

CallRail

Ebook

How Law Firms Can Use Their Marketing to Level the Playing Field and Attract More Clients





Introduction

For many law firms, it might feel frustrating to market at the moment.

In some ways, finding and connecting with prospective clients has never been easier. Thanks to social media, search engines, and other technologies, clients are only a click away from finding your firm.

In other ways, it's never been more challenging to navigate the world of digital and traditional marketing. Not only are you competing against local law firms using the same strategies as you, but you're also going against big, national firms with bigger marketing budgets.

On top of that, the advancing pace of technologies like Artificial Intelligence (AI) can quickly make even tech-savvy law firms feel out of their depths.

To stay competitive, firms will have to adapt to changing conditions in the market and adopt the right marketing strategies and tools. In this guide, you'll learn more about the unique challenges law firms face today and the opportunities that await. Plus, you'll get action-worthy tips to make the marketing moves that will put your firm ahead in 2024.

Table of contents

Chapter 1

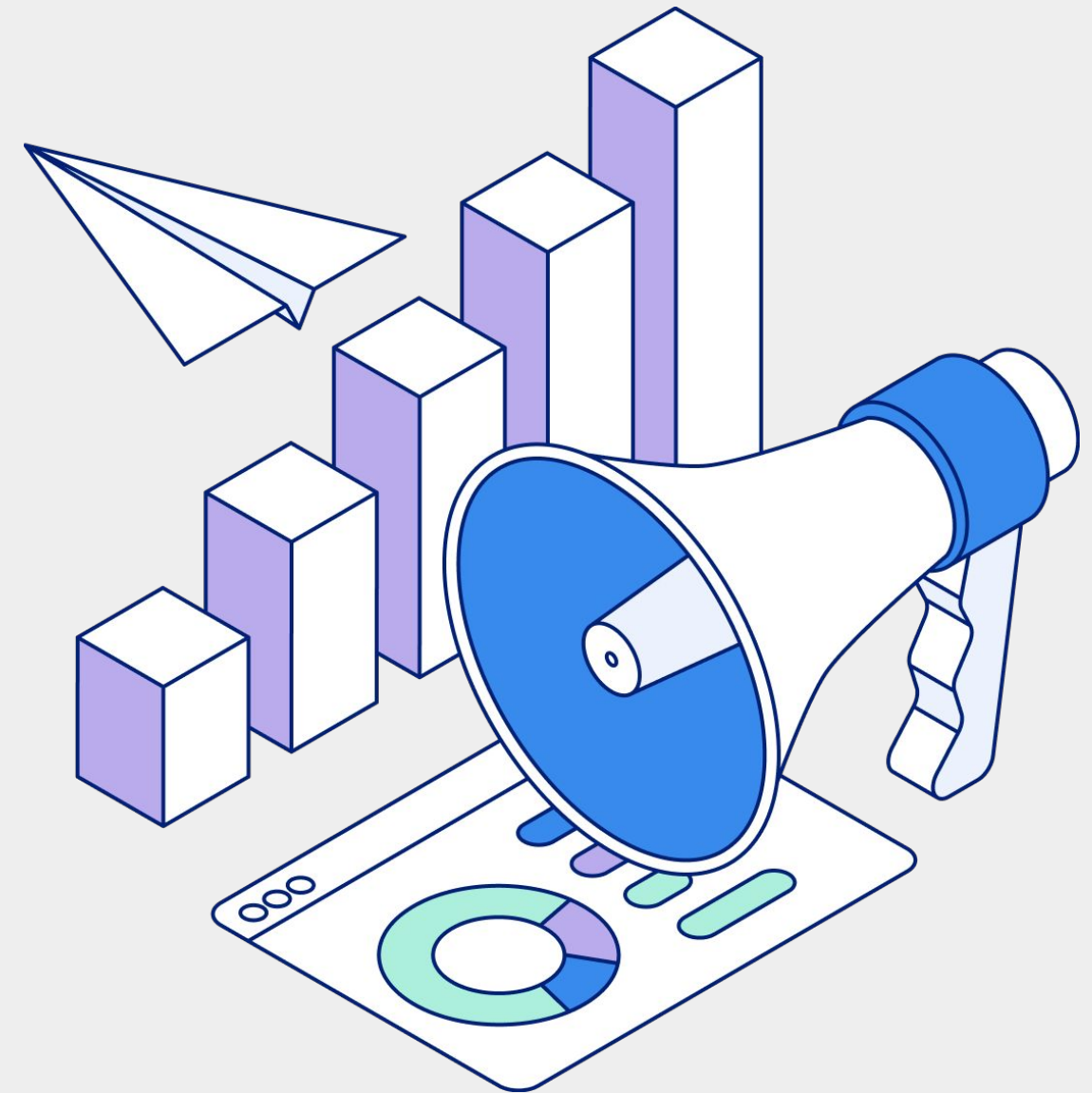
The challenges ahead for law firms

Chapter 2

Opportunities for law firms in 2024

Chapter 3

4 marketing moves your law firm needs to make to combat a slow economy in 2024



Chapter 1

The challenges ahead for law firms



Law firms have had it rough the last few years. Law firms experienced declining demand for six straight quarters prior to 2023, according to Thomson Reuters' Law Firm Financial Index. Compounding this challenge are the rising costs due to inflation. This is having an outsized impact on law firms' bottom lines, with many firms raising billing rates this year and searching for areas to cut costs in 2024.

With higher costs and fewer cases to go around, more firms are competing to get the same clients. And it's likely that most firms will be fighting against the higher marketing budgets of national law firms who are already taking advantage of modern lead generation marketing strategies.

These challenges put financial stress on most law firms — especially smaller ones. For most law firms, staying competitive will require balancing the right cost savings with the right investments in marketing.

Chapter 2

Opportunities for law firms in 2024



While demand for certain practice areas like real estate may decline in a down economy, according to Thomson Reuters Institute's Law Firm Financial Index, overall demand for law firms increased 1.5% year-over-year in Q2 2023. This highlights that there is an opportunity for firms to lean into counter-cyclical practice areas, like family law, personal injury, and criminal defense, that can offer more consistent demand.

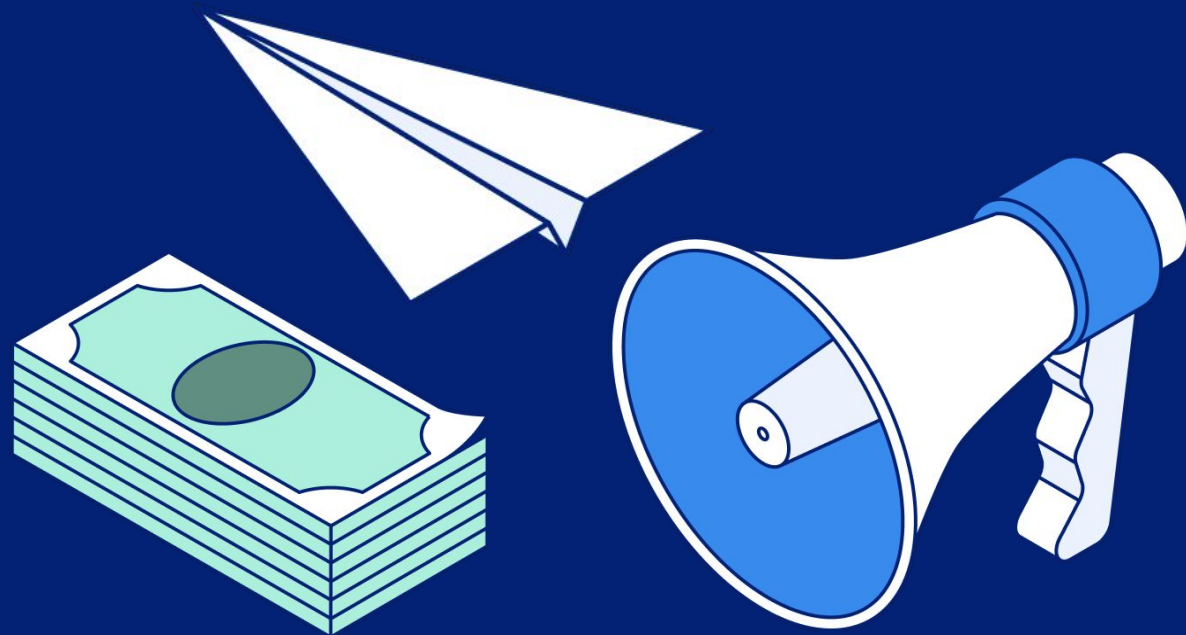
Attorneys who are struggling to attract enough business in their usual practice areas will face pressure to find new opportunities in additional practice areas. By expanding services to these counter-cyclical practices, law firms can ride out the current downturn.

Every opportunity comes with a cost, though — and if your firm is going after cases in practice areas like criminal defense or personal injury that generally require an up-front investment from the firm, it's important to consider how those changes will affect your budget and marketing needs.

An insights-driven marketing strategy can help you confidently identify which practice areas to focus on or add to your offerings. And it can help your law firm effectively attract new leads without a big budget. With the right strategy, you can stay cost-conscious and still strive towards growth.

Chapter 3

4 marketing moves your law firm needs to make to combat a slow economy in 2024



As law firms look to control costs while finding new clients, a fine-tuned marketing strategy has never been more important.

The strategies that worked a few years ago, however, won't cut it in today's market. With more law firms competing for fewer clients, in 2024 you'll likely face:

- **Increased competition** for limited ad space, which means your ads show up less frequently.
- **Already expensive legal-related keywords costs** will continue to rise (2 of the [top 10 most expensive keywords](#) on Google Ads are “attorney” and “lawyer”).
- **Your ad budget will have to compete** against the larger budgets of regional and national practices more often.

Law firms that don't adjust their digital and traditional marketing strategies will find they're spending more and more for diminishing returns. Firms willing to adapt to the current environment can outmaneuver the competition.

Here's how to effectively power your firm's marketing strategy in 2024.

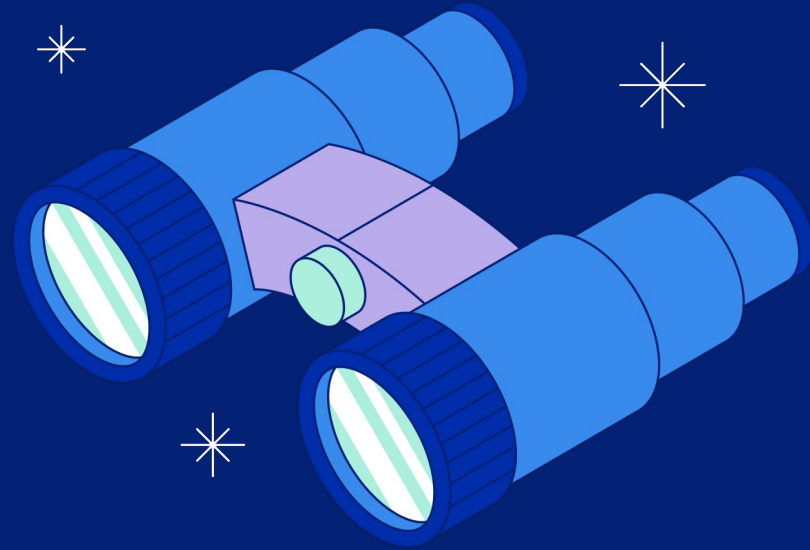
MOVE #1

Market locally to better compete with national firms

If your firm struggles to find clients, it's natural to want to cast a wider net for new leads. While you may expand the areas of law you practice to widen the net, it's not always a good idea to widen the net geographically when it comes to advertising. It's much faster to boil a pot of water than the ocean — in other words, your marketing energy (and budget) will have more of an effect through a concentrated, hyperlocal approach.

Let the national firms boil the oceans. Take advantage of your connection to the community and amplify it through your marketing.





With CallRail’s Call Tracking, companies are able to see what marketing strategies are working — and which aren’t. CallRail users see a **10% increase in leads** by focusing on the best channels and strategies.

Some initial steps to take include:

- See whether your firm shows up in local Google searches for your practice areas by searching variations of “[practice area] lawyer in [your city]”.
- Optimize your firm’s Google Business presence, including getting satisfied clients to leave 5-star reviews and updating photos of your business.
- Improve your digital marketing performance with [local SEO strategies](#) like ensuring your site is mobile-friendly and including a webpage dedicated to the communities you serve.
- Create memorable Out-Of-Home (OOH) advertising in your community — though they don’t need to be as outrageous as those from [Southern California divorce law firm Antonyan Miranda](#), which feature bold phrases like “Split Happens” and “Cinco De Bye Oh.”
- Make it known that you’re part of the community by advertising in local magazines and sponsoring neighborhood schools, sports teams, or causes.
- Set up referral networks with other local firms — just don’t break your State Bar’s rules on referral fees.

MOVE #2

Find and cut wasteful spending

Setting a marketing budget for your law firm can be one of the most challenging things you do in your 2024 planning. Rather than looking at it as cut versus keep — think of how you can optimize and spend more efficiently.

To optimize your future marketing efforts, there is some key data you need to know about your current marketing efforts.

First, you need to know how each marketing channel is performing. Everything — from paid search to paid social and newspaper ads — needs to be tracked to understand what you're getting in return for your investment in those channels.



You want to be able to answer questions like:

- Which channels are effectively delivering leads?
- Which channels have the lowest cost per lead?
- Which channel brings in leads that convert to bookings and consultations at the highest rate?
- What is your client acquisition cost?
- Overall, at what rate are you converting the prospective clients who reach out through any channel?



Amy Willis
Amy.Willis@email.com
216-999-0582
Source: Google Ad

Overall sentiment
😊 **Positive**

☹️ **Neutral**

☹️ **Negative**

Call Summary

Inbound Call on Feb.6 4:44pm

Caller wanted an appointment for Friday. Rep asked for details about the appointment and location. Appointment scheduled with field rep.

Inbound Call on Jan.2 2222 5:32pm

Transcription highlights:
 - appointment
 - Friday
 - location
 - scheduled

For any law firm marketing in more than one channel, answering these questions can be super challenging. It's difficult to know how effective paid advertising campaigns are at creating leads and new consultations, let alone measuring the impact of billboards, local ads, and other ways you spend your marketing budget in the community.

When you know what works, and — perhaps more importantly, what doesn't work — you can optimize your wasteful spending to maximize the impact of every dollar. When JC Law switched to CallRail with Hubspot to solve their out-of-control ad spend, they couldn't tell you how many new leads were coming in through ads or how many of those leads were converting.

With intelligence from CallRail's Conversation Intelligence, JC Law was able to refine their ad strategy and reduce spend by 20% — without lowering the rate of leads coming in. They were also able to identify that organic leads converted at a higher rate (17% vs 4% for organic and paid combined) and focus their efforts on following up on organic leads to boost conversion rates.



How would saving 20% per lead affect your bottom line?

While figures can vary, one estimate of the average paid cost per lead (CPL) is \$784 in the legal industry. If your firm got 100 leads at this cost, you're spending \$78,400. Using CallRail's insights to inform their marketing strategy, companies average a 20% reduction in the cost per lead. That would mean those 100 leads could be acquired for \$62,720 — a \$15,680 savings.

The key to less wasteful spending is a clear understanding of your cost-per-lead and conversion rates for each marketing channel. Many firms struggle to bring their digital and OOH marketing into focus together. But when firms like JC Law use CallRail and combine Call Tracking with Form Tracking and Conversation Intelligence, they can get the most comprehensive view of each marketing channel's performance.



MOVE #3

Create a target marketing strategy by listening to your community

When it comes to your cases, you take diligent, detailed notes for every conversation with your client and constantly review them for new insights. But are you applying that same approach to how you attract new clients? Every conversation with a prospective client is a goldmine of insights into your community's needs and how your firm delivers.

One benefit of being more attuned to your locale is that your firm can adjust to changes more quickly than national firms. If you play your cards right, you can uncover what services the community needs and have the first-mover advantage.



But even if you're a one-person law firm, you can't remember every conversation with clients. That's where a solution like Conversation Intelligence comes in incredibly handy, transcribing all of the calls between your firm and your clients and turning them into insights. By trading in the anecdotes for hard data and AI-driven insights, you can fine-tune your marketing and keyword bidding strategies to align with what people in your community actually are saying and searching for from a law firm.

Without Conversation Intelligence, your firm might have a hazy idea of what keyword groups are driving leads to your ads — but that's probably the extent of your “voice of the customer” insights.





CallRail's Conversation Intelligence saves law firms valuable time by automating critical tasks:

50%

less time spent
qualifying leads

60%

less time spent
reviewing and
analyzing calls

With Conversation Intelligence, you can identify trends and keywords across every client interaction. Maybe a new skate park in town is the cause of the spike in calls for personal injury attorneys. Maybe a local manufacturing plant shut down and the resulting layoffs are leading to increasing inquiries for bankruptcy.

Conversation Intelligence will highlight these trends and help you make critical decisions for your business, like:

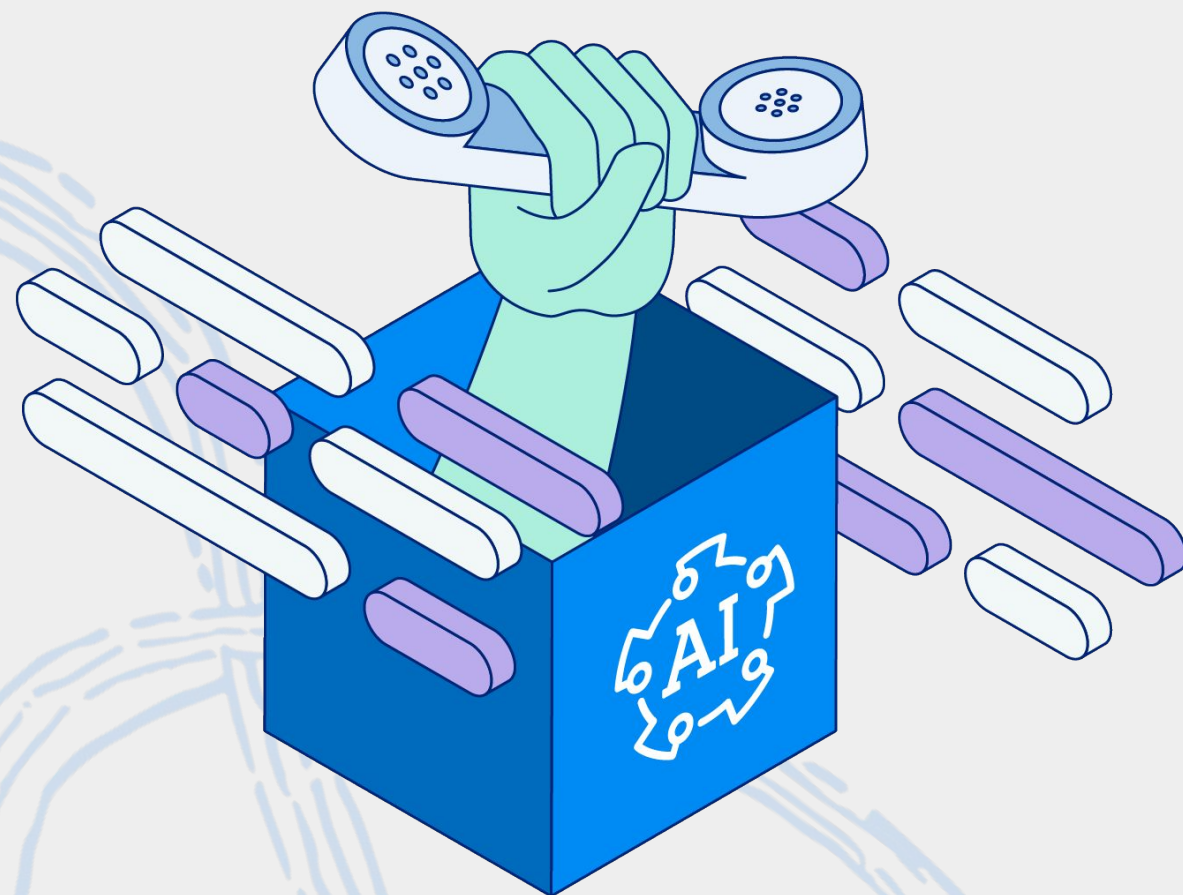
- Whether it is worth adding a new area of practice
- Which areas of practice to invest marketing budget in
- What keywords to use in your advertising
- Where to advertise — like putting a personal injury attorney billboard near that skate park

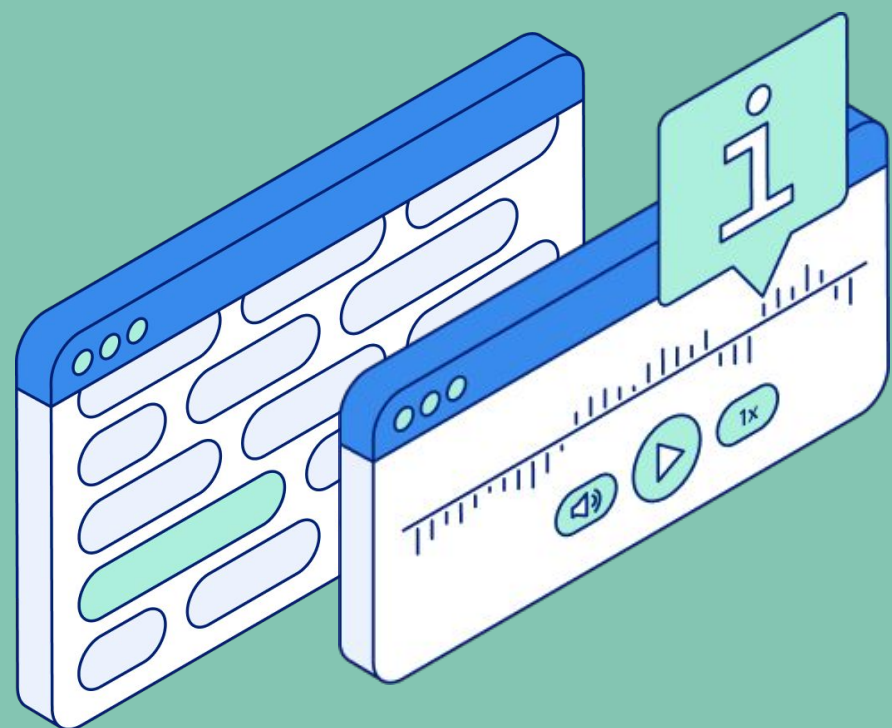
MOVE #4

Leverage the right technology to get ahead of the competition

There are thousands of new marketing technology solutions put out every year, but cost-conscious firms don't have the luxury of investing in each new category. Sure, playing around with generative AI tools like ChatGPT may seem like a fun little parlor trick, but in a challenging economy, you need every minute and every dollar to have an impact. And, when every other solution promises another experimental form of AI to fix your problems, it has never been more important to leverage proven, trusted technology to power your marketing strategy.

The marketing strategies (and budgets) at most law firms aren't advanced enough to risk investing in expensive, unproven technology. Rather than handing over your email writing to unproven generative AI solutions, invest in solutions that use the data you have today and help improve what you're doing right away.





CallRail's AI-Powered Conversation Intelligence generates automated transcripts with quality that rivals those created by humans. Compared to other models, it made **43% fewer errors in noisy environments**, like shared workspaces and conference rooms.

Purpose-driven AI — rather than open-ended AI generators — can help you leverage the data you're already sitting on to improve your marketing efficiency. Thousands of firms already rely on CallRail as a tried-and-true AI-powered solution to uncover insights and new cost-saving efficiencies in their marketing strategies.

CallRail is the kind of technology that clearly pays for itself when you use it. Not only is it going to help you market your firm more effectively, but at a time when many law firms are freezing or cutting payroll costs, CallRail can reduce the need for added personnel and make the personnel you have more effective with its insights.



CallRail

Try CallRail today and get more from your marketing in 2024

When you put all these strategies together — refining your target audience, reducing wasteful spending, listening to what your clients are saying, and leveraging the right technology — your law firm can adapt to today's reality and optimize its marketing strategy for 2024.

See how CallRail's platform, including Call Tracking, Conversation Intelligence, and Form Tracking, can give you the foundation you need to revamp your marketing efforts and reduce wasteful marketing spend in the new year.



[Try CallRail for free](#)