

Attorney Advertising

What Every Attorney Needs to Know Before Spending a Dollar on Advertising

Paul Wingo
Hamilton-Wingo, LLP
2019 Car Crash Seminar
August 1-2, 2019
Austin, Texas

1

Critical Stats on Advertising

- Some Eye-Opening statistics:
 - Only 54% of law firms advertise(Although plaintiff's firms are likely higher).
 - 91% of firms can't calculate a return on their advertising investments
 - 94% don't know their per-client acquisition cost
 - 42% of the time, attorneys take more than 3 days to return a new client's call
 - 26% of firms don't track their leads whatsoever

2

What is effective advertising?

"The most client outreach, with the lowest per-client acquisition cost"

- In order to achieve this, you have to ask four, important questions:
 1. Who are you?
 2. Who are you trying to reach?
 3. What is the most effective way to reach these potential clients?
 4. How do you track results

3

Finding Your Identity

- To Thine Own Self Be True
- SWOT analysis:

SWOT Matrix Analysis Template

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the system)	<i>Strengths</i> •	<i>Weaknesses</i> •
External origin (attributes of the environment)	<i>Opportunities</i> •	<i>Threats</i> •

4

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Attorney Advertising

Also available as part of the eCourse

[2019 The Car Crash eConference](#)

First appeared as part of the conference materials for the
2019 Car Crash Seminar session

"Attorney Advertising"