

# 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.

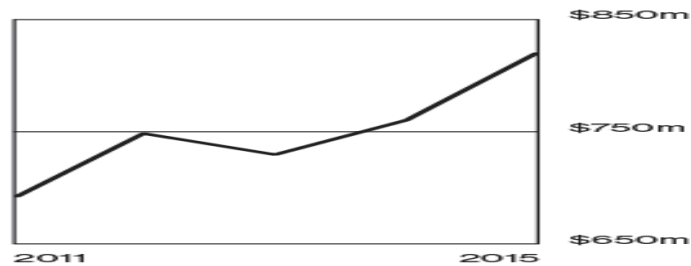
# Attorney Advertising: 823 Million in 2015

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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29<sup>th</sup> Annual Conference on State and Federal Appeals session  
"Ethics Three-Pack: Client Confidentiality, Advertising, and Social Media"