

THE BULLETPROOF

LEGAL ADVERTISING FORMULA



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The Bulletproof Legal Advertising Formula

There are many points that ad consultants preach, but it's important to weigh the priority of each point.

This winning strategy is tailored to small business as well as law practices. The goal here is to demystifying the world of legal advertising along the way to clarity.

Craft Compelling, Informative Content - Build attractive headlines and sub-heads that encourage emotional connection. Often, the headline is the only thing someone will read before deciding whether to take action.

Your advertising content should also go beyond eye-catching visuals. It should resonate with your audience by addressing their legal questions and concerns. In addition, create informative content that educates potential clients about their legal rights, options, and the expertise your practice offers.

Make Sure Your Call-to-Action Is a Phone Call – Filling out a form or sending a message can be too much for the 17% of problem aware people who are doing research.

You don't want your front desk person to be on a call and unavailable to take an ad call during business hours. Get yourself a 24-hour call center to take all the calls from your ads. Forward the information to the front desk person for follow-up.

Make sure your people follow [Secret #1 of our 3 Secrets of a Successful Law Practice, especially part 2.](#)

Budget Smartly - Small law practices often operate on tight budgets. Fortunately, digital advertising offers cost-effective options like pay-per-click (PPC) advertising on platforms such as Google Ads and social media ads. Set a reasonable budget, track your spending, and continuously optimize your campaigns for efficiency.

We recommend in the beginning to set a low price of \$5 per day on several ads that can tell you which message is resonating. As you start getting calls, increase the investment where it makes the most sense.

Embrace Digital Advertising - Digital advertising is a powerful tool for small law practices:

- **Google Ads:** Target potential clients actively searching for legal services.
- **Social Media Ads:** Reach a broader audience and engage with potential clients on platforms like Facebook and LinkedIn.
- **Content Marketing:** Create informative blog posts and articles to establish authority and boost organic search traffic.

As of this writing, Google ads represent the widest attraction point. Social Media ads are good, but they have become commonplace and are frequently ignored ... even reviled.

Leverage Niche Marketing - Small law practices can gain a competitive edge by focusing on niche marketing. Highlight your expertise in specific areas of law, such as immigration, real estate, or elder law.

Are you focusing on personal injury cases, family law, or estate planning? Knowing this helps you tailor your ads to address their specific concerns. In addition, your specialized knowledge can attract clients seeking precise legal solutions.

Provide Exceptional Service - When potential clients see your ads, they'll often research your practice. Ensure your website is user-friendly, informative, and highlights your achievements. Respond promptly to inquiries, and provide excellent service to clients, reinforcing the trust your ads build. Keep in mind the points we made in the first part of this article.

Mastering advertising for smaller law practices requires a strategic approach that dispels common myths. By knowing your audience, creating informative content, and embracing digital advertising, you can make a significant impact on your practice's growth.

Leverage your niche, prioritize online reviews, provide exceptional service, and continuously track and optimize your campaigns.

With the right strategy and commitment, advertising can be the key to achieving outstanding results for your small law practice.

If you found value in the Guidebook and you'd like more, check out our information and resources available online.

Website:

www.RandyBridgesConsulting.com

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