



**Checklist:**

## 3 Ways to Use Your Website to Proactively Grow Your Law Firm



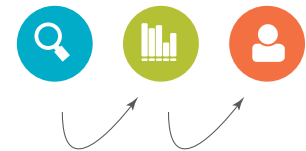
70% of your clients' journey—including research, due diligence and competitive comparison—is complete before they inquire about or proceed with your services.

Source: SiriusDecisions

It used to be enough for established law firms to rely on their reputation to generate new inquiries and grow. However, digital advances are changing client behavior and smart firms are building compelling online presences in order to stand out as leaders in their practice areas and grow consistently.

In fact, new research shows that the web now plays a prominent role in closing new clients in the legal sector (sources: *eConsultancy* and *The Lawyer*).

This isn't entirely surprising, particularly given that 70% of your clients' journey—including research, due diligence and competitive comparison—is complete before they contact you to inquire about or proceed with your services (source: *SiriusDecisions*).



This isn't to say that your firm's internal business development efforts aren't relevant... They certainly are, but your online presence must support and feed these efforts. Your firm now needs to show up at the right time, with the right information, in the digital channels where potential clients are looking for your services.

Here are three ways to leverage your online presence, including your website and relevant distribution channels, to proactively grow your law firm.

# 1 Publish and Distribute Original Content

With more firms fighting for attention in crowded practice areas, it's more important than ever that lawyers are publishing thought leadership content online. In fact, a recent report by *eConsultancy* and *The Lawyer* shows that original content distribution is now viewed as the most effective digital marketing effort for law firms (source: *Digital Marketing in the Legal Sector Report*).

Rather than creating content for content's sake (and just adding to the "noise"), your firm should be strategic about its content distribution. This means that your content should be valuable, audience specific, and consistent. Unlike traditional advertising, new marketing prioritizes helping over selling. By publishing useful and insightful content across relevant online channels (i.e. the places that your best prospects are spending their time and looking for the expertise you can provide) you not only increase your firm's online visibility, but you also cement your firm's reputation as the "go-to" authority in your practice area.

Remember, if you're talking to everyone, you're talking to no one. So, create content for the type of clients you could best serve. By showcasing your expertise in your specific practice area or in handling specific types of cases, you attract and build trust with the right type of prospective clients.

## Considerations:

A well-implemented content strategy works to connect your firm with the right prospects - people who are looking for specialized legal services and are ready to become paying clients. But, to do this successfully, you need a dedicated professional overseeing your content strategy and development, whether in-house or with the support of an agency partner.

## 2 Position Your Firm as a Thought Leader

Earlier, we mentioned that the web now plays a crucial role in closing new clients in the legal sector, but did you know that 97% of people research firms online before making a financial commitment (source: *BIA/Kelsey*)?

Even basic due diligence is now carried out online, so it makes sense to use this to your firm's benefit. It's no longer enough to merely be "KEEPING UP" with your competition, you need to be standing out as a thought leader in your industry.

By regularly publishing and sharing thought leadership content that demonstrates your experience and expertise, you establish a strong, authoritative online presence and cement your position as a leader in your practice area. This means that you're not only the obvious "go-to" firm when people need your services, but that your firm also remains front-of-mind when the need for your services arises in the future.

It's important to note that the creation of original thought leadership content should be a consistent effort (not a one-and-done event). In fact, this should be treated as part of your firm's big-picture growth strategy, allowing you to attract valuable new clients while maintaining strong trust-based relationships with your existing ones.

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source: BIA/Kelsey

### Considerations:

Your website should be a content-rich hub of useful information, including insightful articles, advice, industry forecasts and the like. Your content can take many forms, but there should always be an emphasis on quality over quantity.

## 3 Follow-up with Interest on Your Website

Once someone shows interest in your firm (by downloading a guide or requesting content from your website, for example) you need to be following up instantly in a personalized and helpful way. Marketing automation processes allow you to do exactly that – nurture new contacts through your sales process, pre-warming them to your services with informative, highly personalized and helpful content so that you can turn them into paying clients more effectively. If you're just starting out, the best way to deliver this content is via email.

When set-up correctly, automated nurturing processes ensure that you maximize the value of any interest generated on your website. In fact, firms with strong lead nurturing capabilities generate an average 50% more ready-to-buy leads at a 33% lower cost (Source: *Forrester Research*). Not only that, but automated lead nurturing processes also ensure that you delight your existing customers and earn more repeat business.

Not only do these processes earn you more interest and inquiries from prospective clients, they also save you time. Many firms waste hours of their valuable time speaking to the wrong people. Well-implemented lead nurturing processes should educate your prospective clients on your services and filter out the people who are not “right fit” clients for your firm. This means that you only spend your time speaking to suitable prospects (i.e. people who are interested in your services and ready to become paying clients).

### Considerations:

To get started, you will need a marketing automation platform (like HubSpot, Pardot, Market or Infusionsoft, to name a few) and an experienced copywriter. The great thing about these processes is that, once in place, they run without your input, consistently generating “right fit” inquiries for your firm.

## Next Steps...

If you're interested in creating an engaging online presence, standing out as a leader in your practice area and growing your law firm, the team here at Hudson Fusion can help.

With over 20-years of experience in developing websites and marketing campaigns for law firms across many different practice areas (from General Counsel to Intellectual Property, Non Profit Interests, Immigration and more), the team here at Hudson Fusion knows what works for firms like yours.

To find out how we can help your firm grow using strategic marketing (including recommendations that you can put into action right away), arrange a no-obligation, one-on-one consultation with me or a senior member of my team...

[Book a time for us to speak](#)

I look forward to speaking with you!

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