

Preparing for 2017 – Law Firm Marketing Trends

If your new year's resolution includes more clients, then it's time to review your marketing strategies and consider a makeover. Black Fin recently released a [report](#) about law firm marketing and where it's heading in 2017. Their team reviewed some of 2016's practices to present what they believe will be the trends of 2017. Let's look at some of their tips and how they can help you get those new clients in the door.

Do-It-Yourself Internet Marketing

Internet marketing is not for the weak at heart. The time and effort that it takes to create and maintain successful campaigns can make anyone run for outside assistance. While outsourcing or a resident specialist can prove invaluable in this area, many attorneys choose to personally take on their firm's internet marketing needs. Though this may not take you down the easiest path, it may prove to be the most economical. Plus, you're a lawyer. You went to law school. You passed the Bar. There is no reason to believe you cannot grasp the intricacies of internet marketing, right? Absolutely... with a few caveats.

If you decide to walk this road alone, the folks at Black Fin suggest taking some reputable trainings courses to help you understand the principles of internet marketing and how it best meet the goals of your firm. They also suggest that you not shy away from help. Just as you are an expert in your field, there are plenty of internet marketing experts out there. Whether it's a second opinion or problem solving, some outside help can prove extremely valuable in a tight spot. TimeSolv recommends [ONE400](#) to help with your Internet marketing efforts, they specialize in law firm marketing and know the industry well.

Longer Content

While the current trends lean towards the constant addition of new content, 2017 will likely bring about longer, less frequent content posts. This means one extended blog post a week, instead of five short posts. Provide potential clients with valuable information that assists them with their concerns, and also demonstrates why your firm is best suited to handle their legal matter.

As explained by the folks at Black Fin, the point of your content is to make a connection with the reader. Get their attention and hold their attention with some really great information. If you're at a loss for ideas, they suggest Frequently Asked Questions (FAQs). I wholeheartedly agree with this advice. I've seen FAQs put into practice on law firm sites and they are pretty useful. Everyone loves a good FAQ. It's the best way to quickly get the information you need. FAQs allow your practice to provide potential clients with a substantial amount of content in an attractive and easy-to-read format.

Visual Stimulation

Looks are important when it comes to your Internet marketing endeavors. Whether it's your website, facebook page or email marketing campaign, good visuals attract potential customers to your marketing material, so your valuable content can seal the deal. What kind of visuals you ask? Black Fin suggests that law firms use a variety of images in their 2017 marketing plans, including:

- Screenshots
- Eye-catching headers
- Videos
- Graphs
- Large block panels with limited content
- Infographics

Incorporating even a few of these elements can have a drastic effect on your marketing success.

Move into the next year with a clear grasp of your new client goals and how internet marketing will help you reach them. Look at your current efforts

from the perspective of a potential client. Would you be compelled to pick up the phone? If the answer isn't a confident yes, your firm has some work to do.

About Erika Winston:

Erika Winston is a Virginia based writer with a passion for all things legal. As a former domestic relations attorney, she understands the challenge of determining the best fee structure for your practice. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.