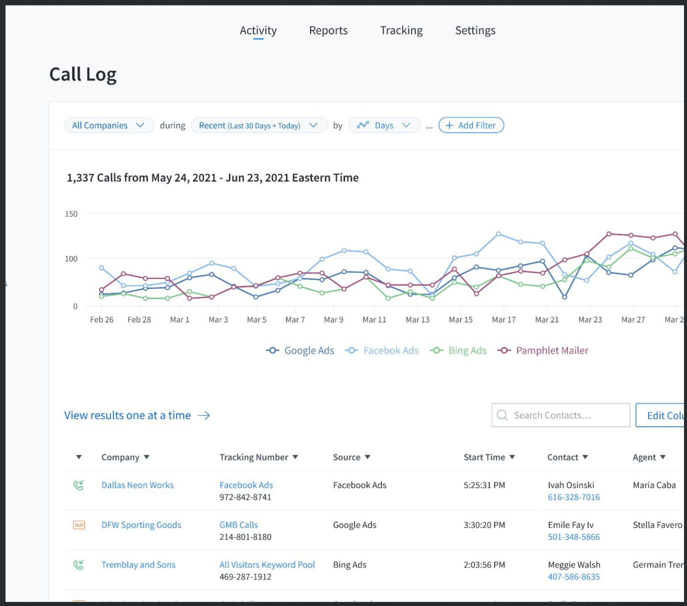
Improve your campaigns, ads, and keywords

Not all people who need a lawyer are valuable to you. With tools like call tracking and form tracking, it's easy to determine which leads are actually becoming clients and which marketing activities they came from.

By tracking which campaigns, ads, and keywords are driving leads, you're able to determine which tactics generate the highest ROI. Then you can cut back on what isn't working and allocate more of your marketing budget to the tactics that get the best results.

For example, you might notice that one channel consistently brings in higher-value clients than the others. With this information, you can start to determine where you should increase or decrease your marketing spend.

Tools like these can deliver granular insights into your marketing results, from which channels are generating the most interest to the actual keywords that are bringing in the clients with the best cases. With this level of understanding, you can confidently shift your marketing budget to focus on the tactics that are getting the best results to make smarter investments in the future.

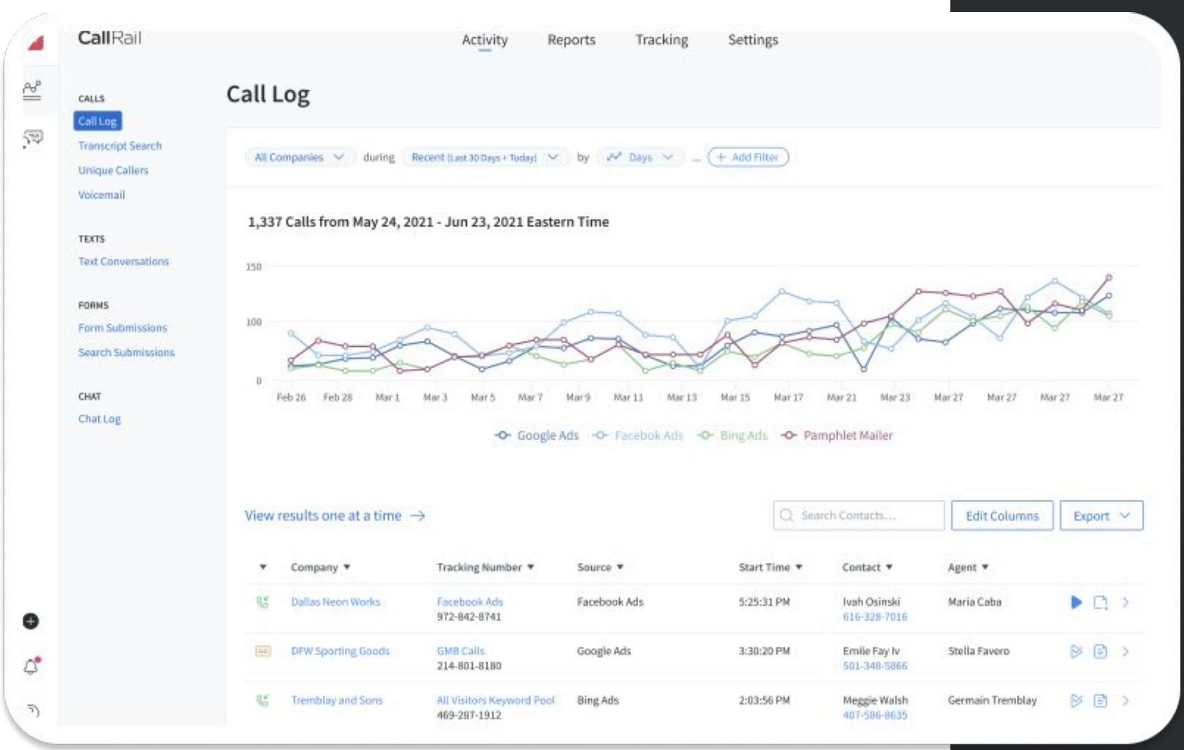


Pro tip:

Keep your website and Google My Business (GMB) listing up to date so you don't lose any of the leads you generate with your marketing. Make sure your phone number, address, specialty, and hours in GMB are accurate. If you haven't claimed your GMB listing yet, log in to the Google account you want to use to manage the listing and visit https://www.google.com/business/ or simply Google your law practice name and click on "Claim this business."

Optimize your marketing to increase ROI

Effective marketing goes beyond finding the right channels. You need to optimize your individual campaigns to make sure you're getting the best possible results. Testing your message, your keywords, your targeting, and more will enable you to make tweaks to your marketing that help you improve your ROI. You should also examine your internal processes to ensure you're leveraging your team and tools to turn all those leads into clients.



2. How do I use the right tactics in the right channels?

To effectively optimize your marketing strategy and discover where to spend your money, you have to start by finding the right mix of channels and tactics that resonate with your potential clients.

Even the most well-intentioned marketing strategy won't be successful if you're not reaching the clients who are in need of the service you offer, or reaching the wrong audience all together.

For example, a billboard ad on a busy highway may reach a high volume of potential clients, but if you're not seeing an uptick in high quality leads with the best cases, you're probably not reaching the right people.

You'll want to test out your tactics and use lead attribution tools like call tracking to find out which activities are driving your most valuable leads with the strongest cases and which ONES need improvement.

To start, it's best to establish some sort of benchmark of where you are today.

Establish benchmarks and monitor performance

You can only understand and improve your marketing tactics' effectiveness by regularly monitoring them.

To do this, you need to set benchmarks for engagement actions your leads are taking like page visits, clicks, and form fills across different channels so that you can measure against them.

Think of a benchmark as the standard you want or need to maintain for your marketing to make an impact on your practice. You should also establish benchmarks for your marketing key performance indicators (KPIs), which is the data that determines how well your law firm is doing and how effective you are at driving leads.

The most important marketing KPIs to track are:

- Revenue and growth
- Cost per lead (CPL)
- Client acquisition cost (CAC)
- Client lifetime value (CLV)
- Lead generation rate
- Marketing qualified lead (MQL) conversion rate
- Sales qualified lead (SQL) conversion rate
- Cost per click (CPC) vs. organic traffic

With benchmarks established, you can regularly look at performance to determine what's working. Then, adjust your tactics as needed.

For example, if your lead generation rate is above benchmark for inquiries from a half-page print ad, that may warrant investing more for a full-page ad or better ad placement. If you notice email click through rates dipping, try segmenting your lists by client type and tailoring content based on different practice or legal areas.

After you have a benchmark of how your practice is performing, you can consider new tactics and channels to invest in and understand if they're successful or unsuccessful efforts.

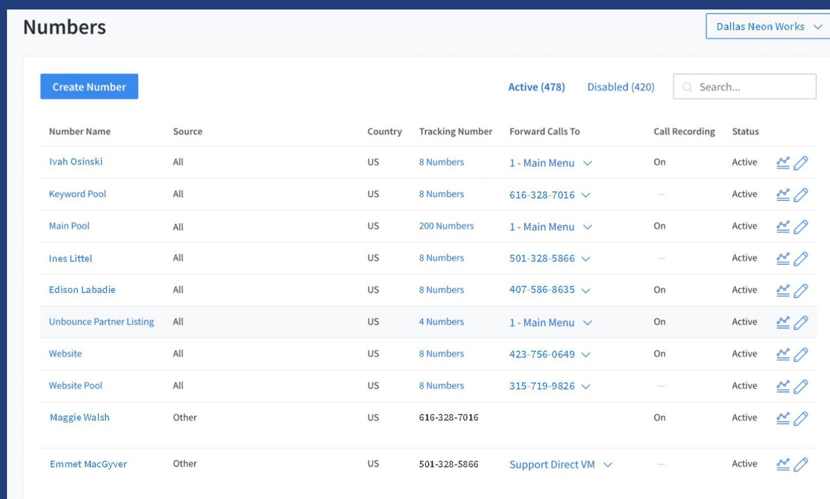
Test new marketing tactics and channels

If you're a small team, you may not have the time or resources to set up a full-fledged [A/B test] on your marketing efforts — and that's okay! Marketing attribution tools like call tracking and form tracking software give you powerful marketing insights that are easily attainable. For example, if you run two different ads side by side, you can quickly understand which ad brought in more phone calls and leads, and spend more on that ad moving forward.

Here are a few ways that call tracking software can give you a better understanding of what's working and what needs improvement.

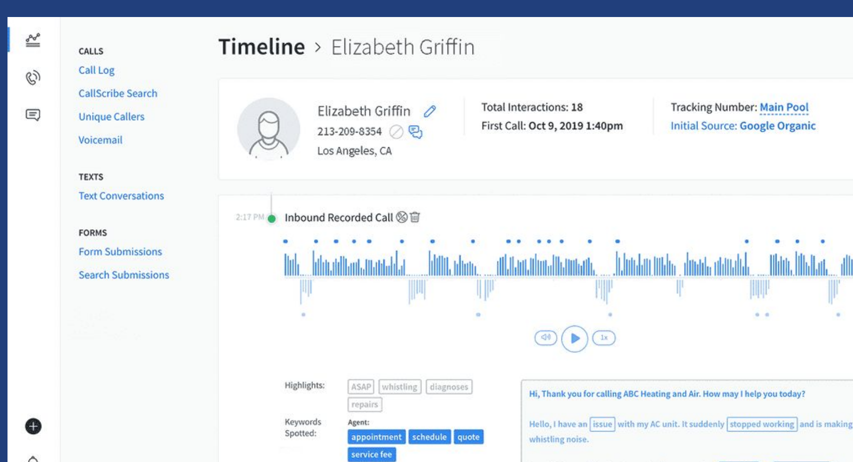
Uncover which channels and campaigns phone calls are coming from.

Most call tracking software options have the ability to utilize Dynamic number insertion (DNI). With this, you can assign a unique phone number to each online source and then display that phone number to visitors who arrive at your website via that specific source. This allows you to pinpoint the exact source of incoming calls, and focus your time and money on those sources.



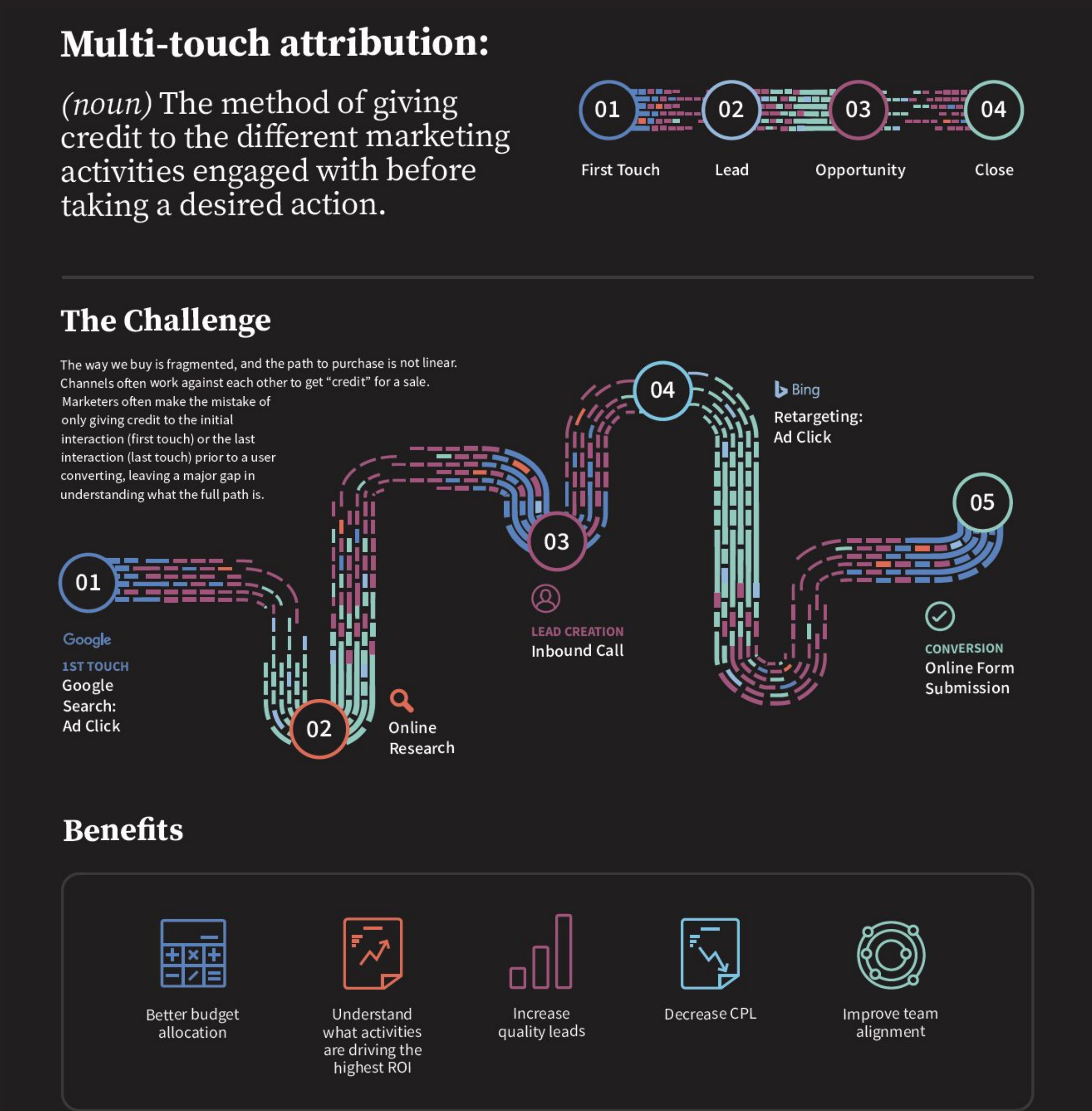
Track your conversations.

It's great that you're driving more leads and phone calls, but it's equally as important to know how many of these calls are resulting in qualified leads with strong cases. One of the best ways to optimize overall marketing performance is to focus on which leads are becoming clients, and where they are coming from. By tracking your conversations you'll start to learn what keywords and ads are driving phone calls, what your clients are calling about, and which calls are resulting in clients. This way you can understand which calls are most valuable and how to get more of them.



3. Look beyond the channel that drove the call.

Knowing what source drove a phone call is great, but being able to track your client's entire journey leading up to that call is even better. Tools like call tracking and form tracking give you the ability to see each touchpoint that led to a call, including which marketing campaigns drove a caller to your website, which pages they interacted with, and the last action they took before they picked up the phone or filled out a form.



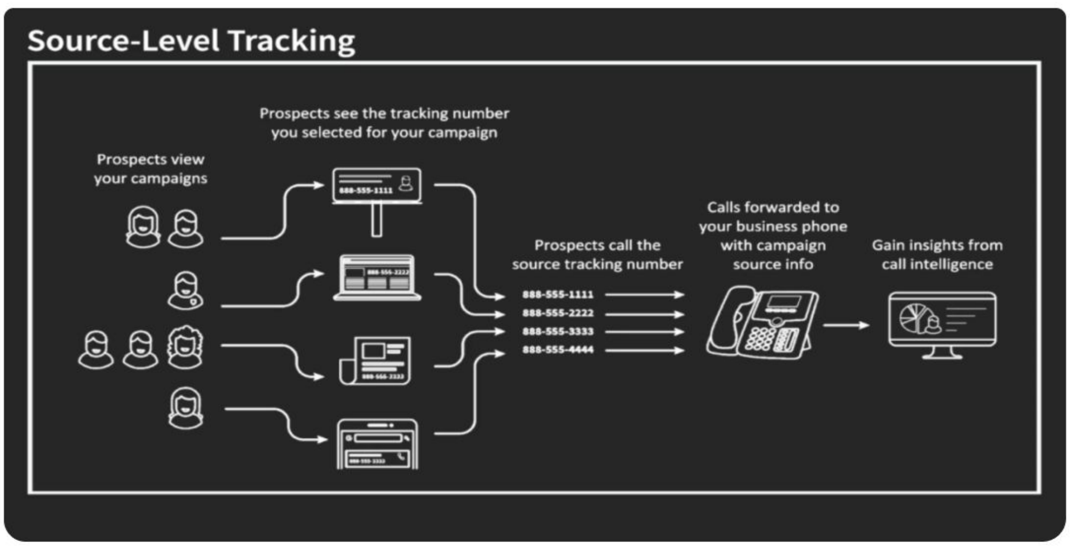
4. Integrate your marketing systems for better insights.

Call tracking shouldn't take the place of your existing marketing analytics tools, but it should enhance them. Many call tracking platforms integrate with CRMs like Lawmatics, advertising programs like Google Ads, and case management tools like Clio, giving you a full picture of your marketing ROI from ads to leads to clients.

Manage your sales and marketing resources

Once you've set benchmarks and you understand which marketing activities are bringing in leads and what types of phone calls are resulting in clients, you can start to better manage your resources. If you're regularly getting qualified leads with solid cases from a billboard, you might invest in more billboard ads.

Call Tracking also drives iInsights to helptolike these also help you optimize your client acquisition processes. If you know a lead is calling about a flier advertising a specific promotion, you can tailor that conversation immediately and make the most of your acquisition resources. If you see that you're missing a lot of calls at a certain time of the day, perhaps you adjust your intake staffing hours to accommodate.



Know which activities drive different types of leads

Another benefit of tying your calls back to specific campaigns, ads, and keywords is you're able to discover what types of calls tend to come from different sources.

With this information you're able to train your team on how to better handle these leads, or even route them to specific reps at your firm based on expertise. This results in a better client experience and less friction along the client's journey.

Dig deeper into your marketing performance

Once you've established a benchmark for KPIs like Cost Per Lead (CPL), Client Lifetime Value (CLV), and Client Acquisition Cost (CAC), you can easily understand if specific marketing tactics are underperforming or overperforming. By harnessing this data you can start to answer questions like the following:

- I've recently launched a new marketing campaign. What is the CPL of this new initiative? Is it above or below what I'm willing to spend?
- Which marketing channels are bringing me clients with the highest CLV? Should I invest more in these channels?
- Which marketing channels have the lowest CAC? Are they also channels that drive a high volume of leads? Can I invest more in these to lower my overall CAC?

3. How can I get the most out of my conversations?

The traditional business phone call isn't going anywhere anytime soon. According to a study by the CMO Council, consumers rate phone calls as the top business communication channel they "couldn't live without" — beating in-person communication by over 10 percentage points.

Fortunately for law firms, client calls are loaded with valuable data, such as client information, keywords and speech patterns, and client service insights. If you can capture and analyze all of this information, you can go a long way towards optimizing your marketing and improving your practice's client experience.

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Use call recording for quality assurance and future training material

If you've ever called into a customer service phone number, you're familiar with the recording that plays: "This call may be recorded for quality assurance and training purposes." And while consumers might not think much of it, call recording provides law practices with a host of benefits.

At the most basic level, call recording helps you keep a word-for-word record of each call you have with your leads and clients. But call recordings go further than helping you remember exactly what was said on a call. Call recordings can:

- Help you keep track of billable hours with each of your clients
- Help you identify client pain points, sales objections, and insights that your callers might have about your services
- Help ensure you and your team maintain a high level of client service over the phone
- Serve as training material for future client service calls

For example, call recording would help ensure that you or your team never miss important details about a client or case during initial consultations or discovery calls. You could review depositions over the phone with word-for-word accuracy, even using them in court if appropriate. And you can review calls to make sure you and your team are providing excellent customer service, such as using proper welcome greetings, using the lead's or client's name throughout the call, and maintaining a helpful tone when addressing client questions.

Keep your client front and center

In today's crowded marketplace, client experience is a differentiating factor between law firms. According to a study of 2,000 consumers, most people talk with more than one firm before choosing a lawyer, but 42% will end their search when they speak to one who makes a good first impression.

You might draw clear lines between the responsibilities of those on your teams, but those lines are completely invisible to your clients. Clients want a smooth experience, whether it's their first phone call to learn about your practice or they're a long time client calling about a service need or problem.

42%

According to a study of 2,000 consumers, most people talk with more than one firm before choosing a lawyer, but 42% will end their search when they speak to one who makes a good first impression.

Keeping the client's perspective front and center when thinking about your acquisition and marketing tactics is crucial.

A great way of doing this is with advanced transcription tools, like Conversation Intelligence, to capture these interactions. Tools like these can analyze thousands of your phone calls, text messages, and web chats to spot key terms and reveal trends in the questions your clients are asking.

For example, you can set a user-defined time frame to discover the most commonly used keywords during a specific period of time. This proves helpful when you want to identify client keyword trends over seasons — illustrating how your clients collectively think, feel, and speak about your practice and services.

You can also use these tools' built-in keyword spotting to inform your marketing and enrich your lead generation. It can help you:

- Fine-tune your pay-per-click (PPC) and search engine optimization (SEO) strategies to include common keywords and phrases spoken by real clients
- Paint your law firm as the solution to a client's problem by creating marketing material — social media posts, email campaigns, videos, etc. — that speaks directly to the pain points pulled from real-world conversations
- Identify calls that might need an immediate follow-up based on high-priority keywords spoken by a client

For example, a personal injury attorney might recognize that a majority of their callers use the keywords "car accident" or "freeway" on a consultation call. They could use this keyword data to optimize PPC campaigns with ads targeting these specific keywords, or they could create SEO-focused marketing material to organically attract more leads to their firm. They could also use keyword spotting to identify and flag conversations with high-value leads. These conversations might include keywords like, "as soon as possible," or other phrases that indicate a lead is looking to retain a lawyer sooner rather than later.

Using advanced transcription tools takes the busy work out of listening through call recordings — giving you clear, actionable insight into how you can optimize your marketing efforts and the client experience.

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Want to learn if *your* marketing is working?

With this guide, you have a better idea of how to answer some of the most important marketing questions for growing your practice, such as “How do I know where to spend my marketing dollars?” and “How do I ensure I’m using the right tactics in the right channels?”

The next step is to start collecting the data that will make answering these questions a breeze. The best part? You can try CallRail right now for free. Start your 14-day free trial.

Start Free Trial →