## **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

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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

## What is effective advertising?

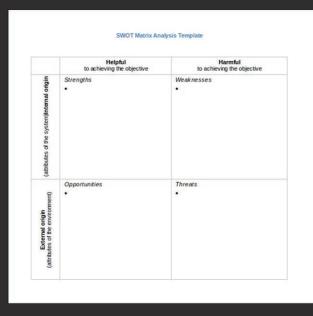
"The most client outreach, with the lowest per-client acquisition cost"

- O 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:







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