

Attorney Advertising

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

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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

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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

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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)	Strengths •	Weaknesses •
External origin (attributes of the environment)	Opportunities •	Threats •

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