



How to Effectively (and Ethically) Market Your Law Firm

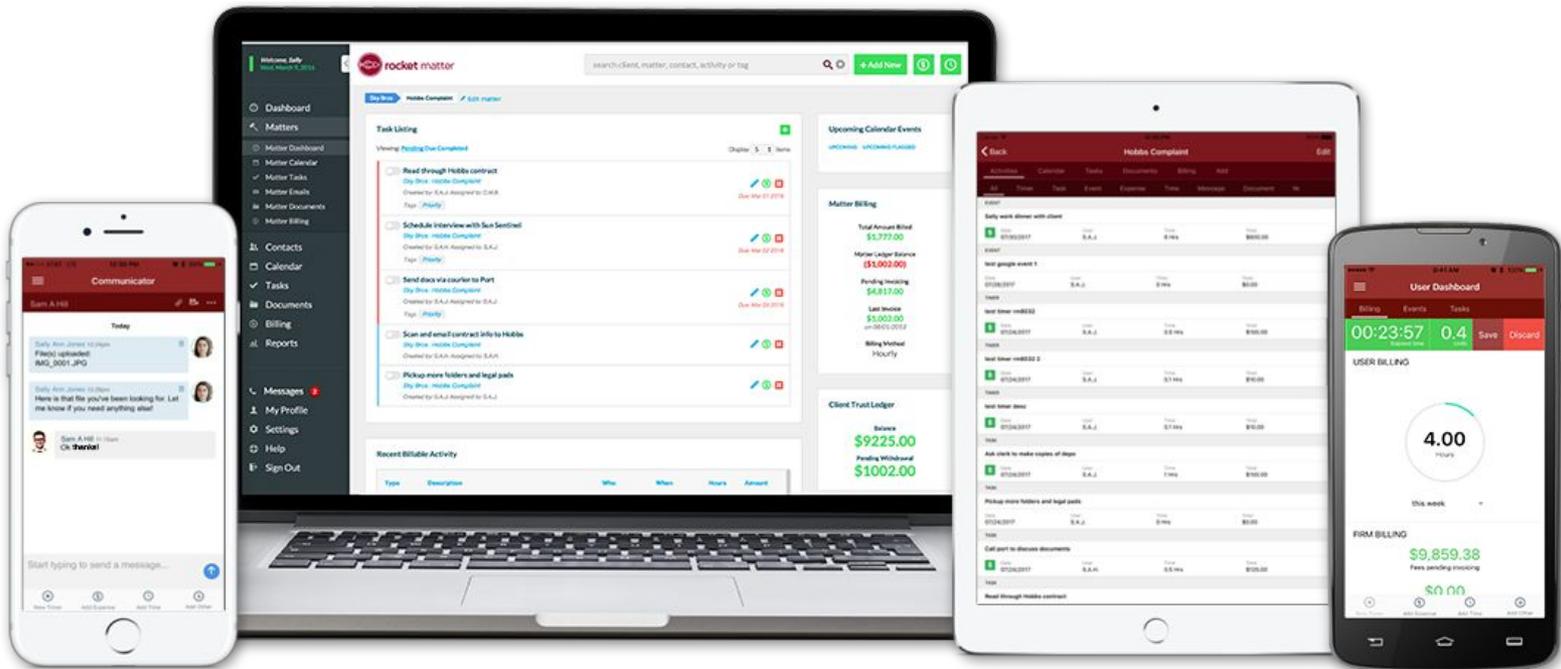
Presenters

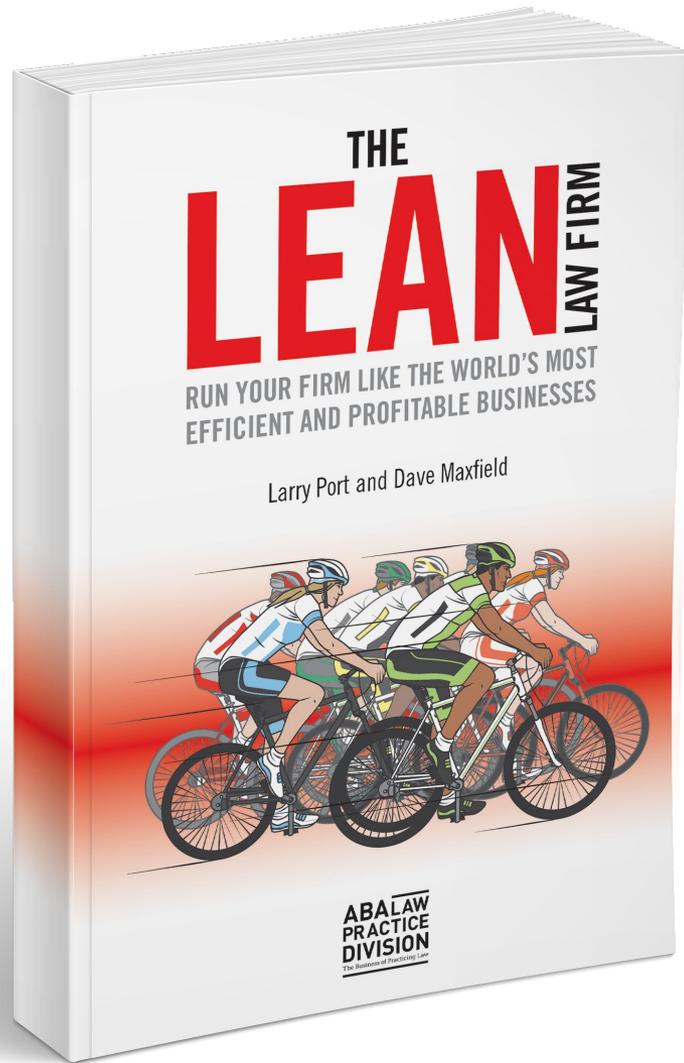


Larry Port
Rocket Matter CEO

Husband. Father.
Animal-lover. Coder.
Software Exec. Author.
Little league coach. Fighter
of hate. Seeker of wellness.

This is Rocket Matter





Through Lean methodology, we're taking a holistic approach to law firm management.

leanlawfirmbook.com

Presenters

Zeke is the Chief Revenue Officer at Convert IT Marketing, currently the most successful PPC agency specific to the legal. Prior to joining CIT Zeke worked at Google and Capital One where he built and launched hardware, software and financial products that you've probably seen on TV. His day job is growing businesses, but his real job is being a dad, husband, kitesurfer, musician, friend, etc...

He doesn't like long walks on the beach and is a terrible cook!



Zeke Silvani

Chief Revenue Officer, Convert IT Marketing

This is Convert IT



Our Platform

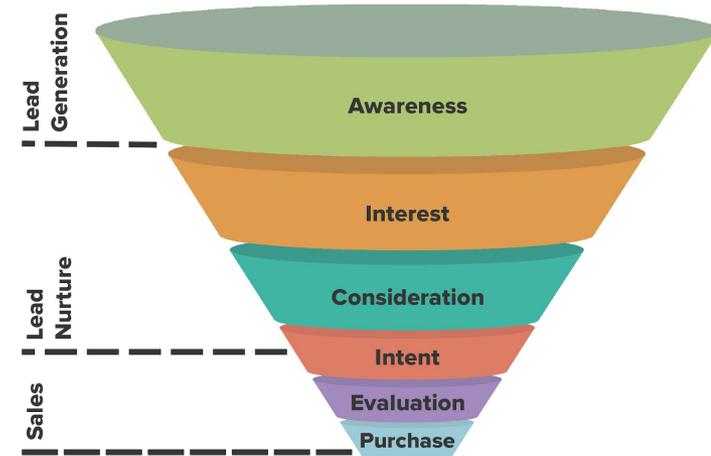
Everything your law firm needs to generate new clients.



A Million Marketing Frameworks

The ubiquitous triangles! Some are useful.

(most are not)



A Practical ~~Framework~~ Guide

- Cliché but true: 10% strategy and 90% execution
- You can't talk about marketing while ignoring the sales process.
- Your goal is **client acquisition**, not lead generation

The Convert It Guide to Retaining More Clients

We take a practical approach since most of our clients don't want to be bothered by "marketing strategy". They want clients.



Plenty of Options at Each Step



What's the Best Marketing Strategy?

...How do you define “best”?

- ROI/Acquisition Cost?
- ROE?
- Strengths & Weaknesses?
- What are you willing to do?

Our Design Principles

- Completely turnkey & quick launch
- Ongoing input is good but never required
- Everything is in service of ROI

Our Approach



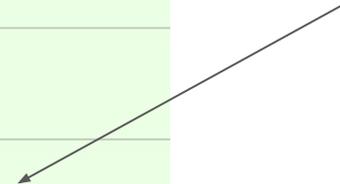
Tradeoffs at Each Level

Get Found

Paid vs. Organic

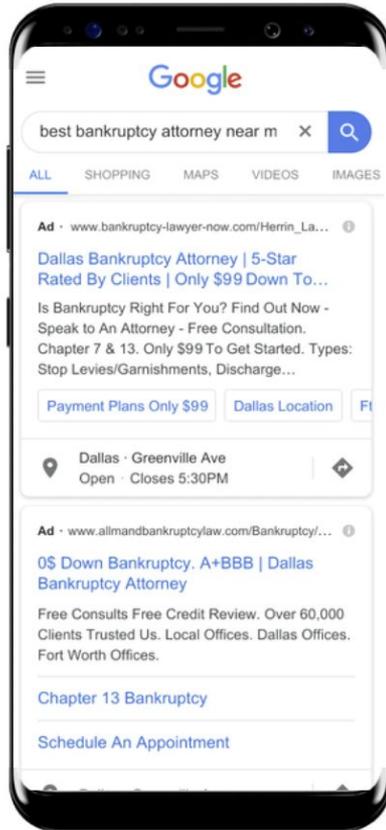
	SEO	PPC
Scalable	Not easily	Yes
Effort	Very High	Low
Predictability	Low	High
Cost	Medium	Medium
Transparency	Very Low	Very High
ROI	Can't Measure	High

Target by the type of case you want!



Get Found

Mobile Presence is a Must!



Mobile Traffic

72%

Percentage of clicks coming from mobile devices vs. desktops for Bankruptcy Lawyer search queries in 2018.

100%

All top page placements are Google® Ads - Even the maps section has ads running in first position.

0

"Organic" or "SEO" positions exist entirely below the fold and out of the users view. Zero appear at the top.

Your Target Audience Almost Entirely Exists On Mobile Devices - Google® Ads Are THE Way To Reach Them

Convert Calls

Web Design vs Landing Pages

Mobile Websites

Our Platform Is Proven To Generate Phone Calls & Web Inquiries from Google® Ads and the mobile website plays a crucial role.

Industry average conversion rate for websites

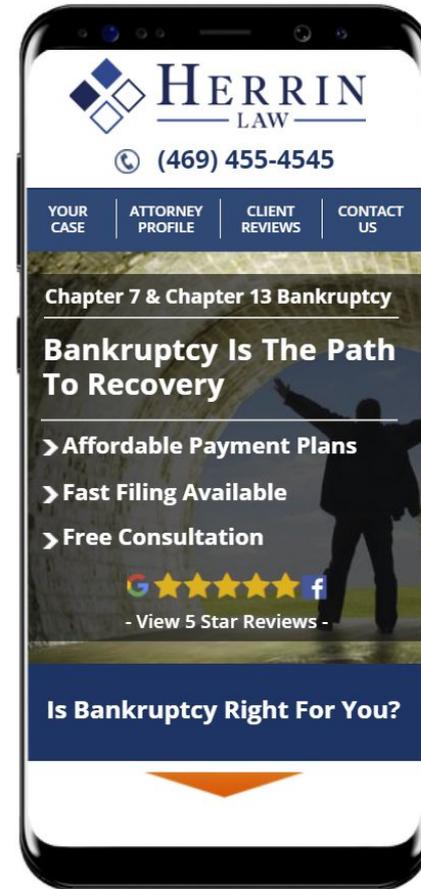
6%

Average conversion rate for our websites

32%

Total spent on Google® Ads during development & in deployment

\$27
Million



Get in Touch

Instant Response is CRITICAL

33%

According to the 2014 Thomson Reuters™ FindLaw® study "Secret Shopper Survey of 100 U.S. Law Firms", **law firms miss 33% of their inbound phone calls.**

#1

According to the Clio Legal Trends Report, immediate response to calls or emails is the single most important factor for consumers when deciding to hire a lawyer.

Get in Touch

Internal Staff vs Answering Service vs Automation

- What kind of volume are you looking at?
- Are most of your leads calls or web forms?
- Is 24/7 responsiveness important?
- Do you need all your calls taken care of or just your prospects?
- Do you need personalization?
- Do you have the budget for fulltime staff?
- Are you capable and willing to hire and manage a team?

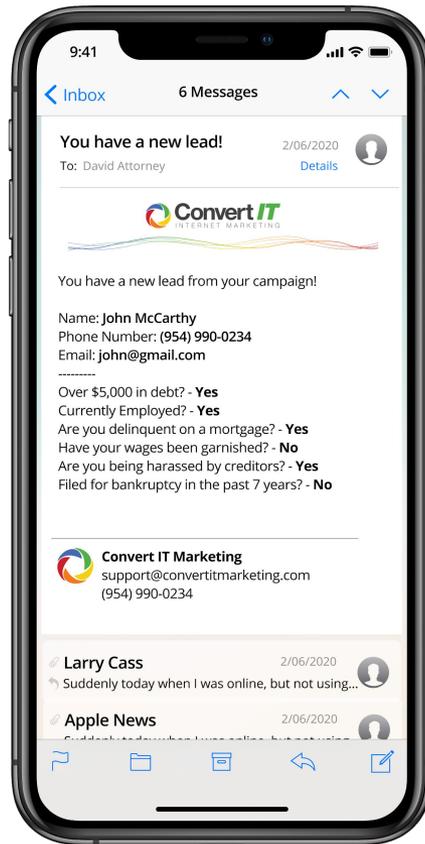
Get in Touch - Web Forms

Automation + Calendar Buys you time.



Get in Touch - Phone Calls

Answering Service + Structured Intake + Calendar



Stop the Shop!!

Low Hanging Closes

Knowing how to sell is important!

- Each practice area is different and you know your customers better than anyone else.
- For the areas where the prospect is in some kind of trouble, offering hope is key.
- In other areas, creating urgency can be appropriate.

The Chase

Internal Staff vs. Automations

- What kind of volume are you looking at?
- Do you have the budget for full time staff?
- Are you capable and willing to hire and manage a team?
- Are you organized and have a structured, “well oiled machine” for your follow up process?

“Automation: The re-use of labor”

Take existing processes and content and clone yourself (or someone else!)

5 Common Mistakes

1. You only focus on the top of the purchasing funnel
2. You always point your ads to your main website
3. You don't measure the ROI of your campaigns and rebalance
4. You don't use filters to determine who sees your ads
5. You don't have a streamlined intake process

Ethics Considerations

ABA Model Rule 7.1

“A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false or misleading if it contains a **material misrepresentation of fact or law**, or omits a fact necessary to make the statement considered as a whole not materially misleading.”

No Misrepresentation of Fact



No Misrepresentation of Fact

“Over 20 years’ experience”

“Offices in multiple states”

Legal Process or *Aspiration* vs Guaranteed Result

Awards okay if verifiable fact

Specialization

ABA Model Rule 7.2 (c)

“A lawyer shall not state or imply that a lawyer is certified as a specialist in a particular field of law, unless:

(1) the lawyer has been certified as a specialist by an organization that has been approved by an appropriate authority of the state or the District of Columbia or a U.S. Territory or that has been accredited by the American Bar Association; and

(2) the name of the certifying organization is clearly identified in the communication.”

Unduly Manipulative Ads

FLABAR Rule 4-7.15

- No appealing to emotions rather than rational evaluation
- No authority figures (judge, cop)
- No celebrities, even local ones
- No economic incentives

Unduly Manipulative Ads

OK!



NOT OK!



Presumptively Valid Content

(2) date of admission to The Florida Bar and any other bars, current membership or positions held in The Florida Bar or its sections or committees or those of other state bars, former membership or positions held in The Florida Bar or its sections or committees with dates of membership or those of other state bars, former positions of employment held in the legal profession with dates the positions were held, years of experience practicing law, number of lawyers in the advertising law firm, and a listing of federal courts and jurisdictions other than Florida where the lawyer is licensed to practice;

(3) technical and professional licenses granted by the state or other recognized licensing authorities and educational degrees received, including dates and institutions;

(4) military service, including branch and dates of service;

(5) foreign language ability;

(6) fields of law in which the lawyer practices, including official certification logos, subject to the requirements of subdivision (a)(4) of rule 4-7.14 regarding use of terms such as certified, specialist, and expert;

(7) prepaid or group legal service plans in which the lawyer participates;

(8) acceptance of credit cards;

(9) fee for initial consultation and fee schedule, subject to the requirements of subdivisions (a)(5) of rule 4-7.14 regarding cost disclosures and honoring advertised fees;

(10) common salutary language such as “best wishes,” “good luck,” “happy holidays,” “pleased to announce,” or “proudly serving your community”;

(11) punctuation marks and common typographical marks;

(12) an illustration of the scales of justice not deceptively similar to official certification logos or The Florida Bar logo, a gavel, traditional renditions of Lady Justice, the Statue of Liberty, the American flag, the American eagle, the State of Florida flag, an unadorned set of law books, the inside or outside of a courthouse, column(s), diploma(s), or a photograph of the lawyer or lawyers who are members of, or employed by, the firm against a plain background such as a plain unadorned office or a plain unadorned set of law

Evaluations of Ads

FLABAR Rule 4-7.19

“Subject to the exemptions stated in rule 4-7.20, any lawyer who advertises services shall file with The Florida Bar a copy of each advertisement at least 20 days prior to the lawyer’s first dissemination of the advertisement.”

“If The Florida Bar does not send any communication to the filer within 15 days of receipt ... the lawyer will not be subject to discipline by The Florida Bar, except if The Florida Bar subsequently notifies the lawyer of noncompliance...”

RULE 4-7.20 EXEMPTIONS FROM THE FILING AND REVIEW REQUIREMENT

The following are exempt from the filing requirements of rule 4-7.19:

(a) an advertisement in any of the public media that contains no illustrations and no information other than that set forth in rule 4-7.16;

(b) a brief announcement that identifies a lawyer or law firm as a contributor to a specified charity or as a sponsor of a public service announcement or a specified charitable, community, or public interest program, activity, or event, provided that the announcement contains no information about the lawyer or law firm other than the permissible content of advertisements listed in rule 4-7.16, and the fact of the sponsorship or contribution. In determining whether an announcement is a public service announcement, the following criteria may be considered:

(1) whether the content of the announcement appears to serve the particular interests of the lawyer or law firm as much as or more than the interests of the public;

(2) whether the announcement concerns a legal subject;

(3) whether the announcement contains legal advice; and

(4) whether the lawyer or law firm paid to have the announcement published;

(c) a listing or entry in a law list or bar publication;

(d) a communication mailed only to existing clients, former clients, or other lawyers;

(e) a written or recorded communication requested by a prospective client;

(f) professional announcement cards stating new or changed associations, new offices, and similar changes relating to a lawyer or law firm, and that are mailed only to other lawyers, relatives, close personal friends, and existing or former clients; and

(g) information contained on the lawyer's Internet website(s).

Adopted January 31, 2013, effective May 1, 2013 (108 So.3d 609).

Family Lawyers: Be Careful with Remarketing!

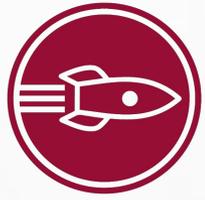


Q & A

Florida Bar CLE

Course #4272

**The course has been approved for
1.0 hours of General CLE credit
including 1.0 hours of Ethics.**



rocket matter



Convert *IT*
INTERNET MARKETING

Thank You!

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