

Attorney Advertising and Social Media

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Attorney Advertising Impact

- U.S. Chamber of Commerce's Institute for Legal Reform, a group that often advocates against widespread attorney advertising, found that lawyers were on track to spend \$892 million on advertising in 2015, and that personal injury firms accounted for 23 of the top 25 Google keywords that link ads to online searches.

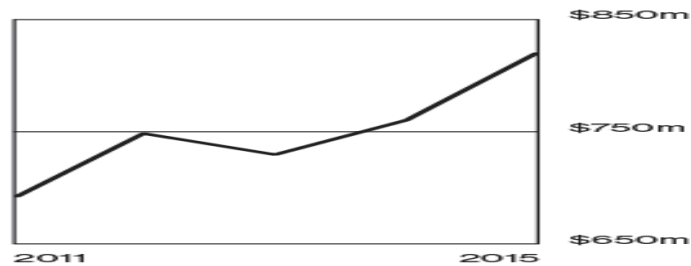
Attorney Advertising: 823 Million in 2015

Bloomberg Businessweek

Ad Nauseam

Spending on television advertising for legal services has risen sharply, as trial lawyers compete for new clients.

Ad spending by legal services firms



Cities where the most was spent in 2015

Los Angeles	\$32m
New York	\$29m
Orlando	\$26m
Atlanta	\$25m
Chicago	\$23m
Detroit	\$22m
Houston	\$19m
Tampa	\$18m

GRAPHIC BY BLOOMBERG BUSINESSWEEK
DATA: KANTAR MEDIA

Attorney Advertising and the Internet

- 96% of people seeking legal advice use a search engine. (Google Consumer Survey, Nov 2013)
- 87% of people who contact an attorney go on to hire an attorney
- 72% of them only contact one attorney. (FindLaw U.S. Consumer Legal Needs Survey 2014)
- 71% of people looking for lawyer think it is important to have a **local attorney**. (FindLaw U.S. Consumer Legal Needs Survey 2014)

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Title search: Attorney Advertising and Social Media

Also available as part of the eCourse

[First Friday Ethics \(September 2021\)](#)

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"Ethics Three-Pack: Client Confidentiality, Advertising, and Social Media"