

# Attorney Advertising and Social Media

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**Conference on State and Federal Appeals**  
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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.

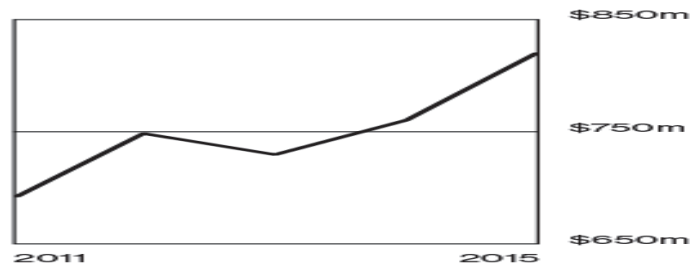
# Attorney Advertising: 823 Million in 2015

Bloomberg Businessweek

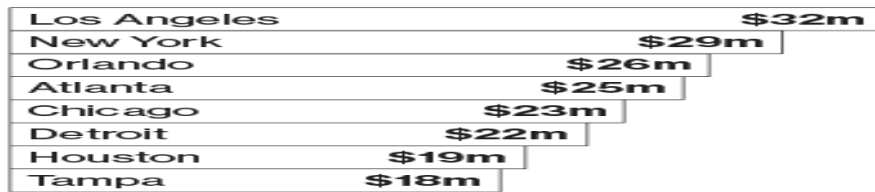
## Ad Nauseam

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



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"