



90-Day Law Firm Marketing Plan

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What do you want most for your law firm? To reach more people, take on more qualified cases, or ultimately expand the firm to grow your impact and your business?

Of course there are endless strategies and opportunities. But, we get it, you want to focus on what you do best — providing legal services to those who need them.

That's why we've broken down our 90-day law firm marketing plan to help you optimize digital marketing and reach your goals, while continuing to focus your resources on serving your clients.

Our full digital marketing plan, with a strategy spanning several channels, will shape your entire online presence, build your audience, and most importantly generate case inquiries. What could you accomplish if you could reach more people?

What you'll learn

Why digital marketing is important for your law firm

Your digital marketing plan at 30, 60, and 90 days

Managing your next set of goals



Why digital marketing is important for your law firm

Online lead generation is essential to a modern law firm and contributes to rapid growth. People are already looking for your legal services online. Let's help them find you.

A strategic digital marketing plan allows you to attract and build the ideal audience and bring in case inquiries that naturally fuel your firm, attorneys, and practice areas.

Breaking down your marketing efforts into our three-month plan gets results, whether you take it on within your firm or enlist the help of an experienced law firm marketing agency like Kaleidico.

How you'll benefit from strategic digital marketing

If you provide a service to people but don't have an online presence, you're missing out on accessing a larger market. Whether you're looking for more case inquiries, already receive several but wish they were more qualified, or have various other case needs, shaping your online presence creates a targeted approach to reaching your ideal clients.

Just like building relationships can fuel referrals, building your digital marketing strategy can produce qualified leads.



The way consumers find lawyers is changing.
Referrals aren't the only path.

59% Consumers who seek a referral for their lawyer

vs

57% Consumers look for a lawyer on their own, many searching online

Source: [Clio 2019 Legal Trends Report](#)

Many law firms are only beginning to make the most of their marketing efforts.

OF LAW FIRMS WITH 10-49 LAWYERS

Only **33%** have an internal marketing staff

And **63%** have a defined marketing budget

FOR THOSE USING DIGITAL MARKETING, IT'S WORKING

27% of law firms report having a blog

25% of firms with a blog report that a client has retained them as a result of their blog

MOST LIKELY TASKS TO BE OUTSOURCED TO A MARKETING CONSULTANT

- Website design
- Search engine optimization (SEO)
- Social media

Source: [Legal Technology Resource Center's ABA 2020 Legal Technology Survey Report](#)

KALEIDICO

How digital marketing and online lead generation work

Through digital marketing and online lead generation, you'll use digital tools to reach your audience and offer your services. These tools offer precise targeting abilities, mixed with the art and science of both communicating to and reaching your audience where they already are.

Optimizing online searches helps potential clients discover the services they need, which means you get more qualified cases. As more people discover you online, our full digital marketing strategy will also show what sets you apart and educate potential clients about what they'll experience when working with you. When they send their case inquiry, they may be as familiar and qualified as a referral lead.

Our 90-day marketing plan gives you concrete steps built on this strategy, with the combined goals of reaching the right potential clients and communicating to make them feel confident and comfortable enough in your services to want to connect with you.



KALEIDICO

What Kaleidico Can Optimize for You

Working with an experienced law firm marketing agency like Kaleidico can make this even simpler. We've built a proven framework for strategic marketing execution, including enhancing these online channels for law firms.

YOUR WEBSITE

- Progressive lead paths
- Landing pages
- Attorney bio pages
- Practice areas
- Case types
- Fee information
- How clients work with you
- Relatable life situations

ADDITIONAL CHANNELS

- Ranking SEO blog content
- PPC Ads
- Email Marketing
- Social media and video

LEAD NURTURING

- Remarketing
- Automated lead processing
- Lead conversion support



90-Day Marketing Plan Framework

Let's break this down. Each month, over the next three months, you can take clear steps toward achieving your marketing goals, increasing leads, and improving your business.

30 DAYS	60 DAYS	90 DAYS
Get Started Assess how things are going currently Identify new opportunities Begin building your plan and testing tactics	Assess and Evolve See leads and traffic increase Track KPIs Fully assess new marketing efforts Adjust tactics to stay on track toward goals	Nurture and Convert Leads Experience how new online leads are different Improve lead processing Nurture relationships you've started building

What is your next set of goals?

Repeat the process to reach your next set of business objectives.

The First 30 Days: Get Started

It can be difficult to assess your own performance, but everything you need to start the first 30 days is right in front of you. Get to know where you are and where you want to go.

Note and assess your current resources and marketing efforts, identify your first set of business objectives, and break down the tactics you'll begin testing.

3 Steps to Determine How Things are Going

1. CONSIDER YOUR MARKETING INVENTORY

What channels are you using?

This includes your website, any social media like LinkedIn or Facebook, and other channels such as directories, referral networks, etc.

What campaigns are you running?

Are you currently running any digital ads through Google or social media? We primarily focus on digital campaigns but these could easily tie to others such as print ads, mailers, commercials, event sponsorships, etc.

What content or content resources do you currently have?

This includes written content, or even photography and video assets you already have. Do you have an existing website with any of these elements? Are you publishing this content on any other channels? Are there people within your firm who already produce or are interested in producing content?



2. ASSESS YOUR LEADS, OR CASE INQUIRIES

Ask yourself these questions:

- First, are you getting leads, and if so, what are your sources?
- If they're generated online, what is the quality of the leads?
- How many of them convert to becoming clients?
- How are these leads being generated, where are you sourcing them?
- How prepared or ready are they to become clients?
- How do people in your firm feel about the leads' quality?

3. UNDERSTAND YOUR LEADS' JOURNEY

Consider these questions as a starting point:

- For the leads you're currently generating, what is the journey they're taken on when interacting with you?
- What is their first impression of you?
- Do they quickly connect with someone to move them along the process or is this process feeling complicated for both your team and your potential clients?



Next, we'll begin to shape your digital marketing plan

Look for opportunities

After assessing your current efforts and situation, it's time to look to the future.

What are your opportunities? Your marketing plan will help you determine where and how you can get more qualified leads.

This will involve a combination of considering what details and tactics can provide new opportunities, as well as what new big-picture business objectives can do to improve your firm.

With an inventory of your current marketing, you'll begin to see holes and places for improvements. By analyzing the quality of your leads and their journey to connect with you, you'll see areas where you may need to improve engagement with potential clients or operational obstacles that can help leads flow into your firm.

Start testing

Once you've filled out the **Digital Marketing Plan Worksheet** for one or a handful of business objectives, you've outlined a clear path for your new marketing efforts to begin.

Implementing digital marketing tactics and watching them work takes time, as you can imagine. That's why this plan spans 90 days. By breaking down this timeline, you'll have clear checkpoints to understand whether the plan is working and to readjust it as needed.

The efforts you'll begin to implement and test now will be evaluated leading up to 60 days, and then 90 days.

→ **Our Digital Marketing Plan Worksheet on the next page will help you break down your objectives and the tactics to reach them.**

Digital Marketing Plan Worksheet

Create a clear path for each business objective you want to achieve. Build a concrete digital marketing plan from start to finish and ensure you don't lose focus or waste time in your 90-day marketing plan.



[Download and fill out your own Digital Marketing Plan Worksheet](#)

<p>Business Objective Determine a business objective and Key Performance Indicators (KPIs) that will help you measure how to meet it.</p>	
<p>Audience What audience do you need to reach your objective? What channels do they use?</p>	<p>Traffic What channels/content/campaigns will build traffic from this audience and do they need to be created or updated?</p>
<p>Conversion How will traffic convert to leads? Note channels, CTAs, and lead paths you need. How will you manage the relationship and process with leads to help them convert to clients?</p>	
<p>Nurturing Conversion takes time. What tools will you use to nurture the ongoing relationship with leads to keep them engaged until they're ready to work with you?</p>	

60 Days: Assess and Evolve

In the first month of your 3-month plan, you took the time to dive into your current situation. Those opportunities you began to identify need time to be implemented, tested, and evaluated to decide whether they'll pay off or whether they may need to be refocused. In the second month, you'll focus on assessing these new efforts.

Understanding KPIs

In the first 30 days, you determined business objectives you want to reach and focus on during this 90-day marketing plan. These can feel abstract and out of reach if you don't outline specific and actionable details that will help you measure whether you're meeting the objectives.

This is where KPIs come in or Key Performance Indicators, which are quantifiable measurements that make it easier to assess long-term results. These might be client-focused or process-focused, for example.

Many digital marketing tools provide automated reporting of results, which can help you track KPIs. Identifying which of these data sets you want to pay attention to and how to gauge their changes is the secret to making sense of measuring your goals.

When it comes to generating leads, you may consider KPIs such as:

- Cost per lead
- Client acquisition cost
- Traffic
- Time on page
- Conversion rates
- Return on Ad Spend
- Email open rates
- Bounce rates

60-day assessment

As you approach the 60-day mark, you'll want to assess whether your initial tactics are paying off. Digital marketing gains momentum over time so expect that you will likely not have reached your ultimate objectives in this time frame. Instead, assess whether they are trending in the right direction.

At this point, the following are indicators of success:

- A young, but effective lead traffic platform has been created
- Good, high intent organic and PPC traffic should be on its way
- We should be seeing our first leads

As we've mentioned before, marketing and online lead generation is both a science and an art. Measuring KPIs needs to be balanced with other more human aspects of your efforts as well. How are your attorneys feeling about the new case inquiries that have come in? Do your values and services properly align with how you're presenting your firm across multiple channels online?

Targeting and converting the ideal audience also involves trial and error. Balance giving your new tactics time to work, with making slight adjustments as you begin to see results to stay on track toward your goals.



Build up your marketing strategy

One important aspect of making the most of your 90-day marketing plan is having a sustainable way to produce and share the content that fuels each channel where you're building an audience. This is where content marketing comes in and sets a foundation for strategic and efficient marketing efforts.

Begin by developing an editorial plan to decide what content needs to be created, as well as how it will be used. The bulk of these content efforts will go toward feeding your blog. However, smaller content needs will pop up for each marketing strategy, from digital ads, to email marketing. Across all of these channels, establish topics and maintain a consistent voice and tone for your firm.

For example, blog posts should relate to educating potential clients about the legal system, case types, practice areas, and what it's like to work with a law firm.

Quality content, the kind that ranks well in search engine results, is not cheap and needs to be strategic. So we want producing this content to be as efficient as possible when it comes to determining the right content and how it's produced and published to give it the best chance to rank.

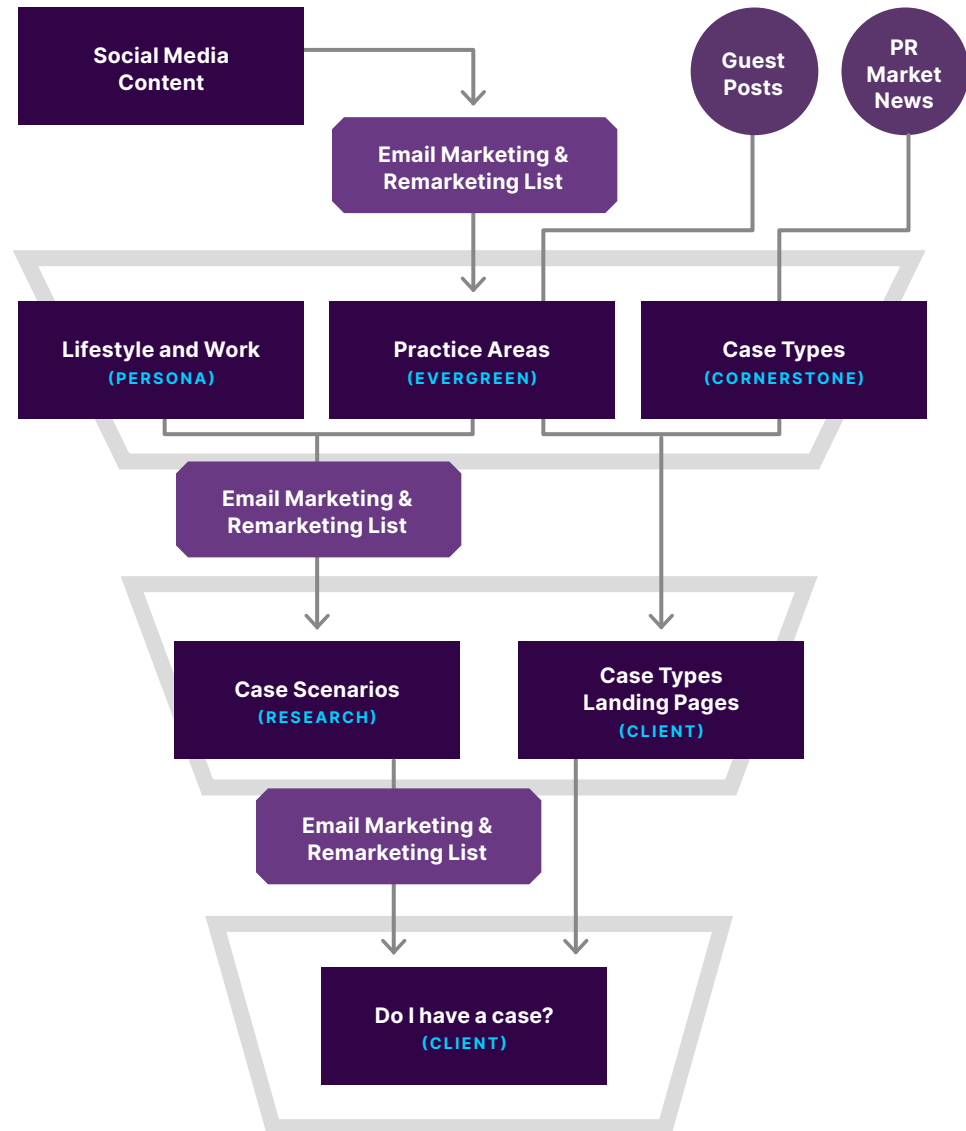
Successful content marketing incorporates and cycles through this process:

1. Establish seed words and concepts
2. Do ongoing keyword research
3. Build out information architecture
4. Create and manage editorial calendar
5. Write and edit SEO content
6. Design, develop, and publish content
7. Distribute and promote content

Content Marketing Framework FOR LEAD GENERATION

Kaleidico has shaped this proven content marketing framework, which shows how all the elements of a solid digital marketing plan can come together.

This framework guides your leads from their research and the channels they visit, through your sales and marketing process, to making case inquiries, and becoming clients.



90 days: Nurture and Convert Leads

Your new marketing strategies are rolling and you're starting to see results. So how do you manage this increased traffic and these newfound leads? After the first 60 days, you'll want to shift your focus from marketing and lead generation to managing these new case inquiries and converting leads into clients.

Navigate the nuances of online leads

Refer back to your initial 30-day assessment and consider your audience and their current situation. People who submit a case inquiry or provide you with other personal information may be researching multiple law firms online. They may be comparing you to your competitors or they may simply be looking for an easy place to start. In either case, they're juggling their legal issues with other responsibilities like work and family, as well as being inundated by the marketing efforts of all other businesses they interact with.

This may feel different than managing referral leads who come with a stronger personal recommendation and expect a certain level of trust with you. Your marketing will do the work to make a credible first impression. But the way you maintain this relationship will impact whether they convert to clients.

The better your sales and marketing process is, the more lead volume you can support, and the better you'll be equipped to help these potential clients.



Improve your lead processing

Also from your initial 30-day assessment, look at your initial documentation about the lead journey. After leads see and engage with your marketing, how is their experience managed?

What does your **lead audience** need to see from you now? Focus on further engaging them and moving them through the pipeline. Send a series of emails, texts, ringless voicemail drops, or even push them to set up a meeting through a scheduling app. In either case, you need to build a system that sets your leads and your firm up for success.

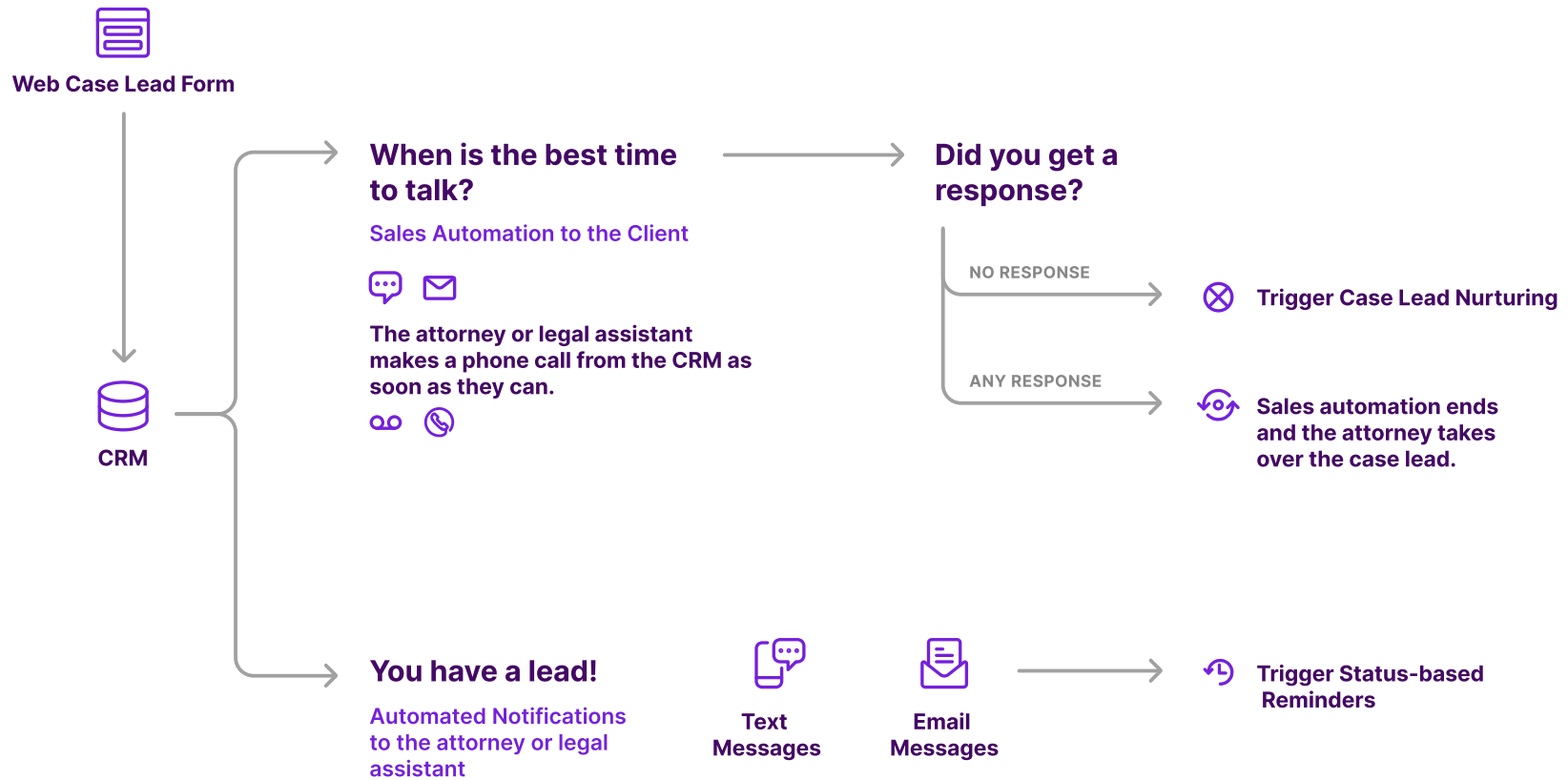
A lead nurturing strategy can get quite complex and be fully automated. But at its simplest you want to do the following:

- Use a CRM and have your leads automatically post into the system to easily track them.
- Send immediate trigger email, text, and/or ringless voicemail messages to the inquiring lead – let them know you got their request and are trying to contact them.
- After this initial outreach, it's important to have automation around each status and pipeline that you manage.

Automating steps of this process helps your firm accomplish the small, repetitive follow-ups so you can focus on having productive conversations with potential clients.



Sales Automation Flow



Nurture the relationships you're building

Converting online leads takes time, just as many marketing efforts do. You need to reach a prospective client repeatedly, in the places they already visit. And you need to connect with them in a way that makes them remember you, or better yet, engage with you.

This is where the marketing strategies you built in the first two months can continue to sustain your relationship-building through remarketing and audience development.



EMAILS

Feeding leads into an email list means you'll send them valuable ongoing content every few weeks that they'll connect with as they consider their legal needs and possibly compare you to competitors. In each email, remind them that you're their legal expert.



DIGITAL ADS

With Google and Facebook ads, you can install a platform pixel on your website to drive traffic there. This short code on your website places a cookie in the user's browser and triggers a Google Ad, for example, on other websites they visit, encouraging them to return to your website, even when they weren't actively thinking about their legal needs.



BLOG

Your consistently updated blog gives people a reason to return to it and engage you further. As you come up in search results when they research their needs and questions or your ads appear while they browse the internet, you consistently show up for them. When they're ready to dig in, you've made it easy for them to get started with you.

What is your next set of goals?

As you wrap up 90 days, you should have a high-level, end-to-end marketing and lead conversion process. This process supports your firm in not only gaining case inquiries but also successfully managing those inquiries and converting them to qualified cases.

It also gives you the infrastructure to scale efforts within your firm and bring new attorneys into a successful framework.

With this plan, you'll immediately begin increasing your lead flow and conversion rate. From here you can make this 90-day plan a repeatable and scalable process to continue to strengthen your firm.

How Kaleidico can help

This initial 90-day marketing plan brings on a lot of new opportunities, which also means new challenges. Those willing to take it on experience deliberate and strategic growth.

If you need support in your new marketing efforts, learn more about Kaleidico. With our legal marketing expertise, we understand you as well as your audiences. Work with us to execute strategic digital marketing strategies so that you can focus on serving your clients.



[Schedule a discovery session](#) with us

Or email hello@kaleidico.com