

## **Boost Your Law Firm with Digital Marketing Already!**

So folks, you must be hearing all about Digital Marketing all over the world and how it is the new form of Marketing right?

Well, there is no denying that marketing in all kinds of organizations is crucial to keep them in the market nowadays in the 21<sup>st</sup> Century.

Guess what? Up until a decade ago, companies and organizations could rely on their customer relationships and previously built images to keep them running but the case has enormously changed now. Whoa..!

Even a hospital may not receive patients if it is not widely known and recommended. Would you risk going to a hospital you do not know about? Or send off your kids to some school you have *never* heard of?

## **Digital Marketing and Law? Seems Unconventional You Must Think!**

In such an era, where digital marketing is everywhere, the legal profession is often subject to criticism for not executing the necessary implementation of technology in their services and regular functions.

Well it is like stating the obvious! You could be the top attorney previously but if you do not have an online presence now, you will fail to create an impact in the coming times!

You cannot just distribute your visiting card and expect customers to magically appear?

If you want to market yourself, or your law firm; you had better need to adopt Digital Marketing methods. Sure, referral works a lot in the legal industry, but there is no harm in promoting yourself online, is there?

## **Don't Keep the Students Limited! Teach them About Digital Marketing!**

Certain topics, which provide insight into a general overview of the world, are rather compulsory to be taught in all disciplines. Marketing is such a subject, which covered in STEM, Humanities and Social Sciences all.

This is because, one who cannot market themselves or their organization will just remain behind in the race.

Therefore, Law students too, need to be taught few business tactics such as marketing so that they can creatively contribute to the progress of future law firms they will be working in. Every law student may eventually work in one place or the other whether it in courtroom or law enforcement etc., but possessing knowledge of digital marketing techniques can greatly assist such students to get their law firms in the market and give them some advantage with finding potential customers.

Having an online presence gains any organization some online traction and a form of legitimacy. It is only wise that law firms have that as well. Even a law enforcement agency or a courtroom should have some sort of online presence either web listing or some social media page. While these cannot be termed as marketing, their presence only can assist people in checking information online.

Nobody has the time to skim through Yellow Pages or thick directories now, so they will only search for you or your law firm online. If you are not there, you are behind in the race pal!

### **What Digital Marketing Techniques should Law Firms Consider Executing?**

The world of technology is growing at such a fast speed. Every other day you get a new update that baffles you!

Digital Marketing is also a completely different world. If understood correctly, it can be seriously beneficial.

There are plenty of techniques that law firms can use to their advantage, such as:

#### **1. Social Media Marketing:**

Social media refers to social networking sites and other online sites such as Facebook, Twitter, Instagram, LinkedIn, Tumblr, Quora and many more. Every other person is active on Facebook and many businesses have thrived primarily by using Facebook Business Manager.

An individual attorney or a law firm can resolve many queries online, market their services as well, thereby displaying themselves as approachable, and cater to multiple audiences. People do not just use Facebook for commenting and liking each other's' pictures, but for getting information as well.

LinkedIn is highly essential in terms of professional networking. Give your law a firm a professional tech-savvy edge with LinkedIn's tools. Having a company page on LinkedIn will definitely make your firm sound so much better!

Social media is vast and highly engaging as you can captivate a large number of people via attractive graphics and videos as well.

Short videos up to 10 second with brief intros of attorneys can appeal much more than a yellow pages listing!

#### **2. Search Engine Optimization (SEO) and Pay-Per-Click (PPC):**

Having a website is extremely useful and compulsory but in present times, it is also necessary to optimize it in such a manner that it appear well in search results.

People browsing for online consultancy will search through specific keywords, not law firm name. Accordingly, you need to outline such tactics to get your website to appear in search

through SEO or PPC depending on your budget. PPC garners quick results but proves costly while SEO takes time but is cost-effective. For SEO, you need to generate great content to get your website a high ranking in the search engine as well. However, both of them are beneficial depending on the user.

### **3. Search Engine Advertisements:**

All search engines offer paid advertisements, which can put your firm at the front and center of the search result. These search engine results count as the most trusted and relied upon method of advertisement as well.

Pay-per-click (PPC) advertisement is costly but guarantees results as well in a short period. If you can afford PPC, go for it! But for longer term, organic reach for the go!

### **So, Getting on the Online Bandwagon?**

Digital marketing is seeping itself into all organizations and assisting them enormously in marketing. Traditional forms of marketing are still in usage but it is crucial that firms implement the usage of digital marketing techniques as well to get themselves in the game!

So if this blog has enlightened you with anything, check out some more of our blogs about Digital Marketing. Remember, no money spent on marketing goes into waste. It gets you that Return-On-Investment you seek, if not today then definitely tomorrow!