

5 MARKETING TIPS TO HELP GROW YOUR LAW FIRM

1 POSITION YOURSELF AS A THOUGHT LEADER

Providing useful information your audience is looking for is a great way to build trust and showcase your expertise. It is important to be authentic and truthful and to think about topics that would be beneficial for others.

2 CREATE CONTENT REGULARLY

Establishing a monthly content calendar will help you stay organized and grow your thought leadership status. Be a resource of knowledge by writing monthly blogs, posting on social media, or releasing short informational videos.

3 FOCUS ON ONLINE REVIEWS

Google reviews are crucial in helping improve your law firm's search rankings and gives you an edge over your competitors. Do not be afraid to ask current or past clients for their feedback.

4 OPTIMIZE YOUR WEBSITE

It is apparent that your website works for you even when you are not working. Invest in SEO and monthly updates to help stay relevant and top of mind.

5 STAY CONNECTED WITH CURRENT AND FORMER CLIENTS

Do not lose a personal connection. Send monthly or quarterly emails to engage your audience and build relationships with potential prospects. Be personable, informative and direct with your messaging.

NEED ADVICE OR A STRATEGIC PARTNER? CURRENTLY WORKING WITH AN AGENCY AND NOT UNDERSTANDING RESULTS?

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