

Tip sheet

# 7 common legal marketing questions, answered

The legal industry is one of the most expensive to operate in when it comes to marketing and advertising costs. Law firms can expect to spend an average of **\$86.02 for each lead-generating action** a lead takes, and that number can skyrocket depending on the type of law the firm practices — such as personal injury law, which has some of the highest cost-per-lead (CPC) and cost-per-acquisition (CPA) in the industry according to the [National Law Review](#). Lawyers need to understand exactly how their marketing efforts are performing if they want to save valuable ad spend while maintaining a steady stream of high-value clients looking to retain their services.



That's why we've put together this tactical tip sheet to answer seven of the biggest legal marketing questions law firms ask today. Read on to find out how the right marketing attribution tools can take the guesswork out of knowing what's working (and what's not) with your marketing efforts to sign more clients.

## 1. How do I set realistic goals for my marketing efforts?

Before spending a dime on marketing your firm, you need to set clear goals and expectations to act as benchmarks for your marketing efforts. Marketers who set goals — be that revenue, lead generation, or client retention — are **376% more successful** than marketers who don't. The S.M.A.R.T. framework is one of the most popular goal-setting tools available. S.M.A.R.T. goals are:

### Specific:

They focus on one particular metric, i.e. "15% increase in lead generation" rather than just "more leads."

### Relevant:

They will bring you closer to a specific, long-term business objective

### Measurable:

They can be quantified, such as the specific number of calls you want each of your advertising campaigns to generate.

### Time-bound:

They have a deadline you can put on the calendar to hold yourself and your staff to.

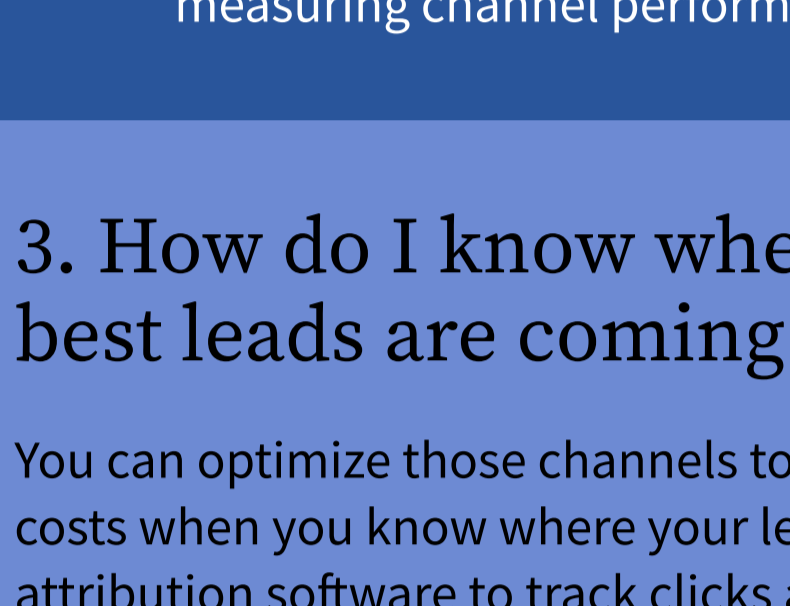
### Attainable:

They should aim high, but not be out of reach of your current staff and resources.



#### Key takeaway:

Set S.M.A.R.T. goals for your law firm so you can adequately measure the effectiveness of your marketing efforts. The clearer your goals are, the easier it will be for you and your team to work towards achieving them.



## 2. How much should I spend on marketing my law firm?

In today's crowded marketplace, legal advertising is very much a pay-to-play game. On average, law firms spend between **two percent and 15%** of their revenue on marketing and business development.

However, advertising costs vary depending on what type of law you practice. For example, personal injury attorneys face a more competitive marketplace and will typically spend more on advertising than an attorney offering estate planning services

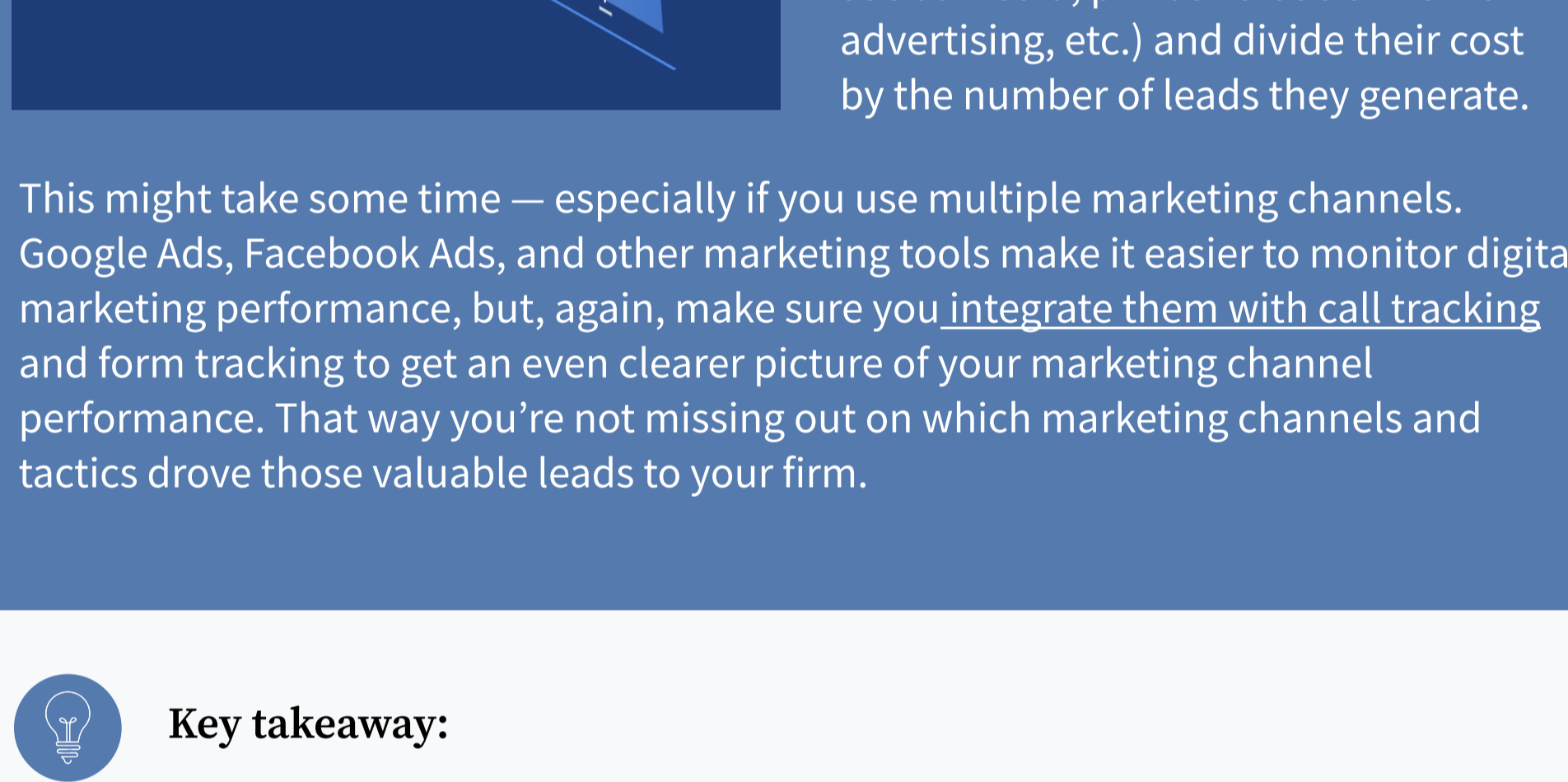


#### Key takeaway:

While there is no one-size-fits-all marketing budget for law firms, remember: a small, well-managed marketing budget can bring similar — if not better — results than a large, poorly-managed marketing budget. Start small by choosing two to three marketing channels (social, pay-per-click, search engine optimization, etc.) and allocating a specific budget amount to each. Measure each channel month-to-month and increase or decrease spending based on your results. Keep reading to learn best practices for measuring channel performance.

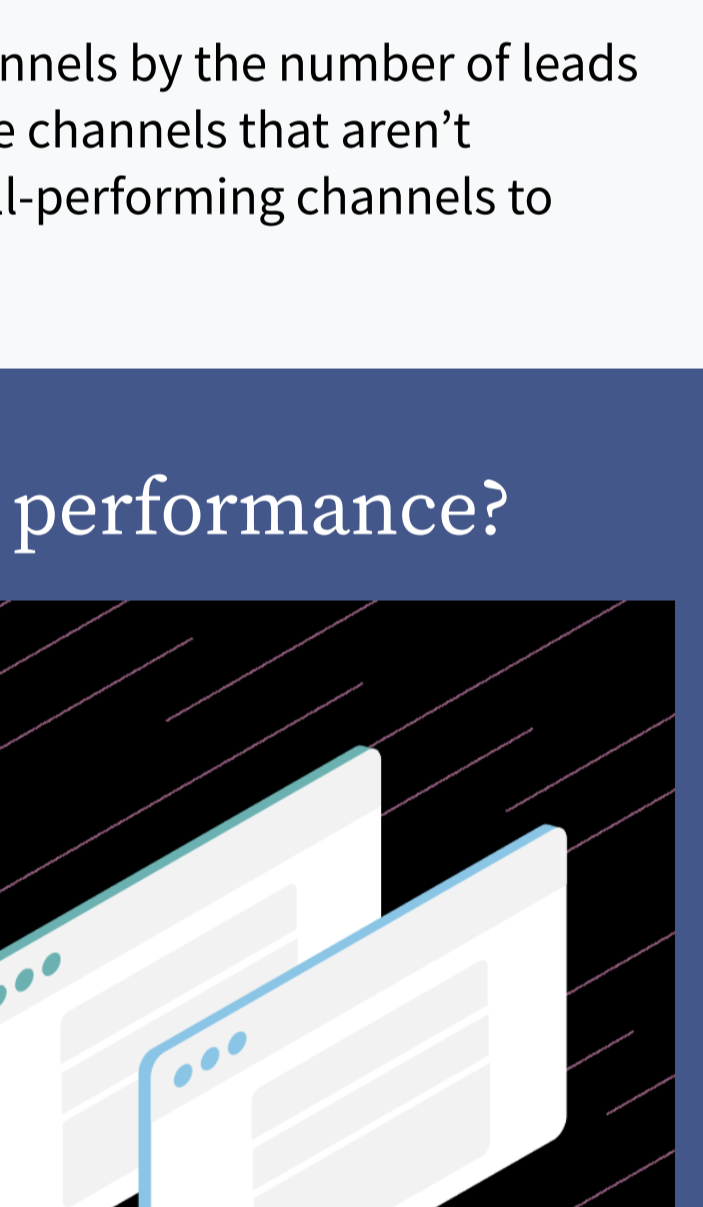
## 3. How do I know where my best leads are coming from?

You can optimize those channels to increase lead generation and lower advertising costs when you know where your leads are coming from. Marketers commonly use attribution software to track clicks and online conversions, but if you're not also **tracking calls or form submissions**, you're missing critical insights. According to a study by Clio, **68% of those looking for legal counsel** first reached for the phone when contacting a law firm and 25% used email or a web form. With call tracking and form tracking, you'll know which ads, keywords, and marketing campaigns led to your best calls and lead conversions.

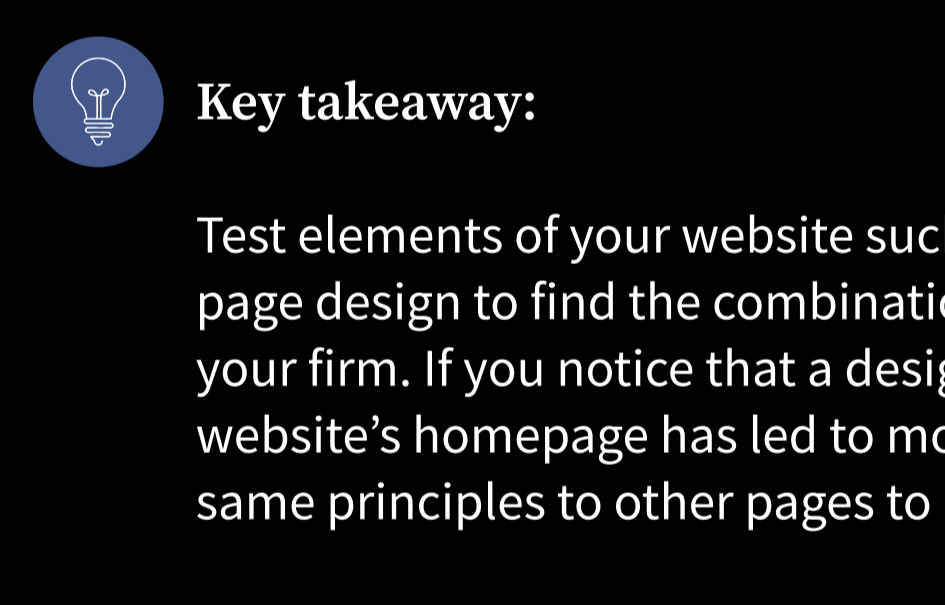


#### Key takeaway:

Use attribution tools like call tracking and form tracking to get greater insight into where your leads are coming from. If you notice a majority of leads come from one or two particular channels, then consider **allocating more of your marketing budget** to them to increase results.



## 4. How do I know which marketing channels are getting the best ROI?



Your legal ads might be generating leads, but if you don't know the ROI for each of your marketing channels, you won't be able to tell which channels are cost-effective (and you may lose thousands of dollars of ad spend in the process!). **To determine ROI**, look at each of your marketing channels, (for example: Google Ads, social media, print and out-of-home advertising, etc.) and divide their cost by the number of leads they generate.

This might take some time — especially if you use multiple marketing channels. Google Ads, Facebook Ads, and other marketing tools make it easier to monitor digital marketing performance, but, again, make sure you **integrate them with call tracking** and form tracking to get an even clearer picture of your marketing channel performance. That way you're not missing out on which marketing channels and tactics drove those valuable leads to your firm.

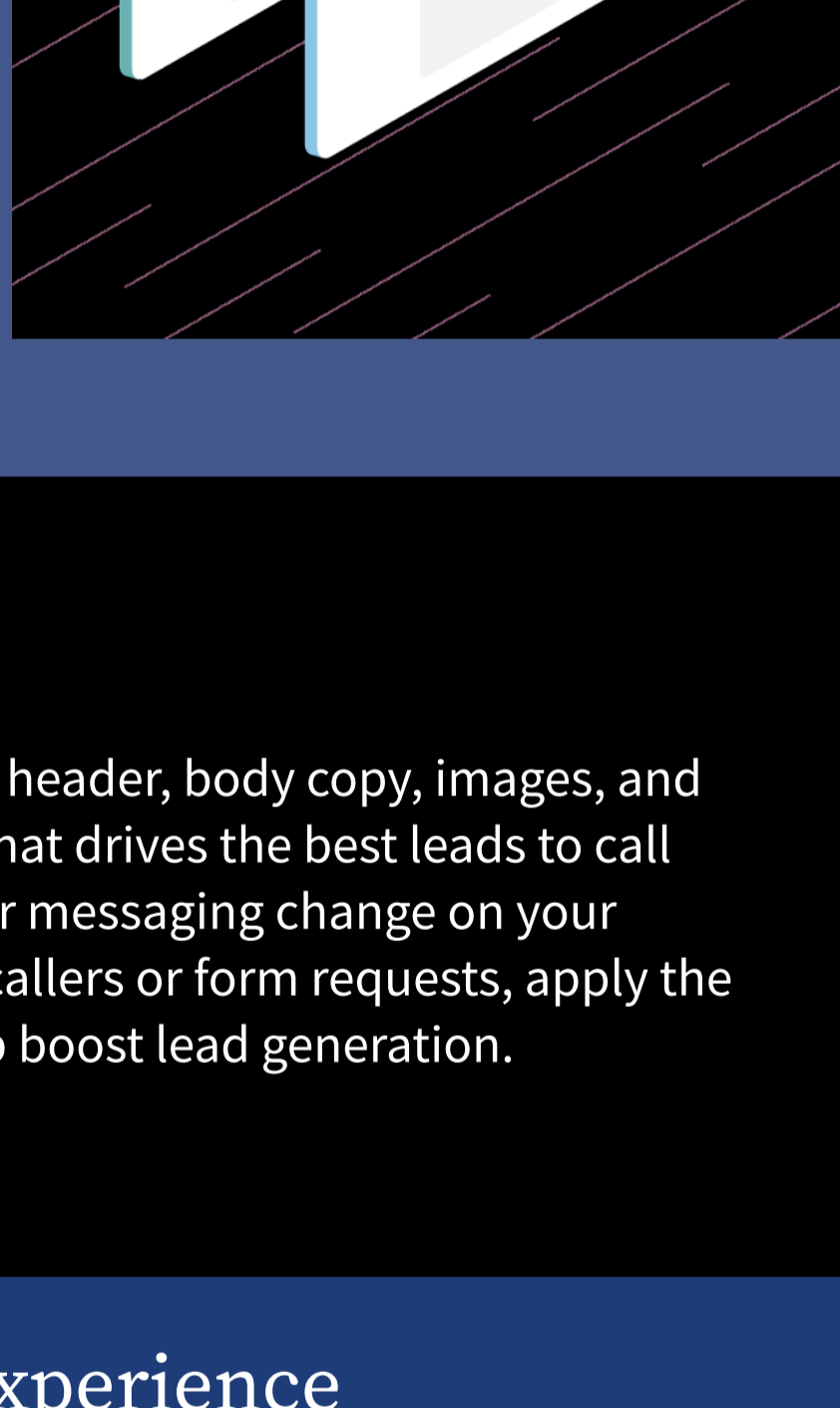


#### Key takeaway:

Divide the cost of each of your marketing channels by the number of leads they produce. Reduce your ad spend on those channels that aren't converting visitors into leads, and bolster well-performing channels to increase lead generation.

## 5. How can I improve my website performance?

Your law firm's website should be optimized to generate high-quality leads, no matter where they come from. To improve the conversion rate of your site, you'll need to test different landing pages and elements — such as your page design, headline, body copy, images, and call to action (CTA — until you find a combination that generates the most leads. One way to measure website performance is to look at your **call and form tracking** data to see which element combinations drive the most calls and website inquiries to your firm.



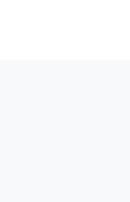
#### Key takeaway:

Test elements of your website such as header, body copy, images, and page design to find the combination that drives the best leads to call your firm. If you notice that a design or messaging change on your website's homepage has led to more callers or form requests, apply the same principles to other pages to help boost lead generation.

## 6. How can I improve lead experience when they contact my firm?

Proving a positive experience when anyone contacts you — whether a potential client or an existing one — is critical for the success of your law firm. And when it comes to phone calls, providing a great experience can spell the difference between gaining, keeping, or losing a client. The feedback gleaned from customer calls is invaluable and should be considered as a direct line to knowing if your callers are engaged with your firm.

One simple, yet impactful way to improve the client experience is to use call recording software to capture, reference, and learn from conversations you have when potential leads call to inquire about your services. Also known as **harnessing the voice of the customer (VoC)** you can then use call recordings as coaching and training materials for your staff — helping them understand best practices for interacting with clients over the phone. If your firm has standard departments, you can also set up call flows to make sure callers are put in touch with the right people at the right time — including you! — saving your clients time and avoiding unnecessary call transfers, or having to leave yet another voicemail. CallRail offers a single platform that **does both**.



#### Key takeaway:

Call recordings can provide your business with valuable client data you can use to improve your service offerings and train your staff and employees on best customer service principles. The more positive experience you provide your callers and customers — no matter where they're at in the customer journey — the more likely they are to retain your services.

## 7. How can I make sure I don't miss any leads when I can't answer the phone?

The phone usually rings at the most inopportune times. Set up call notifications to alert you every time your phone rings and provide you with valuable caller information — such as their caller ID, time of call, voicemail recording, and callback number. You can also set up **Quick Response software** to automatically text or email a client when they call your law firm or fill out a form. Letting clients know you received their call or form submission and will be in touch with them soon gives them the confidence they aren't shouting into the void.



#### Key takeaway:

Use a phone system that accurately collects contact information on every call that comes into your firm — no matter the time of day (or if you're busy juggling a million other things). That way, you can quickly follow up with potential leads on your schedule.



## Ready to take your legal marketing to the next level?

Download our guide, "**Is my law firm's marketing working?**" to get more tactical advice that'll help you improve your marketing, boost ROI, and take the guesswork out of knowing if your overall marketing strategy is succeeding or not.

[Start Free Trial](#) Free 14-day trial No credit card required