



Having a strong
Marketing Strategy
can bring your firm
a variety of benefits!

HERE ARE A FEW EXAMPLES:

- Increased awareness
- Heightened engagement
- More calls and more cases
- Improvement of your firm's ranking on search engines like Google

As the legal industry continues to see rapid transformations in how lawyers connect with and find clients online, being equipped with knowledge is beneficial.

This short brochure of the Consultwebs services is meant to inform you of the various digital services relevant to firms we offer so you make better and smarter marketing decisions faster.

SEO

Search Engine Optimization is the driving force behind law firm rankings on search engines like Google. This critical aspect is one of the most sought-after because ranking on search engines means being found online... and this means more business.

Fun fact: The first five results on the search results page get around 67.60% of all the clicks so you best make sure your SEO strategy is on point!

PPC

Pay-per-click campaigns focus on driving traffic and leads in the short-term by targeting people who are actively searching for the services you provide, based on their behavior, interests, and more.

The premise of PPC is that you bid for strategically chosen keywords, making proper preparation vital to **making sure your marketing dollars are well spent.**

Social Media

Your social media channels are extensions of your brand personality and they allow for your firm to enhance your interactions with clients and increase prospects' awareness of your firm.

There are some universal best practices you will need to follow in order for your social strategies to succeed, including using quality content and images, and implementing paid and organic hybrid approach while showcasing **who you are as a firm**.

Email Marketing

One of the most effective inbound marketing techniques, **email marketing** allows you to reach and speak directly to your clients and prospects through their inbox.

Success lies in the details here, and your contacts will expect **added value** in the form of perfectly timed sequences that include downloadables, personalized messaging and a/b tested designs.

Web Design

Consider your firm's website the digital suit you present yourself in. **It's your first big impression on prospects**, and apart from being pleasing to the eye, it must also be responsive and quick to load.

A quality web design requires a mobile-friendly web design, continuous and targeted site optimizations, unique visuals, quality branding, regular updates, and the implementation of security measures.

Content Marketing

Customized content focuses on high-quality conversion-focused media, and it could be the key to your success!

With the help of content marketing, your firm can showcase **what makes you different from the rest**, your expertise, your specializations, practice areas, etc. in different formats, including blog posts, one-of-a-kind practice area pages, press releases, infographics, social media posts, e-books, and more!

Public relations

The importance of publicizing your volunteer and philanthropic activities should never be underestimated - we all know how important reputation is, after all. In order to make sure your brand identity is portrayed just the way you would like for it to be, your best bet is to launch signature campaigns to build upon your firm's **brand recognition**, broaden your reach in the community and drive more traffic to your website