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DCBAR

For Small-to-Midsize Law Practices

Lead Generation: How to Build a Steady Pipeline of New Clients

Dec. 7, 2023

Noon EST

Agenda

1. Introductions
2. The 8 Steps to Building a Great Pipeline of New Clients
3. Q&A / Giveaway



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The 8 Lead Generation Steps

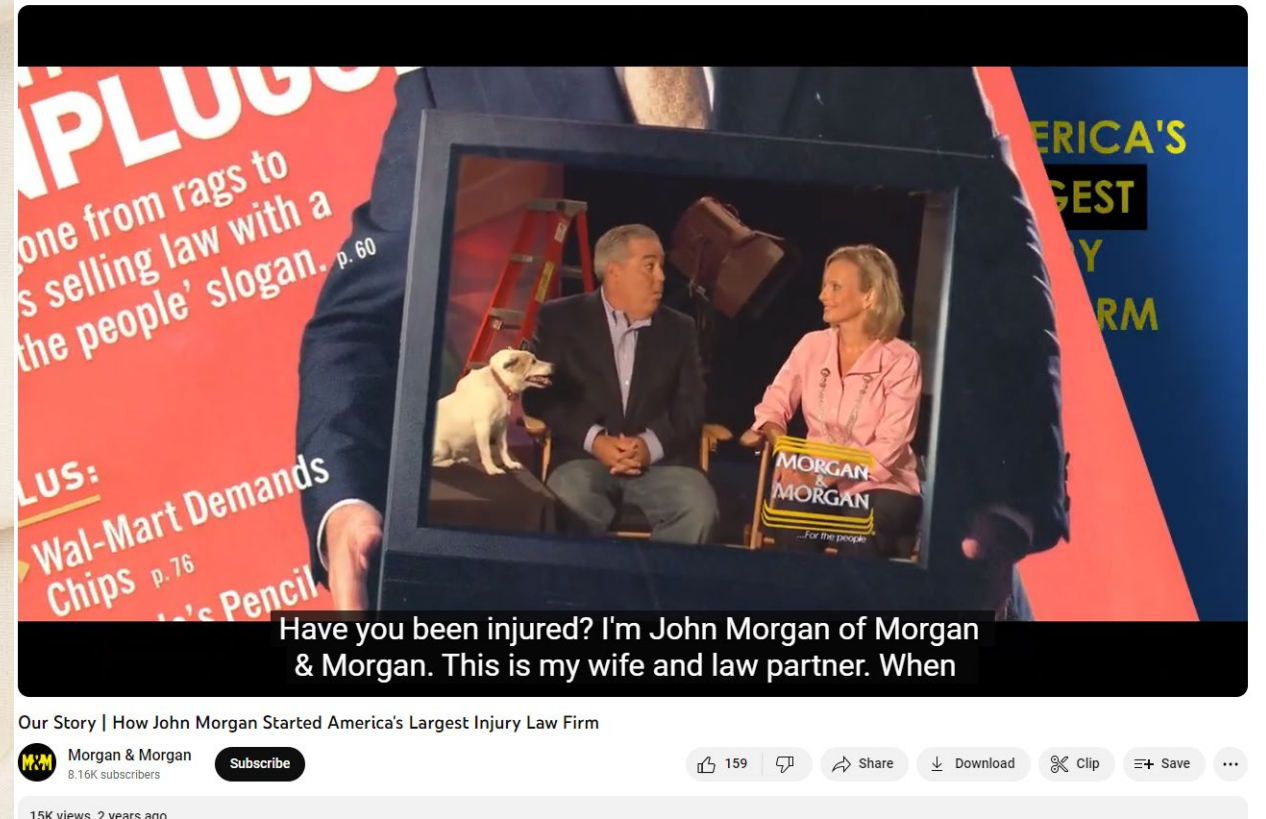
With digital marketing, if you're going to do lead generation well as a law practice, it's critical to make sure you have the certain elements in place. These steps can help.

The 8 Lead Generation Steps

Step 1: Establishing Your Brand

Whether you market locally or nationally, individuals (as a general rule) select law practices they recognize, trust or somehow come to know. If you don't make the effort to put yourself or your practice in front of them multiple times, potential customers will often show less inclination to take notice of you, much less visit your website or provide their name or email through a form submission.

People Buy From Law Practices They Know & Recognize



Morgan & Morgan. Obviously, not a small personal injury firm but one of the best known.

The 8 Lead Generation Steps

Step 1: Establishing Your Brand

6 Elements to Consider

- No. 1: Put Yourself Out There, Constantly
- No. 2: Focus on a Narrower Area at First
- No. 3: It's Content, Content, Content
- No. 4: Take Care of Customers and Get Good Word of Mouth
- No. 5: Pay Attention to Details
- No. 6: Have Patience and Think Long-Term

The screenshot shows the website for dHALI P.C., an employment law and civil rights firm. The header is red with the firm's name and contact information. A navigation menu is on the left. The main content area features a testimonial from an employment client and a section on Defamation Law.

dHALI P.C.
EMPLOYMENT LAW AND CIVIL RIGHTS

EMPLOYMENT AND CIVIL RIGHTS LAW
FREE TELEPHONE CONSULTATION
(202) 556-1285
CONTACT US
ONLINE PAYMENTS

Home
Firm Overview
Attorney Profiles
Practice Areas
Why Choose Us
Blog
Contact Us

AJ is unlike any other lawyer I have spoken with. He will actually listen to you, sympathize, and take the time to make sure that he's on the same page with you.
– Employment Client

Defamation Law

A defamatory statement occurs, when an employer or a third person either in writing or through words only, harms a person's reputation. When the defamatory statement is made in writing only, it is called "Libel" and when it is made orally only, "Slander."

Under D.C. Law, a defamatory statement is made when an employer or a defendant, (1) makes a false and defamatory statement concerning the plaintiff, (2) that the defendant published the statement without privilege to a third party; (3) that the defendant's fault in publishing the statement amounted to at least negligence; and (4) either that the statement was actionable as a matter of law irrespective of special harm or that its publication caused the plaintiff special harm. *Blodgett v. The University Club*, 930 A.2d 210, 222 (D.C.2007); *Shirelette Wilkins v. Howard University* (D.C. 2011)

A defamatory statement however may still not be actionable, if the statement is protected by the common interest privilege. That is, when a defamatory statement is made to 3rd parties as part of an employer's work duties or functions, the statement may not be defamatory. (Also known as the "Business Purpose" exception or privilege to defamatory statements.)

For More Information

Name *

E-Mail Address

Phone Number

Preferred Method of Contact

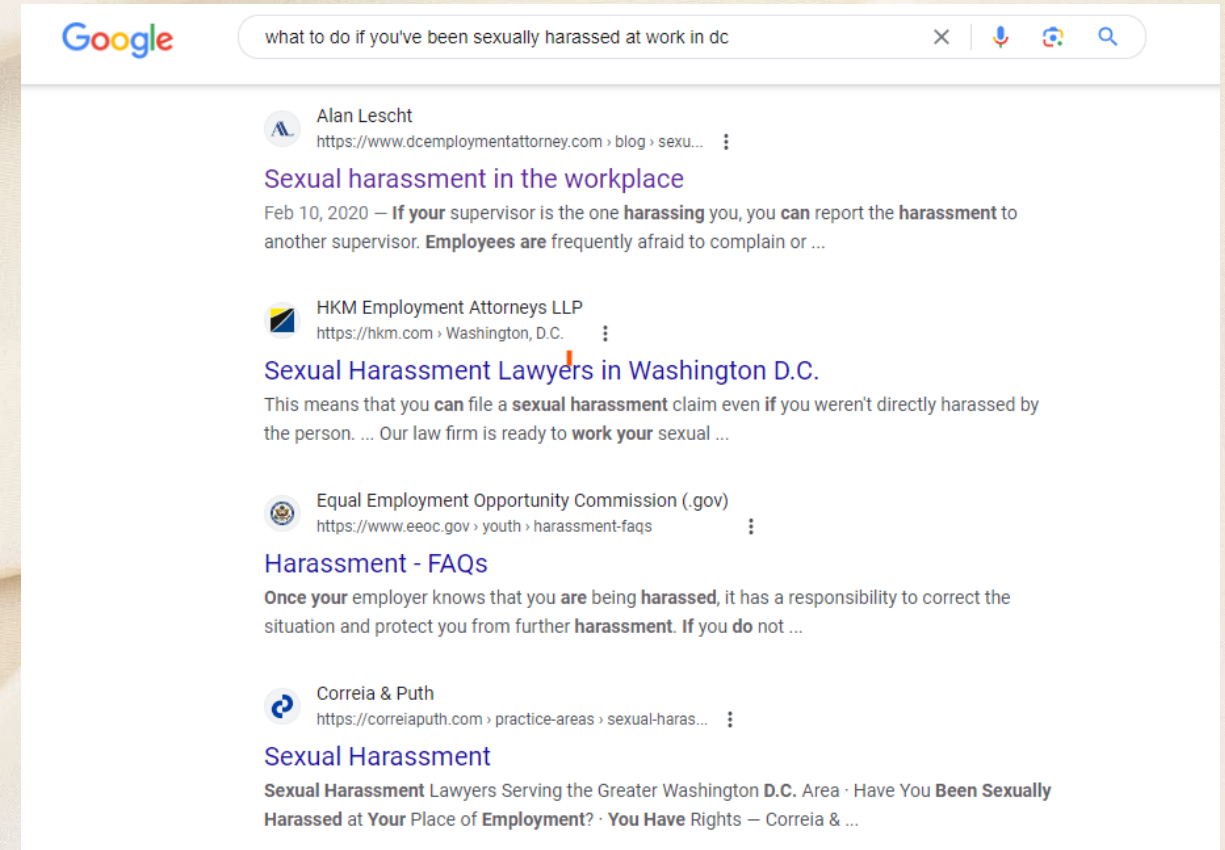
One of the top search results for: "how do you sue someone for libel in DC?"

The 8 Lead Generation Steps

Step 2: Setting the Foundation – Strategy & Systems Integration

To do lead generation well, law practices have to:

- Specifically identify an audience of prospects
- Target promotions to make that particular audience aware of their services and/or create content relevant to a particular topic or location that makes them take notice.
- Get individuals to voluntarily submit their name and other contact information
- Set up the right systems integrations to ensure smart automation campaigns
- Qualify the leads as being currently (or soon-to-be) needing services
- Nurture and close leads through a rigorous sales and marketing engagement process



The screenshot shows a Google search for "what to do if you've been sexually harassed at work in dc". The search results include:

- Alan Lescht** (https://www.dcemploymentattorney.com) - **Sexual harassment in the workplace** (Feb 10, 2020) - "If your supervisor is the one harassing you, you can report the harassment to another supervisor. Employees are frequently afraid to complain or ..."
- HKM Employment Attorneys LLP** (https://hkm.com) - **Sexual Harassment Lawyers in Washington D.C.** - "This means that you can file a sexual harassment claim even if you weren't directly harassed by the person. ... Our law firm is ready to work your sexual ..."
- Equal Employment Opportunity Commission (.gov)** (https://www.eeoc.gov) - **Harassment - FAQs** - "Once your employer knows that you are being harassed, it has a responsibility to correct the situation and protect you from further harassment. If you do not ..."
- Correia & Puth** (https://correiaputh.com) - **Sexual Harassment** - "Sexual Harassment Lawyers Serving the Greater Washington D.C. Area · Have You Been Sexually Harassed at Your Place of Employment? · You Have Rights – Correia & ..."

People search for legal help. A big part of law practice lead generation is understanding what terms audiences are searching and making sure you show up in ads or content.

The 8 Lead Generation Steps

Step 2: Setting the Foundation – Strategy & Systems Integration

From a strategy perspective, that means considering the following questions:

- Who are your prospective clients?
- What location are they in?
- What are they searching for?
- What challenges do they have that you as a company can address?
- What are the basics of the audience demographics?
- For promotions, where can you find those target prospects?

The screenshot shows the homepage of Motion Law Immigration. The top navigation bar includes social media icons for Facebook, LinkedIn, and Twitter, language options for English and Español, a call-to-action button for a free consultation, and a phone number. The main header features the company logo and a navigation menu. The central banner image shows an American flag and a state capitol dome, with a text overlay asking if the user is seeking immigration assistance. A bottom navigation bar repeats the call-to-action and phone number.

f in tw English Español Programé una consulta GRATUITA > O Llame Al: (202) 217-1519

MOTION LAW —IMMIGRATION— Home Areas de Práctica Sobre Nuestra Firma Contáctenos Blog Pay Bill

¿BUSCA ALGUNA AYUDA DE INMIGRACIÓN?
Motion Law puede ayudar! Consultas Telefónicas GRATUITAS - Manténgase seguro. Quédese en casa.

Programe Una Consulta GRATUITA O llámenos Al: (202) 217-1519

The 8 Lead Generation Steps

Step 2: Setting the Foundation – Strategy & Systems Integration

- What ad formats should you consider?
- Where are you going to advertise and what are the platform targeting and acquisition capabilities of each channel? (For example, many social and ad platforms such as Facebook, LinkedIn, Instagram, and Google Ads, have built-in lead generation forms that can allow someone to easily register, download an asset or provide their name, email and other basic information.)
- Once a lead comes in, where are you storing the different information you collect on that lead?
- Once a lead comes in, what should be the messaging, the touches, or the process to try to make them a client (if that's the case)? What information will you use to help you segment the messaging?
- If a prospective lead doesn't close, what should be the ongoing engagement cadence or nurturing process until they do?
- Once a lead closes, what should be the welcome/initiation process?

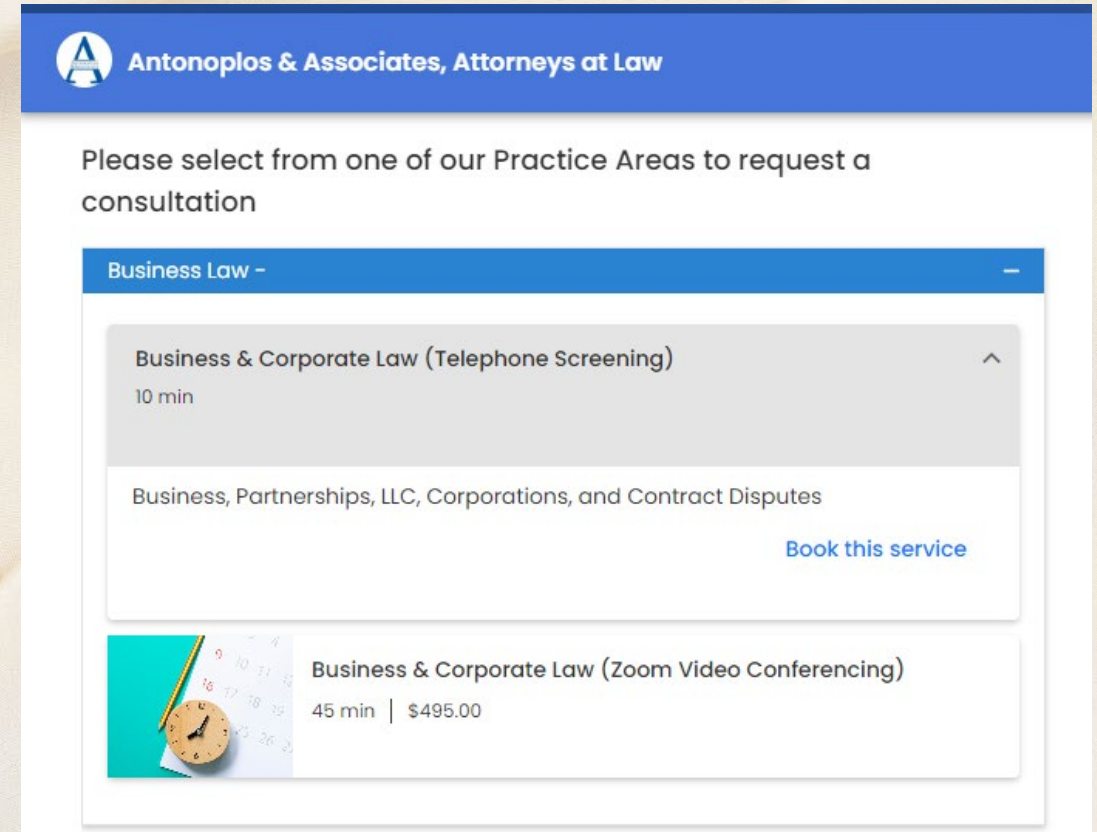
The point is, before you get started, think through your strategy.

The 8 Lead Generation Steps

Step 2: Setting the Foundation – Strategy & Systems Integration

Once you have thought through the previous questions, it now helps to think about the systems integration you need. In particular, one of the most important in this regard is connecting your website and any forms you have to your CRM and your email/marketing automation system. This allows you to automate both the collection of data (and store it in your CRM/MAS) as well as message individuals in a more segmented fashion based on:

- Who they are
- Where they came in from (was it a “contact us” form, a content download, a webinar, etc.)
- What their interests are, etc.



The screenshot shows the website for Antonoplos & Associates, Attorneys at Law. The header is blue with the firm's logo and name. Below the header, there is a white section with the text "Please select from one of our Practice Areas to request a consultation". A blue dropdown menu is open, showing "Business Law" selected. Below the dropdown, there are two service options:

- Business & Corporate Law (Telephone Screening)**: 10 min. Description: Business, Partnerships, LLC, Corporations, and Contract Disputes. A blue button labeled "Book this service" is visible.
- Business & Corporate Law (Zoom Video Conferencing)**: 45 min | \$495.00. This option includes a small image of a clock and a calendar.

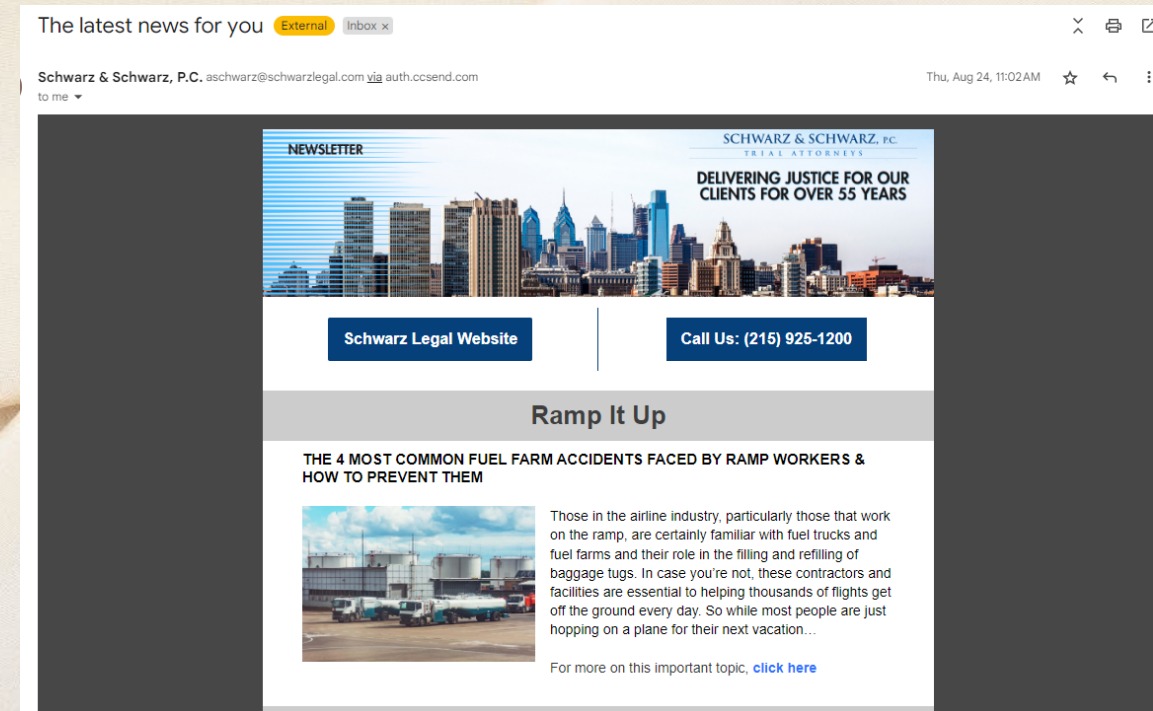
This firm walks prospectives through a questionnaire. Note how they provide a few options (one paid, one free) for business construction law in DC.

The 8 Lead Generation Steps

Step 2: Setting the Foundation – Strategy & Systems Integration

It's important to then think through the following:

- Where do I want to store my customer data? (Email/marketing automation system, CRM, etc.)
- What are the capabilities of my email/marketing automation platform?
- If I employ any AI-based utility bots, what type of integration is important?

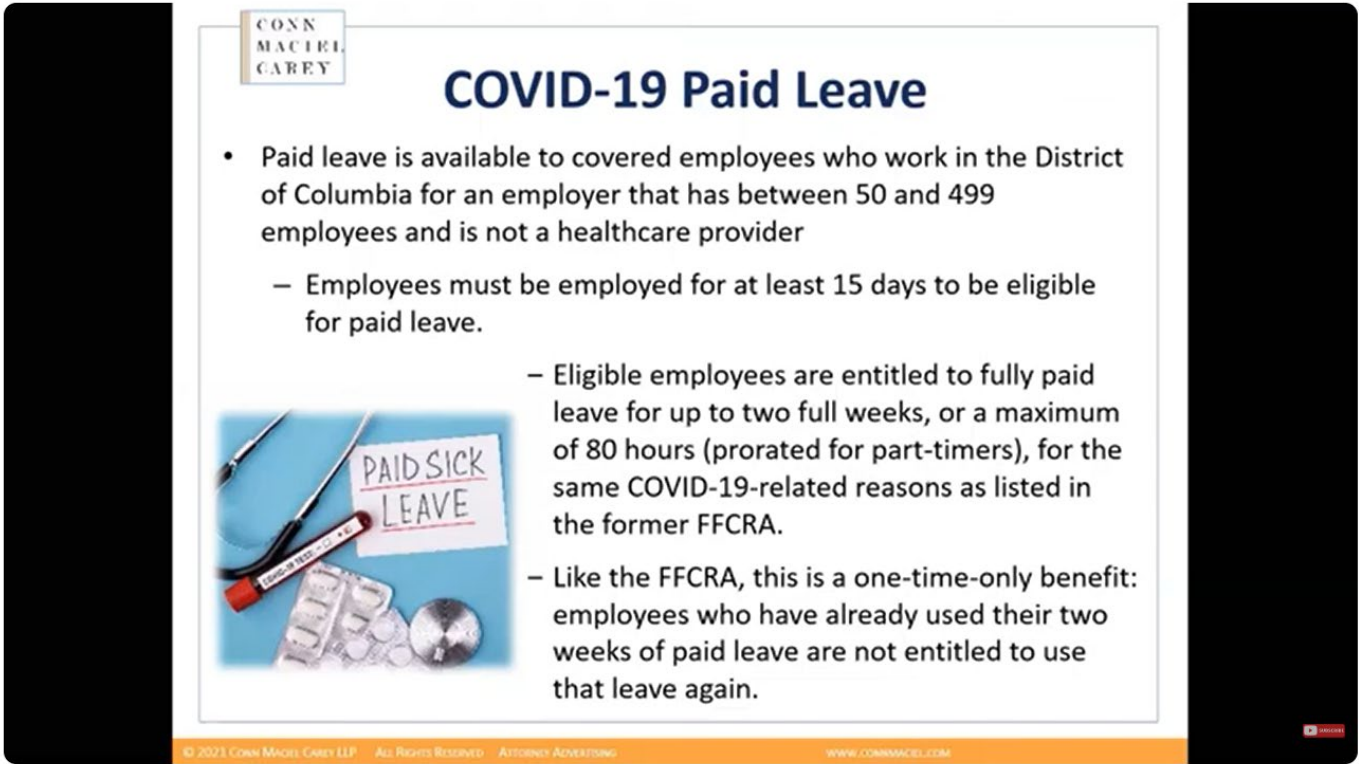


The 8 Lead Generation Steps

Step 3: Developing Content

Any content development strategy should include all parts of the marketing funnel, including both the acquisition and conversion phases. Here are a few ideas in this area:

- Blogs
- Downloadable guides
- Webinars and other events
- Testimonials and case studies
- Video case studies or stories
- Asking for reviews



The screenshot shows a YouTube video thumbnail. At the top left is the logo for Conn Maciel Carey LLP. The main title is 'COVID-19 Paid Leave'. Below the title is a bulleted list of information about paid leave. To the left of the list is an image of a stethoscope, a syringe, and a pill blister pack with a sign that says 'PAID SICK LEAVE'. At the bottom of the thumbnail, there is a copyright notice for 2021 Conn Maciel Carey LLP, a 'Subscribe' button, and social sharing icons. Below the thumbnail, the video title 'Employment Law Update in D.C., Maryland, Virginia and Illinois' is visible, along with the channel name 'Conn Maciel Carey LLP' (1.55K subscribers), view count (1.1K views), and upload date (2 years ago).

CONN MACIEL CAREY

COVID-19 Paid Leave

- Paid leave is available to covered employees who work in the District of Columbia for an employer that has between 50 and 499 employees and is not a healthcare provider
 - Employees must be employed for at least 15 days to be eligible for paid leave.
 - Eligible employees are entitled to fully paid leave for up to two full weeks, or a maximum of 80 hours (prorated for part-timers), for the same COVID-19-related reasons as listed in the former FFCRA.
 - Like the FFCRA, this is a one-time-only benefit: employees who have already used their two weeks of paid leave are not entitled to use that leave again.

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Employment Law Update in D.C., Maryland, Virginia and Illinois

Conn Maciel Carey LLP
1.55K subscribers

15 15 15 15 15 15

1.1K views 2 years ago

A recent webinar on DC-area employment law.

The 8 Lead Generation Steps

Step 3: Developing Content

Content Assets to Create for Ads

One aspect of content creation has to be that which you develop for media and advertising. Not just a lead magnet, but content that attracts your prospects to the form in the first place such as what you or an agency creates for an ad itself. Types we love:

- Videos
- Photos
- Infographics

One tip: As an law practice owner, put a face to the brand.

The screenshot displays a website layout for the law firm Felde, Tucker, Liefer, and Fidell LLP. On the left, there are four attorney profiles, each with a name and firm affiliation: Mark Hopson (Sidley Austin), Heidi Hubbard (Williams & Connolly), Michael Imbroscio (Covington & Burling), and Phyllis Jones (Covington & Burling). On the right, there is a 'Follow Us on Social' section with icons for Facebook, Twitter, Instagram, Pinterest, Email, and TikTok. Below this is a featured article snippet titled 'Divorcing A Narcissist' by Katherine A. O'Rourke, a Washingtonian 'Best Lawyer'. Another article snippet is visible below it, titled 'Does My Spouse Have an Interest in My Business in Our Divorce?' by Elizabeth A. Selmo, also a Washingtonian 'Best Lawyer'. Both article snippets include a 'Click to Read' button and the firm's name at the bottom.

You can see these ads ran in the recent Washingtonian Best Lawyers issue for Feldeman, Tucker, Liefer, Fidell LLP.

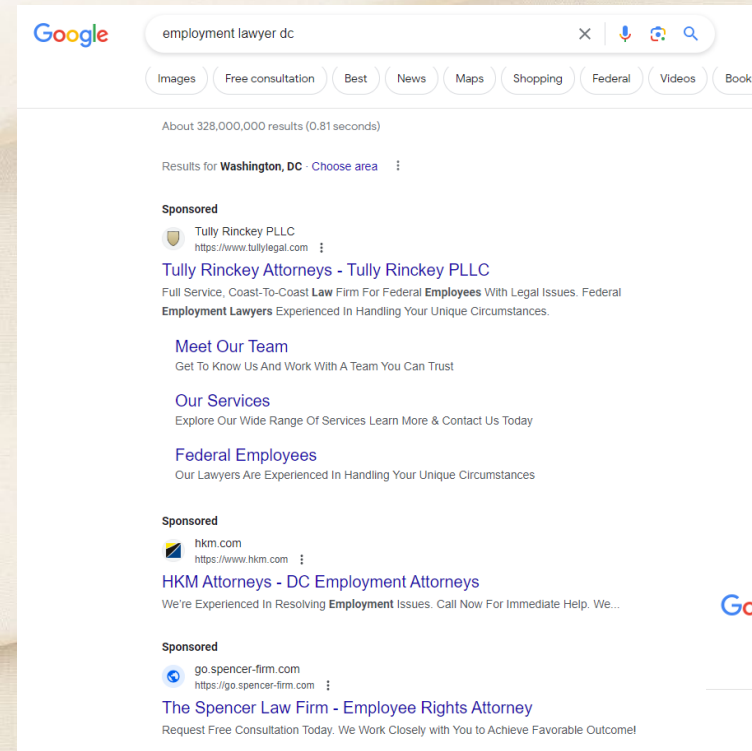
The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

As always, it's a balance between your awareness/visibility goals and your lead goals. As such, we definitely recommend 4 digital ad types that will do a little bit of both. The four primary ad types are:

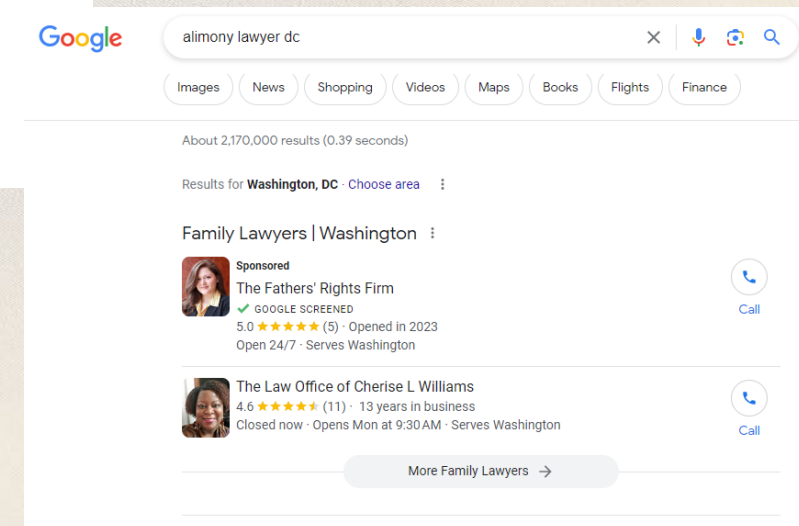
- Social media
- Google search ads
- Programmatic display ads
- YouTube ads

Let's dive into each type quickly.



'Verified' sponsored listings for some law categories.

Traditional sponsored listings in Google Search



The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

Social Media Ads

For law practices looking to generate leads, we're very much in favor of using social media advertising, which would include ads or boosted content on different channels such as Facebook. Depending on your audience, we might recommend limiting the focus at first to Facebook, where you can take advantage of Facebook's lead-gen ads, which are built in native forms that automatically pre-load user data into form fields, and use video.

Budget & Resources: Social media advertising is generally great for all budget and resource levels, as you can boost content for very little per month, say \$75, and get noticeable performance results. Outside of content boosts, we would recommend planning to spend at least \$500/mo. or more on any advertising campaign.

| Recent Ads | | |
|--|--------------------|-----------------------------|
| Completed | ... | View results |
| Link clicks If you have a foreign professional that asks your company t... | | |
| 1,693 Reach | 75 Link clicks | \$50.00 Spent of \$50.00 |
| Completed | ... | View results |
| Link clicks Dealing with family-based immigration law and green card... | | |
| 5,716 Reach | 163 Link clicks | \$50.00 Spent of \$50.00 |
| Completed | ... | View results |
| Link clicks Dealing with family-based immigration law and green card... | | |
| 810 Reach | 52 Link clicks | \$30.00 Spent of \$30.00 |
| Completed | ... | View results |
| Link clicks Dealing with family-based immigration law and green card... | | |

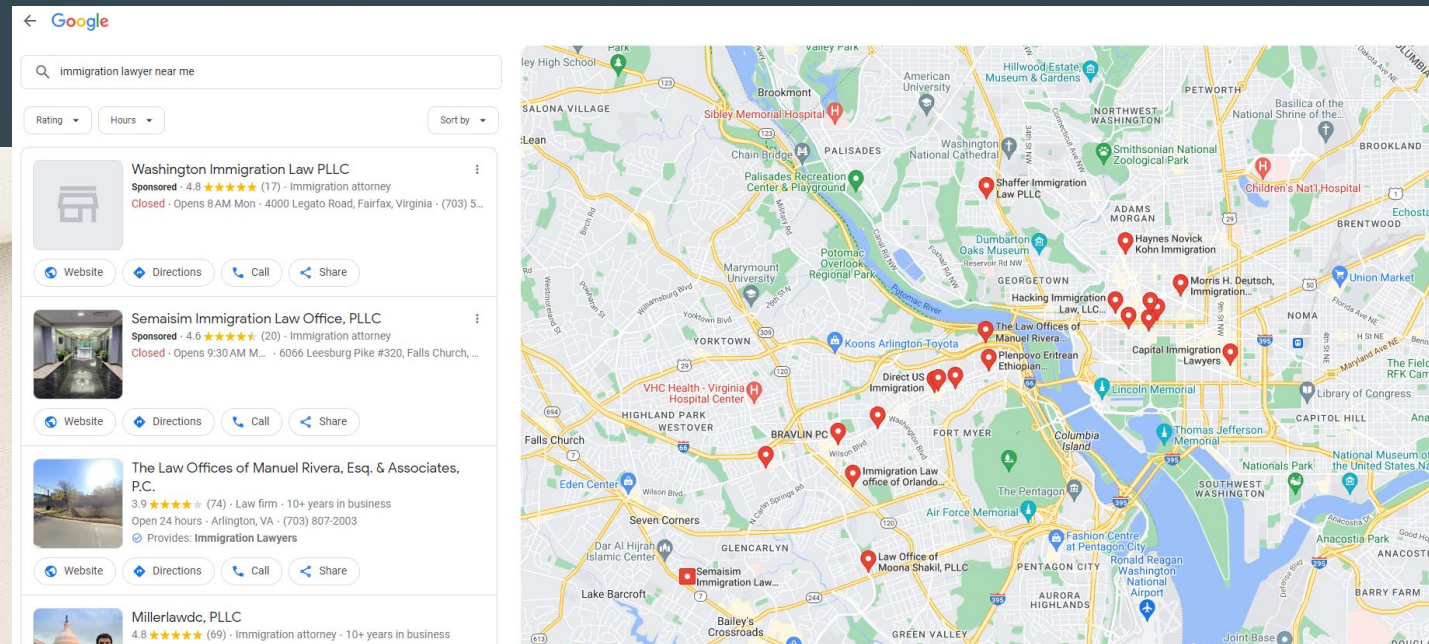
The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

Google Search Ads

The next area to consider for advertising has to be Google search ads. The reason: Google is where your potential clients are looking for help right now. For example, let's do a search for “_____ attorney near me” or “_____ lawyer in Washington, D.C.” Those keywords are generally ones that show some sense of intent toward hiring a lawyer. Note here for this particular search that ads appear on top of the organic results and also on the Map (which are the local Google My Business listings, which you can also buy ads on if you create an account.)

Budget & Resources: We generally recommend that companies spend at least \$1,000/mo. to \$5,000/mo. or more on media alone.



The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

Programmatic Display Ads

Depending on the business, one outlet to raise the visibility of your brand and distribute content is through ads that can run on different publishers' sites through what are known as programmatic ad networks that have their own data on a wide spectrum of audiences and behavior. For example, want to run an ad on CNN.com to a particular target audience only coming from the D.C. area? You can do that through programmatic advertising.

Budget & Resources: Many companies don't realize you can run programmatic ads for a little as \$500 per month in media spend but it's generally recommended to do at least \$1,000 per month. The one catch for small firms: Most programmatic platforms require agencies like ours to run the ads.



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MORE LAWYERS, MORE OFFICES AND MORE THAN \$15 BILLION DOLLARS RECOVERED

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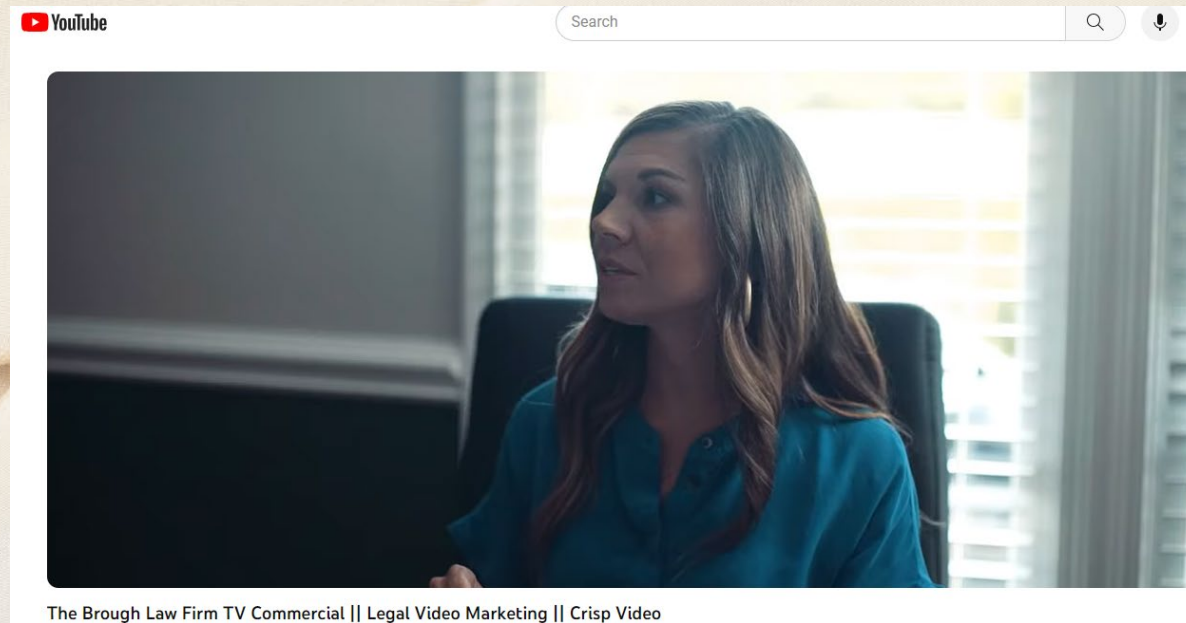
The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

YouTube Ads

From a strategic standpoint, we like YouTube campaigns because they're relatively simple to set up – and you can generate a lot of awareness and visibility for your company. If your horizon is short – many businesses we know want conversions more immediately – the route to go with YouTube advertising would be more a retargeting one, where you could put ads in front of those who have already visited your website or who are on your existing email list (if your list is big enough).

Budget & Resources: We would recommend pairing any retargeting ads in YouTube with a Google search campaign, allocating at least \$1,500 or more per month to cover the media spend for everything.

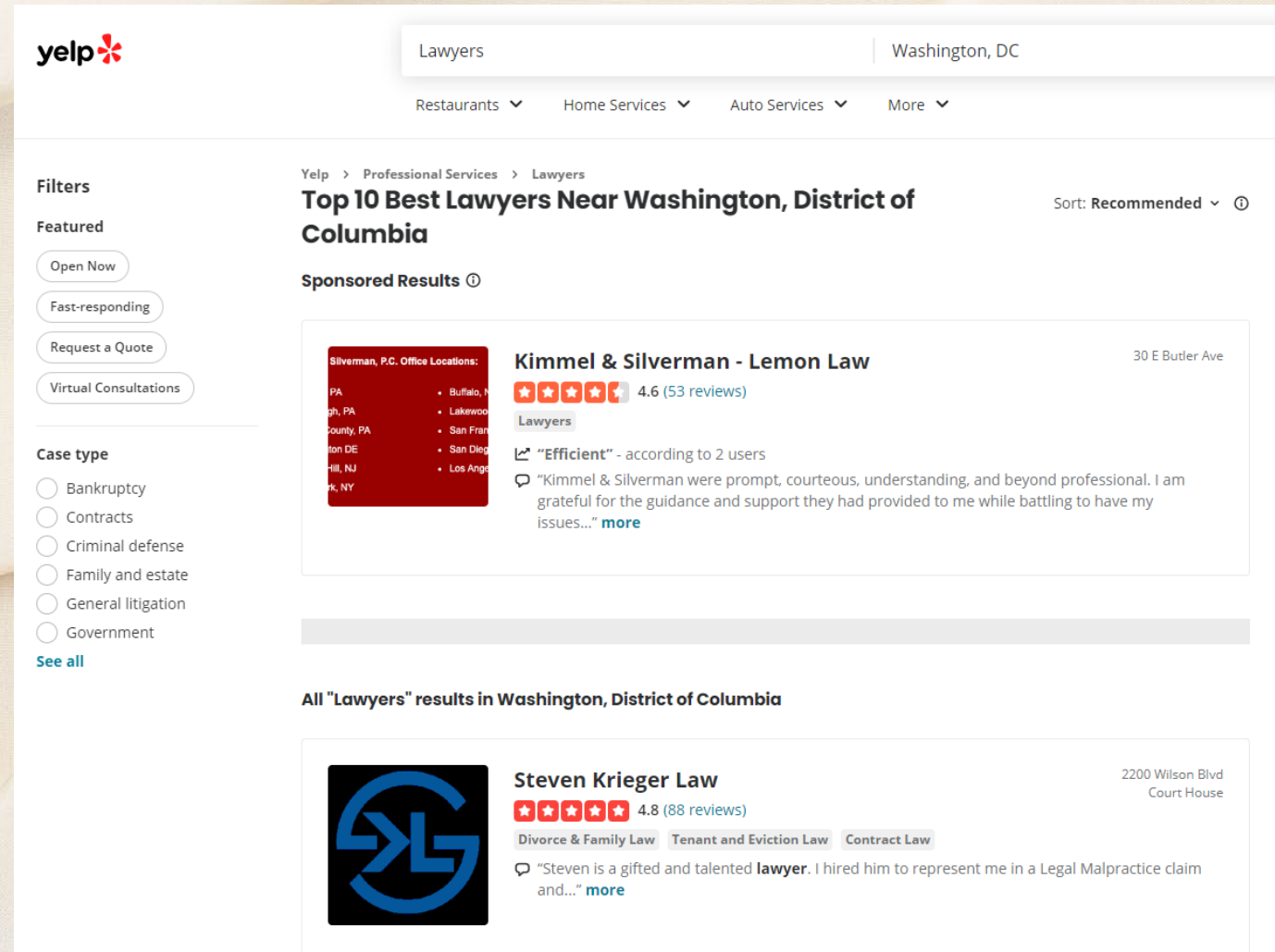


The 8 Lead Generation Steps

Step 4: Deciding on Advertising Channels

Other Options

- Display, Text, and Native Ads Through the Google Ad Network
- Directory Sponsorships (Yelp, Washingtonian Best Lawyer List etc....)
- Radio, Audio (e.g., Spotify or podcasting ads)
- Newspaper & Print
- Direct Mail
- Television (linear/cable TV)
- Outdoor Advertising (billboards, bus stops, buses, taxis)



The screenshot shows a Yelp search for "Lawyers" in "Washington, DC". The search results are filtered to show "Top 10 Best Lawyers Near Washington, District of Columbia". The results are sorted by "Recommended". The first result is "Kimmel & Silverman - Lemon Law" with a 4.6 rating (53 reviews) and a location of 30 E Butler Ave. The second result is "Steven Krieger Law" with a 4.8 rating (88 reviews) and a location of 2200 Wilson Blvd Court House. The page also includes a "Filters" section on the left with options like "Open Now", "Fast-responding", "Request a Quote", and "Virtual Consultations".

Filters

Featured

- Open Now
- Fast-responding
- Request a Quote
- Virtual Consultations

Case type

- Bankruptcy
- Contracts
- Criminal defense
- Family and estate
- General litigation
- Government

[See all](#)

Yelp > Professional Services > Lawyers

Top 10 Best Lawyers Near Washington, District of Columbia Sort: Recommended

Sponsored Results

Kimmel & Silverman - Lemon Law 30 E Butler Ave
4.6 (53 reviews)
Lawyers
"Efficient" - according to 2 users
"Kimmel & Silverman were prompt, courteous, understanding, and beyond professional. I am grateful for the guidance and support they had provided to me while battling to have my issues..." [more](#)

All "Lawyers" results in Washington, District of Columbia

Steven Krieger Law 2200 Wilson Blvd Court House
4.8 (88 reviews)
Divorce & Family Law Tenant and Eviction Law Contract Law
"Steven is a gifted and talented lawyer. I hired him to represent me in a Legal Malpractice claim and..." [more](#)

The 8 Lead Generation Steps

Step 5: Creating Great Landing Pages (Website)

Things to Pay Attention To (especially ad landing pages)

- Make the Form Visible and Short
- Make it relevant to the ad and specific!
- Include Testimonials and Other Social Proof on the Page
- Talk About Who Your Company Serves
- Discuss Common Challenges/Solutions
- Make Sure to Include Contact Information

The screenshot shows a contact form for ACZ Attorneys at Law. The form is divided into several sections, each with multiple input fields and dropdown menus. The sections include: Contact Information (Name, Email, Phone, Website), Address (Street, City, State, Zip, Country), Professional Contact Method (Select a Service), and a section for case details (How many people affected, How many people affected in last few years, Brief Description of Your Matter). The form is very long and takes up most of the screen, illustrating the problem mentioned in the text.

This firm did a nice job advertising in Google Search. The problem: The form is waaaaaay too long. It can barely fit on one screen. Interested people may give up.

The 8 Lead Generation Steps

Step 6: Email & Marketing Automation

Email is a critical step in the lead generation process as it's the main ways to nurture that lead toward some sort of interaction – a call, scheduling a meeting, or engaging with content.



Earlier this week we presented some critical and disturbing information about PFAS and the impact on Machinists' workplaces. This topic affects workers across the nation and the hotspots and industrial zones identified are causing dangerous work conditions and health issues for many.

As a follow up to our presentation, we invite you to join us for a webinar hosted by Schwarz & Schwarz partners tailor-made for shop stewards and union leadership. We'll share the latest findings and discuss what we can do together to empower Machinists and their unions to take action and protect themselves. Join us on *month, day, time* to continue the conversation.

Sign up below and thank you for your partnership in addressing this crucial issue.

The 8 Lead Generation Steps

Step 6: Email & Marketing Automation

Things to Pay Attention To

- Segmenting your email list
- Using automation (right)
- Creating a lead nurturing campaign
- Using email personalization
- Response follow-up
- A/B testing
- Using analytics



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The 8 Lead Generation Steps

Step 7: Following Up with Leads

Having a Structured Approach Is Best

- Set clear expectations for follow-up (especially automated messages)
- Establishing a practice for reaching out to potential client leads as soon as possible – and be empathetic.
- Provide additional information or resources, answer questions, or address any concerns that the potential client lead may have.
- Ensure that you create a process to store and tag additional data you learn about prospects in any follow-up exchanges within your the email/marketing automation system



The 8 Lead Generation Steps

Step 8: Measuring Lead Quality & Performance

Measuring lead quality and adjusting tactics in the lead generation process is critical for the success of any law practice. By tracking key metrics and making ongoing adjustments, you can ensure that your lead generation efforts are effective and that you are targeting the right prospects. Among the KPIs to consider:

- Conversion Rate
- Cost Per Lead
- Lead-to-Client Close Ratio
- Top Channels by Lead Source
- Top Channels by Lead Quality



Thank You

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Marketing Nice Guys: How We Can Help Companies

Marketing Agency Management Solutions

- Managed social media marketing & advertising
- SEO and content strategy & development
- Paid search, display and video (programmatic) advertising services
- Email marketing & automation
- Website design and development services
- Strategy and brand narrative development



MNG Advertising Guide for Law Firms

Our 21-page guide is **free to download**. Just email us and we'll send you a free copy.

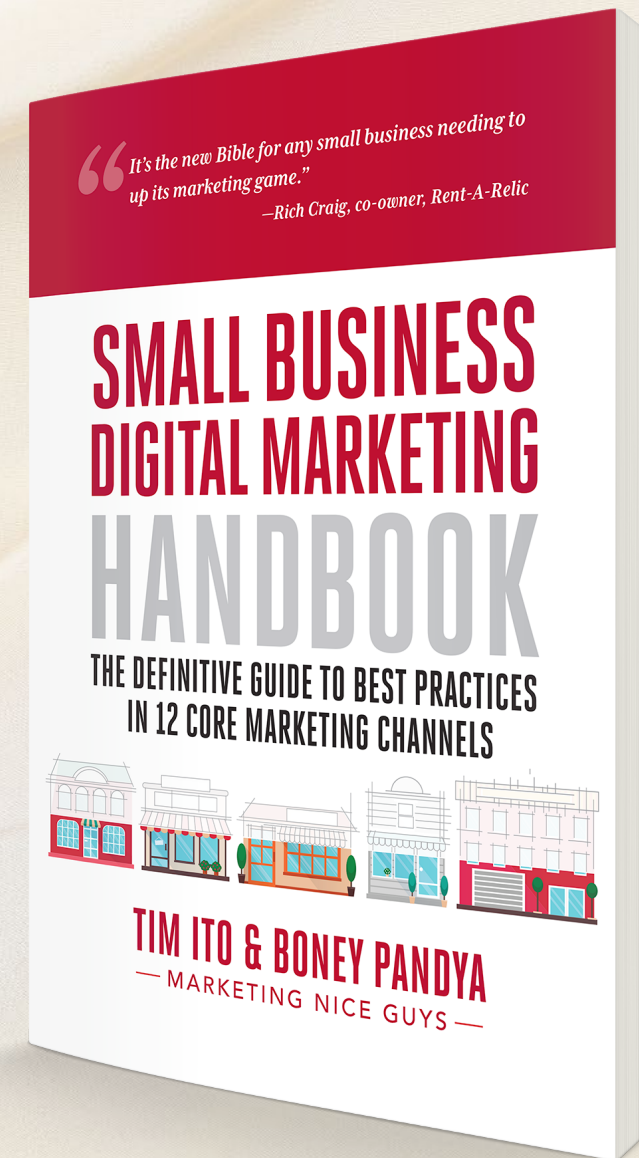
The Advertising Guide for Law Firms



Win a Copy of Small Business Digital Marketing Handbook

First person to guess this correctly.
The first company to do paid search
in a pay-per-click (PPC) model was:

- A. Google
- B. Lycos
- C. GoTo.com
- D. Excite at Home
- E. AltaVista
- F. Netscape
- G. AOL



Q&A

More questions:

Tim Ito, co-founder

tim@marketingniceguys.com, 650-218-3167

Boney Pandya, co-founder

boney@marketingniceguys.com, 703-609-7091