

10 Creative Law Firm Marketing Ideas to Increase Traffic and Leads

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There are a world of [digital marketing strategies](#) law firms can use to find clients online. But what happens when you feel like you've covered all the basics and have hit a plateau? That's when it's time to think outside the box.

It's no surprise that the legal industry is a highly competitive space, so simply sticking with the fundamentals isn't going to cut it. You need to get creative with your law firm marketing in order to stand out and get ahead.

Here are 10 smart and creative marketing ideas for law firms looking to drive website traffic and attract more clients.

1. Publish an Online Resource Library

Your clients and potential clients are combing the internet for legal documents, local laws, and more. Why not put all of the information they need all in one place, attracting users directly to you?

You can publish a resource library on your website that houses all of the important information your clients would need regarding their legal issue. Not only will this serve as a resource to your existing clients but it will attract more users who are searching for this information.

Implementing [Search Engine Optimization \(SEO\)](#) can also help your resource library rank for searchable keywords and attract authority-boosting backlinks. An information "hub" for your website is a creative way to help your law firm reach more people online.

Example: <https://www.hurwitassociates.com/nonprofit-law-library/>

2. Create Downloadable Content Assets

Content assets like [infographics](#), ebooks, videos, how-to guides, and the like can become valuable link magnets and lead generation tools for your website.

We recommend creating information-packed resources that your target audience is itching to download, access, and read. Compelling content assets will encourage users to provide their content information (usually, their email address) in order to access the content.

With this information, you can then follow up with users as potential leads. You might also [attract backlinks](#) from other websites that want to reference your amazing content.

3. Conduct Facebook Live Videos

Many lawyers know that video marketing is the way of the future, but few think to consider Facebook Live as an effective form of marketing. However, countless studies show that Facebook Live video can be even [more engaging than traditional videos](#).

You can conduct Live videos via your personal page or your business Facebook page. With Facebook Live, you're likely to generate more reach than other forms of organic (unpaid) Facebook marketing.

It's best to ask your clients what questions they had before, during, and after the legal process. You can then make a series of videos answering these questions and addressing other topics that are relevant to your audience.

You can even download your Facebook Live videos and upload them to YouTube for even more organic reach. Combine this with SEO and this can be a great way to drive more traffic and leads.

4. Start a YouTube Channel

YouTube is the #1 platform for video marketing and a powerful tool for helping law firms get noticed online. YouTube SEO allows you to rank for searchable keywords so users can find your content, learn more about you, and, ideally, reach out to work with you.

Tools like [TubeBuddy](#) help you find keywords to use in your YouTube videos so you have the best chance of ranking. Use the keywords in your video title, description, and tags to improve SEO. You can later embed your video in a blog post on your website to drive even more engagement and traffic.

5. Attend Speaking Events and Conferences

If you fancy yourself a public speaker, then speaking events and conferences can be a great place to generate leads. Not only are you able to share your expertise with potential clients, but you can form valuable connections with other law firms in the process.

Conferences like [Lawyerist LabCon](#), the [ABA TECHSHOW](#), and the [Clio Cloud Conference](#) are great places to get your law firm noticed. You can apply to speak at these events, or merely attend the workshops and network with other lawyers. Just don't forget to bring business cards!

6. Start a Local Scholarship Fund

Want to help someone pay their way through school? Make a difference in someone's life and drum up publicity for your law firm at the same time. Starting a scholarship fund is a great way to do this.

Simply draft up the application requirements for your scholarship, post about it on your website, and include a form and/or instructions on how to apply. Then, you can reach out to local media outlets, schools, and websites to advertise your scholarship.

Doing this is a smart strategy for getting more eyes on your site and even attracting links from other sites. And, it's for a good cause.

7. Localized Landing Pages

Geo-specific landing pages serve a variety of purposes for law firms. For one, they serve to generate organic traffic and leads. At the same time, they can be used as landing pages for your paid ads.

In writing your landing pages, be sure to conduct thorough keyword research to identify the key terms your audience is searching for. Then, it might help to hire a professional copywriter to write copy that convinces users to contact you.

Pay-Per-Click (PPC) advertising is a type of marketing that involves running paid ads for your business. You can use Google Ads, Facebook Ads, and more to drum up more leads for your law firm by directing users to your landing pages.

8. Enable Chatbots on Your Website

Chatbots use Artificial Intelligence (AI) to track website activity, engage with users, respond to inquiries, and generate leads for your firm. The biggest perk here is that chatbots can respond directly to users so you don't have to be waiting by the computer or the phone.

Chatbots significantly improve response time and help prevent leads from falling through the cracks. If you want to convert more leads on your website, then chatbot tools like [ChatBot](#) are the way to go.

Some tools will even allow you to check in via your mobile device, integrate with your CRM software, automate follow-up, and more.

9. Conduct Client Exit Interviews for Reviews

Positive client reviews have a huge impact on your law firm's SEO. From Google My Business to Facebook to Yelp, you just can't afford to have a low star rating and negative rants from past clients.

While there are many ways to generate positive reviews, conducting exit interviews is one of the easiest. You can schedule an exit call with a client, ask to record the video as a video testimonial, and ask them to leave reviews for you on Google, Yelp, Facebook, and LinkedIn.

This personalized approach is often more effective than email outreach. Plus, it gives you a chance

to get feedback from your client and address any of their concerns PRIOR to them potentially leaving you a negative review.

10. Publish on Industry-Leading Blogs

Legal blogs and other industry-related publications often let lawyers share insight in the form of guest interviews and articles. If you are able to land contributor spots on these websites, your contributions could turn into a source of traffic and leads for your business.

Publications typically don't pay out for these articles, but you can often include a link back to your website and/or include a bio with information on where readers can learn more about you.

Get Creative with Your Law Firm Marketing

Who said you have to stick to the status quo when it comes to your law firm's marketing? While there's something to be said for doing "what works", many times it pays to think outside the box when it comes to creative law firm marketing ideas.

Feel free to draw on any of the ideas listed in this article or think of some on your own. The key with any of these strategies is to listen to your audience to determine what they're looking for and where. This will guide your entire law firm's marketing plan.

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National Law Review, Volumess XII, Number 111

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