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Get More Client Leads And Grow Your Law Firm

Contact Us Today! 843-422-7458

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Top 8 Legal Marketing Statistics

1. More Than ⅓ Potential Clients Will First Search For An Attorney Online.

Source: marc

This statistic means that potential clients will go online to look for an attorney before they look for recommendations from friends and family. A potential client is likely to choose an attorney that is recommended to them but will not fail to search online.

The Benefits Of This Statistic

The online presence of your firm is essential. Clients rely on the internet to get guidance on legal issues today and in the future. If you were to ignore internet marketing, 33% of your clients would never know about your services. You can embrace excellent content marketing strategies for content promotion.

2. Law Firms Allocate 65% Of Their Marketing Budget To Online Marketing.

Source: Martindale Nolo

The survey found out that most law firms spend 65% of their budget online. It means that lawyers are willing to pay a significant portion of their budget on online marketing.

Importance Of This Statistic

It is an indicator that online marketing works. Law firms would not be spending such portions of their budgets if it wasn't working. Your competitors are already marketing themselves well out there, and you could be left out. Invest in online marketing, too, and begin to reap the benefits of the strategies that you can try is influencer marketing. Paying social influencers enables you to reach to target audiences that you wouldn't have reached easily.



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3. Web Leads Are The Best Marketing Channels For 49% Of Law Firms.

Source: ABA

We can see that 49% of law firms depend on lead generation services to get clients. It is evident that law firms are no good at online marketing and prefer to buy leads from other companies. To grow your laws practice, you cannot overlook the use of digital marketing,

How You Can Benefit From This Statistic

Law firms do not know where to begin when it comes to digital marketing. They prefer to buy leads online. The lead company will do most work for you. The cost of the points will depend on the nature of the case. Some of the companies that you can consider for reliable lead generation services include; FindLaw, Nolo, Total Attorneys, Avvo, lawyers.com, and Unbundled Attorney.



4. 42% Of The Time, A New Potential Client Will Wait For Three Days For Responses From Law Firms.

Source: Law Technology Today

These statistic how that 42% of the instances recorded in the study are potential clients who had to wait for at least three days after submitting a voicemail website contact to the law firm. Letting a possible client wait for too long is inexcusable and should be avoided if you wish to grow your practice.

How To Use This Statistic To Your Advantage



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Avoid making this mistake by employing a few strategies. Virtual receptionist services can enable you to answer all calls. Taking more time when responding to requests makes the lead colder. Choose to put in a little effort so that you can get ahead of your competitors.

5. 26% Of Law firms Doesn't Track Their Leads At All.

Source: Martindale Nolo

The statistics mean that 26% of law firms do not use any mechanism to track the fact that a potential client contacted the law firm. Failure to keep track of leads is detrimental to the success of the law firm.

How The Statistic Can work In Your Favor

Begin to track leads. Use spreadsheets or CRM systems. The CRM designed for law firms enables you to track leads in an organized and easy way. Automated emails and appointment reminders are another great way of tracking points.

6. 86% Of The Time, Law Firms Don't Collect An Email Address And 45% Of The Time; They Don't Collect A Phone Number On An Initial Call.

Source: Law Technology Today

It means that firms do not have the opportunity to follow up because they do not have more information about them. The figures indicate that nine out of ten times, a law firm will not record necessary contact information of a prospect. They will fail half of the time to collect any other information apart from the person's name.

How You Can Take Advantage Of This Statistic

Increase the number of ways that you can interact with your client. Get their phone number, email, and connect on Twitter, Facebook, LinkedIn, and more touchpoints.

Increased contact with people increases the chances of them becoming a paying client. Ensure that you get their details so that you can follow up.



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7. Companies Don't Answer Phone Calls From Prospective Clients, 35% Of The Time.

Source: Law Technology Today

The statistic mean that most phone calls from potential clients will not be answered at all times. The prospective client is less likely to hire your firm if their request will be going to voicemail.

Use this to your advantage by ensuring you have staff who are dedicated to answering phone calls and keen to pay attention at all times.

8. There Is No Growth In The Demand For Legal Services.

Source: Above The Law

Legal services are losing popularity with time. People have chosen to turn to other alternatives for legal information.

Use this to your advantage by getting innovative and offering services online. Make things easier for your clients by providing online legal services.

Bottom Line

The article above has summarized some legal marketing statistics that we hope will be helpful. Use the information to learn your competitors and create effective marketing strategies. Your law firm should succeed when you implement the great suggestion discussed above.

Professional Legal Marketing Company In Hilton Head, Sc

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