

# No-cost law office advertising

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For any profitable law office, marketing is a major part of the budget. Whether you are using commercials, Google Adwords, or print advertisements, getting your firm's name in front of potential clients can be quite costly. But there are no-cost and low-cost alternatives for lawyers who prefer to keep their marketing costs under tight control. In this post, I will discuss some of these options... and no, Craigslist is not one of them.

## Claim your Yelp Account

Yelp, as well as other customer review websites, offer an opportunity for free advertising. By claiming your page, you have the ability to add pictures and a logo. You can also take advantage of client word-of-mouth by encouraging your clients to leave testimonials regarding the services you received. You can even showcase your professionalism and diplomacy by appropriately responding to any negative comments you may receive.

## The Yellow Pages... but the digital version

Remember when the Yellow Pages were filled with page after page of law firm advertisements. Well, those days may be long gone, but YP.com still exists and some of its listing options are free. Of course, they will try to sell you a shiny paid option, but simply respond with another flashback from the 1980s. "Just say no."

## Look to Your Bar

Most state and local bars offer some form of attorney listing, which they provide free of charge to members in good standing. Contact your associations to ensure your inclusion on the list. Don't forget about the specialty bars as well, such as a women's bar or practice area association.

## **Facebook**

I've said it before and I will say it again. If your firm does not have a Facebook business page, you are missing out on some free and highly effective marketing. It only takes a minute to set up the account. Use it to inject some personality into your marketing strategy. Customers buy from businesses they like. Use your Facebook page to communicate why they should like your firm and trust you to handle their complex legal matters.

Marketing is expensive, but the costs don't have to be prohibitive. With some extra effort and nontraditional tactics, you can effectively get in front of potential clients without breaking the bank.

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### **About Erika Winston:**

*Erika Winston is a freelance writer with a passion for law. Through her business, The Legal Writing Studio, she helps legal professionals deliver effective written messages. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.*