THE ULTIMATE LEGAL MARKETING FUNNEL

5 steps to attract more clients & market your firm directly to consumers

ONLINE DISCOVERY

Create a massive online presence: leverage Google, search engines, and social media to be discovered by people in your community searching for your services

BUILD TRUST Showcase your expertise, develop 5 star online reviews, and build your online brand to attract high paying, motivated clients

NEW CLIENT CONVERSION

Utilize website systems and Google to increase calls, inquiries, and online appointment requests

ENGAGE CLIENTS

Leverage marketing tools and increase conversations, testimonials, and social media engagement

RAVING FANS

Nurture your client list to refer and promote your firm









HOW TO ACCOMPLISH EACH STEP OF THE ULTIMATE STRATEGY:

For each stage of the funnel you want to invest time and budget into a handful of specific actions. Here are some of the most successful tools we've found for law firms:

ONLINE DISCOVERY



Google Ranking



Google Business **Profile**



Google Ad Campaigns



Legal/Local **Directories**

BUILD TRUST



Google Reviews



Facebook & Yelp Reviews



Website WOW Factor & Ease of Use



Online **Brand** Presence

NEW CLIENT CONVERSION



Website Conversions (+Tracking)



Online Appointment System



Automated Chot Box



Phone Calls from Website & Ads





Valuable Content



Showcase **Expertise**



Review Requests



Social Engagement

RAVING FANS



Monthly **Newsletters**



Tips



Blog & Legal Re-engagement Calls & Emails



Client Referrals



Learn More from the Experts for Delicious Results

