

# THE LEGAL MARKETING FUNNEL

5 STEPS TO ATTRACT MORE CLIENTS

ONLINE DISCOVERY

BUILD TRUST

NEW CLIENT CONVERSION

ENGAGE CLIENTS

RAVING FANS

# KEEP CLIENTS MOVING FORWARD

HERE'S WHAT TO FOCUS ON AS CLIENTS PROGRESS THROUGH YOUR FUNNEL.

## Online Discovery

Be found by potential clients online.

- Optimize for Google Search (SEO)
- Set up and maintain a Google Business Profile
- List on legal and local directories

## Build Trust

Establish credibility and authority.

- Collect & showcase 5-star reviews
- Create a professional, user-friendly website
- Develop a consistent online brand

## New Client Conversion

Turn visitors into leads and clients.

- Use conversion-optimized landing pages
- Enable online booking for clients
- Add live chat and call tracking

## Engage Clients

Keep clients informed and involved.

- Share valuable content (blogs, videos)
- Request reviews and feedback
- Interact on social media

## Raving Fans

Turn clients into promoters.

- Send monthly newsletters
- Offer referral incentives
- Re-engage with past clients

# PUTTING STRATEGY INTO PRACTICE

LAW FIRMS SEE RESULTS BY FOCUSING ON A FEW SMART MOVES PER STAGE, LIKE THESE:



Google Search



Google Business Profile



Google Ads Campaigns



Legal & Local Directories



Google Reviews



Facebook & Yelp Reviews



Website Experience



Online Brand Reputation



Website Conversions



Online Booking System



Automated Chat Box



Track Calls from Website & Ads



Valuable Content



Showcase Expertise



Review Requests



Social Engagement



Monthly Newsletters



Blog & Legal Tips



Follow-Up Outreach



Client Referrals

# NEXT STEPS FOR ATTORNEYS WHO MEAN BUSINESS

NEED SOME STRUCTURE FOR YOUR STRATEGY?

OUR LEGAL MARKETING GUIDE TAKES THE FUNNEL FURTHER. THEN JOIN OUR AI\_POWERED MARKETING WEBINAR TO SEE AI IN ACTION, COMPLIANCE INCLUDED.



**GET MY LEGAL MARKETING GUIDE**



**REGISTER FOR AI\_POWERED MARKETING**

