# Legal Marketing: 5 Legal Marketing Tips to Attract Potential Clients this Summer

Welcome to June! We're halfway through the year and it's time to review your law firm's performance. Take some time to look at how many new matters came in during the first half of the year. If the numbers aren't where you want them to be, take this summer to ramp up your marketing game and attract potential clients to the firm.

Effective marketing provides a valuable opportunity to bring in new clients and increase your firm's profits. But if you haven't figured out your marketing plan, here are five tips to help you turn this summer into a client-attracting season:

1. **Relevant content**

Put content at the center of your summer marketing plan. Content involves the creation and sharing of valuable information about your law firm and the legal services you provide. It comes in various formats, including:

- Website copy
- Blog articles
- Social media posts
- Email campaigns
- Newsletters
- One-pagers
- eBooks
- Whitepapers

Each of these components work separately and together to inform readers about you and your legal practice. You don't have to utilize all of them but

choose a few and load them with content that clients and prospects find valuable.

Content plays a critical role in law firm marketing because it helps establish your firm as a trusted resource within your practice areas. Good content gives you the opportunity to showcase your knowledge, celebrate your wins, and introduce your firm to the world.

However, to be most effective, you need to ensure that your content is well-researched, well-written, and timely. Outdated information can make your firm look uninvested and out-of-touch. So, if your website copy could use some help or your last blog post reads 2017, take this summer to give your content a much-needed makeover.

2. **Social media**

Social media is another effective way to highlight your content and present your brand to potential clients. Many lawyers fail to see the value in social media, but they are very much mistaken. It's a quick and relatively inexpensive way to communicate with clients and prospects, while also keeping one eye on your firm's competition. Savvy lawyers know that social media can help them gain valuable exposure for their practice.

To create a social media presence this summer, first identify which platform is right for your firm. Here are the most popular options:

- Facebook business pages help you infuse your firm's brand with some personality by including various types and sizes of content.
- Twitter is useful for short, up-to-the-minute content about a specific area of law or recent court decision.
- Instagram is all about visuals. Use it to share pics and short bursts of content with your followers.
- LinkedIn provides a more professional social media experience. You can establish a business page for your firm, post content-rich articles, and participate in groups with other legal professionals.

Once you decide on a platform, ensure that your firm's brand is represented across all of your accounts. A consistent message and brand are vital for a successful social media campaign. Then, post on a regular

basis. Just like your website and blog, prospects are turned off by outdated or inactive social media accounts.

3. **Get out and network**

While the importance of an internet presence cannot be denied, you also can't underestimate the power of face-to-face networking. As one of the oldest and most traditional forms of marketing, networking has proven effective for attorneys.

Here are some tips to elevate your networking activities so you can get the most out of these experiences and attract more clients:

- Meet new people. Don't spend the entire event talking to people you already know. Leave time to introduce yourself to new people. If you aren't comfortable walking up to strangers, ask a mutual acquaintance or the event host to introduce you.
- Be a greeter. Event coordinators often solicit help with greeting guests and pointing them in the right direction. Volunteer for these opportunities as a great way to confidently meet new people and start conversations.
- Have an intro ready. Create a short description of yourself and your firm to share with new acquaintances. This intro can open the door to further conversation and potential client relationships.

Networking should be an essential part of your summer marketing plan. Take some time to get out of the office and meet new people. You never know where your next big case lies.

4. **Measure your results and adjust**

You could be wasting time and money if you implement a marketing plan that cannot be measured and modified. Far too many law firms have marketing plans in place with no understanding of whether or not they are adequately performing.

To effectively stand out from your competition, you must measure how many clients your marketing plan brings through the door. That way you can expand tools that work, make necessary tweaks where needed, and eliminate strategies that aren't worth their cost. Use analytics data to gauge

results. If you're not sure how all of that works, contract with a marketing or social media expert for assistance.

5. **Don't forget the clients right in front of you**

Many lawyers fail to recognize that a truly effective marketing resource is right in front of them. Current customers can become repeat clients. They can also provide you with valuable referrals to potential new cases.

These are people who already know your abilities and with whom you have already built relationships. Ask about their additional legal needs to see if your firm can be of further assistance. You can also request that they refer your law office to friends and family members who may need legal assistance. Don't ignore the value of your current clientele.

**Make it a successful summer of marketing**

To attract new clients to your law firm this summer, you must implement a marketing plan that combines social media and valuable content, with networking and strategy. Take this season to consider where your practice currently is and make tactical marketing plans to get it moving in the direction you want it to go.

---

**About Erika Winston:**

*Erika Winston is a freelance writer with a passion for law. Through her business, Personal Touch Edits, she helps legal professionals deliver effective written messages. Erika is a regular contributor to TimeSolv and a variety of other publications.*