

"The 7 Most Common Law Firm Marketing Mistakes"

Many lawyers are making mistakes while marketing that damage their reputations and cost them thousands in lost revenue. The 7 most common law firm marketing mistakes are wasting money on ineffective advertising, failing to address the needs of prospects, missing referral opportunities, ignoring the sources of client dissatisfaction, failing to nurture and educate clients, not branding services correctly and not cross or up-selling clients. Most lawyers make at least 5 of these errors every day.

Companies waste money on ineffective marketing and advertising. There's an old saying in advertising that says everyone wastes half of their advertising budget, but they don't know which half they are wasting. It is important to track every marketing dollar you spend to identify which advertising channels are working and which are wasting your time and money. You can use your practice management software to capture the marketing source of your prospects and clients, then run reports to show the conversation rates of your marketing activities. By doing this, you'll be able to pinpoint what marketing is successful and what isn't, as well as why people are choosing your firm. If you can better focus your marketing activities you will lose less and gain more.

Many lawyers fail to address the needs of their prospects. Instead, they focus all the attention on themselves and their firm. If you identify what problems your clients are facing, you can better address them in your advertisements. By using practice management software you can pinpoint client grievances, track their pain points (why they need your service), why they selected your firm, why they like your firm or why they don't like your firm. Analyze the results to determine why people need you and your services. This will help you target your ads directly to specific people and their needs. Your firm will have a competitive edge over others because clients will feel you took the time to get to know them and their problems.

Another common mistake lawyers make when marketing is that they do not track their referral sources. Referrals are invaluable since they are free advertising. Using a practice management software system allows you to capture the referring source of all your clients and prospects. It is very beneficial to know who is referring you and how often in order to reward such clients.

Many attorneys ignore the sources of client dissatisfaction. Most people don't like to hear criticism, so it is a natural reaction to turn away from negative feedback. However, feedback of any kind, negative or positive, is extremely valuable since it helps to show you what you are doing well, or what you need to improve. Surveys are a great way to seek honest feedback from your prospects and clients about your services. Call dissatisfied clients and walk them through their issues to turn them into raving fans. We all love to deal with happy clients so any opportunity to turn a negative interaction into a positive interaction should be welcomed with open arms.

Failing to nurture and educate clients is another mistake attorneys make when marketing. Many attorneys overlook a source of leads right in front of their eyes. Your contact database

is a goldmine. You have prospects ready to become clients. You have clients that want to refer you and want to use your firm again. Maintaining consistent contact with valuable information is the best way to keep connected with your contacts and benefit from their value. Place your prospects on an email or letter drip that touches them periodically with educational and valuable content. Give them something of value to earn their trust and present your firm as an expert before you bombard them with information about your company and offerings. Use your practice management software to automate the drip and determine how each prospect is handled in your database.

A well branded firm gets more business and can charge higher fees. You need to make sure you and your firm stand out in the crowd. You can use your practice management software to capture information about your clients to find out their pain points, demographics and what they like about your firm. This will you fine-tune your USP (unique selling proposition) and your brand to better attract new clients and hold on to existing ones.

The last common marketing mistake attorneys make it not cross-selling or up-selling their clients. It is important that your clients know all of the different ways you can be of service to them. You can use your practice management software to generate emails and documents to target a number of clients in order to promote a specific service you offer. It's important to find opportunities in your database and take advantage of them - after all they are already there for you to use.

Marketing doesn't have to be scary or difficult. Knowing common mistakes attorneys make will help you to avoid making them yourself.