



Law Firm Marketing Plan Examples

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Example: Personal Injury Marketing Plan

Executive Summary

The Jones Law Firm has over 50 years of experience representing people injured in serious accidents. Over time, the firm's involvement in major truck accident cases has dwindled due to competition in the Boise area. The firm sees excellent outcomes in joint personal injury/workers' comp cases for police officers and delivery truck drivers and is now repositioning its marketing strategy to adapt.

Mission Statement

The Jones Injury Firm provides comprehensive representation for those people injured in complex and catastrophic accidents. Leveraging an extensive network of expert witnesses with deep knowledge of the intersection of personal injury and workers' compensation, we provide thoughtful and solution-driven representation to clients.

Marketing Objectives

Our primary marketing objectives are to:

- Build more brand awareness as the "go-to" for complex cases
- Generate more referral work from other personal injury lawyers who don't have as much experience or interest in the workers' comp side of cases or the unique concerns of our specific target audience

Standards of Performance

To track our results for our legal marketing strategy, our key performance indicators while implementing these campaigns include:

- The number of local presentations, publications, and press related to police officer injuries each quarter
- The number of new cases specifically categorized as PI/WC
- The number of referral partners calling us each quarter with qualified cases

Example: Personal Injury Marketing Plan

SWOT Analysis

- Our biggest strength is our results. We have many testimonials and positive case outcomes in court and settlements.
- Our biggest weakness is that we have not actively marketed our joint PI/workers' comp cases or built relationships with police organizations and departments that most frequently have these kinds of cases.
- Our biggest opportunity is in branding the law firm as a specialty shop that understands pursuing multiple injury claims at once while maximizing client outcomes. With so many larger firms focusing on a wide range, we can stand out by narrowing down.
- Our biggest threat is failing to pivot and focus the firm, given the surge in truck accident lawyers in Boise and the declining number of truck crash cases placed with our firm.

Market Research

Several truck accident law firms dominate the pay-per-click landscape and have a strong billboard presence. Rather than attempting to compete with them there, we want to take our business to the next level with a two-pronged approach: building strategic referral relationships and rankings for organic search terms.

Other lawyers in the area cannot compete with our extensive experience and success in cases involving workers injured on the job in serious vehicle accidents, so we plan to lean into this extensively.

Market Strategy

We offer comprehensive services with a strong network and in-house resources for police officers and delivery drivers injured in vehicle accidents on the job. With upfront contingency fees, we allow our clients to focus on recovery and healing while we leverage all our firm tools to help with their legal claims. Serving those harmed in Boise and surrounding cities, we promote our firm through a mix of publicity, referral relationships, and organic SEO.

Budget

Our marketing budget includes a total spend of \$25,000 per month on marketing efforts. This includes:

- An organic SEO campaign with \$20,000 in fees per month
- A public relations strategy specialist on retainer for booking speaking gigs and placements in publications at \$5,000 per month

Example: Family Lawyer Marketing Plan

Executive Summary

The Donalds Family Law Firm is relatively new in the market, a firm founded by two law school colleagues who want to see divorces handled differently. The firm has already helped multiple families with collaborative divorce efforts but doesn't have a consistent pipeline of new clients.

The firm wants to be known as the place to call when you recognize the importance of solving legal issues with the end of a marriage but want a better emotional experience for everyone involved. This is unique in the legal industry in Concord, New Hampshire.

Mission Statement

The Donalds Law Firm provides coordinated legal support for people looking to resolve their divorce case outside of court, allowing clients more flexibility and freedom in their outcomes, reducing conflict, and supporting families to move forward in a new chapter.

Marketing Objectives

In order to achieve the goal of getting people to look at divorce in a new way, the firm wants to focus on:

- Both lawyers being viewed as industry experts on collaborative divorce so that the entire firm earns a reputation as leaders in this new way of resolving divorce
- Growing their caseload to handle 5-6 open divorces at a time

Standards of Performance

The firm will measure multiple KPIs to establish the baseline of the most important marketing activities. These include:

- Leads vs. conversions each month
- Number of referrals from outside parties
- Number of new testimonials received per quarter
- Number of new quotes or features in family law or related publications per quarter

Example: Family Lawyer Marketing Plan

SWOT Analysis

- The firm's biggest strength is that both lawyers firmly believe in what they do and that it's a different approach from so many other local law firms.
- The firm's biggest weaknesses are that more people are nervous about getting a divorce due to the perception that it is riddled with conflict, pushing some people to avoid even speaking to a lawyer until their situation has escalated, and that the firm has no online presence for the topic of collaborative divorce.
- The biggest opportunity for the firm is for the lawyers to use their marketing plan to carve out a niche as specialists in alternative dispute resolution and, specifically, collaborative divorce.
- The biggest threat facing the firm is failing to take action quickly given the growth of other divorce law firms in the area making a big play in digital advertising. The firm needs to grab a foothold to start building their presence.

Market Research

Most local competitors are experienced in high conflict divorce but have many more 5-star reviews than the Donalds firm. The lawyers do not want to focus on these high-conflict cases and see the potential in building referral relationships with those firms, who might see collaborative divorces as too small for their own practices.

The Donalds firm is already working on blog writing and social media marketing but needs a way to make inroads in other places with their target clients. However, these efforts have been scattered at best, so the firm recognizes the benefit of working with a legal marketing agency to help drive results.

By diving into educational content to help people better understand all their options, the Donalds firm will help provide important information to their target clients.

Market Strategy

The firm offers flat-fee collaborative divorce services throughout New Hampshire. They promote these services by increasing awareness around what collaborative divorce is and building referral relationships with other attorneys in the area who may not want these cases.

Example: Family Lawyer Marketing Plan

Budget

In addition to a monthly budget, the entire firm will also dedicate upfront fees to a graphic designer for marketing materials with their new messaging. The law firm has a \$6,000 a month budget to start, which will be allocated to:

- \$2500 in fees for a content strategist to help draft articles for publication promoting the firm's areas of expertise as well as organic SEO articles on the firm's site
- \$1,000 for a public relations specialist to help pitch the firm's lawyers as speakers at conferences and on podcasts
- \$500 a month in Facebook ad spend targeting communities in New Hampshire
- \$2,000 a month in pay per click advertising

Due to the limited budget from the firm, each lawyer will make a regular investment of time for business development.

Example: DUI Lawyer Marketing Plan

Executive Summary

Smith DUI Law has a strong reputation with other lawyers in the Dallas community and earns high marks and great feedback from existing clients. Capitalizing on our social proof and trusted networks has sustained the firm for many years.

Now we're aiming to implement our marketing plan to build our brand with an organic and inbound lead generation and conversion strategy. Our legal marketing plan includes plans to improve our visibility throughout Dallas and with more marketing methods that put us in control of the flow of leads.

Mission Statement

We provide affordable, dedicated, and effective legal representation for those facing first-time DUI charges, making criminal defense strategies accessible for people of all backgrounds.

Marketing Objectives

Our primary marketing objectives include:

- Continuing to grow our referral network and sustain the cases received from referrals each month
- Creating a clear message to stand out from other firms
- Increase the percentage of incoming cases from our own marketing initiatives
- Developing traction on pay per click to generate more new leads at the moment they need a DUI lawyer
- Implementing content marketing that improves website traffic by a 15% increase in traffic each month

Standards of Performance

Since we are focused on growing our lead pipeline, our most important KPIs are:

- Cost per click of pay per click ads
- Organic traffic generated from content marketing strategy
- Total number of new clients per month
- Percentage of business from referrals vs. other sources

Example: DUI Lawyer Marketing Plan

SWOT Analysis

- Our greatest strengths are that our clients consistently report a positive experience with our firm and that we have existing referral partners driving business to us.
- Our biggest weakness is that we have an undeveloped inbound lead strategy, and too many of the firm's new cases come from a limited number of referral sources.
- Our opportunities are in reaching out to people attending major sporting events in Dallas, where high numbers of DUIs are charged after events because police heavily staff the sports centers. By geotargeting those who are in the area and people following specific sports, we have a good opportunity to provide help to those accused.
- Our current biggest threat is that we don't have solid brand awareness in Dallas due to many major players. If we fail to get traction in the local area, it will be hard to achieve success with our other marketing initiatives.

Market Research

Smith Law firm is positioned in a very competitive DUI landscape. Many firms in the area have invested a great deal into SEO and pay-per-click ads, but we are losing cases to them as a result. Our business strategy is to uplevel our online presence to have a stake in the local market.

Market Strategy

We provide immediate assistance to those accused in Dallas of a first-time DUI. With upfront flat-fee pricing, we make it simple for people to get a handle on their charges and potential consequences from day one so they can make an informed decision about their case strategy.

Budget

Our marketing budget is set at \$22,000 per month, to include costs for:

- Outside law firm marketing agency for strategy/project management (\$2000/month)
- SEO campaign managed by an SEO agency (\$10,000/month)
- Facebook ad campaigns targeting major sporting events/sports followers in Dallas (\$2,000 ad spend per month)
- Pay per click campaign (\$5,000 per month)
- Content marketing blog post writer (\$3,000 per month)