

Don't underestimate the power of Facebook to market your law firm

Advertising is a constant challenge for attorneys. The congested legal community leaves you searching for a way to stand out from the crowd and adequately present yourself to potential new customers. So when it comes to marketing your law firm, turn to an old friend: Facebook. You probably use Facebook to keep up with friends or share experiences with family members. You may even have a dedicated business page for your law firm. But are you missing out on the marketing opportunities that Facebook has to offer?

Facebook ads are an effective tool for attracting new clients to your law firm. This social networking technique offers an efficient method of reaching your ideal client or referral partner without wasting valuable resources on hit or miss promotions. According to Facebook, over one billion individuals regularly access this platform. Add this potential exposure to simple marketing methods and you have a recipe for some powerful advertising.

How Facebook ads work

Creating a Facebook ad requires a business account, which is relatively simple to set up if you do not already have one. Once your business page is in place, you can begin constructing your ad by choosing a key objective. For example, you may want your ad viewers to ultimately visit your law firm website or download an informational resource. Once you choose an objective, the system prompts you to create your ad with text and images. You are then advised to choose an audience. This is the tool that allows you to tailor your advertising efforts to particular types of individuals. For example, you can choose:

- A specific city, state, or zip code

- Age ranges and gender
- Relevant interests and hobbies

Based on your provided filters, Facebook provides an estimate of how many people your legal ad will reach. If the potential audience is too broad, you can continue adding filters until you reach your law firm's ideal ad viewer.

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Setting a budget

One of the most attractive aspects of the Facebook ad is the ability to set a specific budget. The "bidding" process allows you to choose whether you prefer to be billed on a Cost Per Click (CPC) basis or a Cost Per Mille (CPM) basis.

- CPM- This option enables billing per thousand impressions. In other words, every thousandth time that your firm's ad is displayed on Facebook, a set fee is charged. It makes no difference whether viewers click on the advertisement or not, your practice is charged for the appearance and not the result.
- CPC – With this option, the firm only pays when an individual clicks on the advertisement. This alternative is particularly helpful when you have a target conversion rate in mind.

To ensure that costs stay within budget, Facebook allows you to set spending limits on a daily or lifetime basis. When charges reach the established limit, the ad will automatically stop running. So, there are no surprises or unexpected charges.

The affordability and tailoring of Facebook advertising gives your firm the ability to try multiple ads and gauge their success rates among an ideal audience. From there, you can choose to stop running low performing ads and focus your budget on those that perform well.

Break away from ineffective and redundant marketing efforts. Explore a technique that sets your practice apart from the rest.

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