

# 15 WAYS TO INCREASE YOUR CASE INTAKE

CARLSON CREATIVE SERVICES FOR LEGAL MARKETING

ONLINE MARKETING IS LIKE RUNNING A MARATHON. YOU WANT TO OUTFRAN THE COMPETITION AND WIN THAT GOLD MEDAL.



LEGAL MARKETING IS ALSO LIKE THAT. IT IS NOT EASY, BUT WITH A LITTLE PREPARATION, YOU CAN REACH THE FINISH LINE.

HOWEVER, THERE ARE A FEW WAYS TO GET A STEP-UP FROM THE COMPETITION.

FIRST, YOU NEED TO LIST YOUR GOALS. ARE THEY MEASURABLE? CAN YOU TIE THEM TO YOUR FIRM'S GOALS?

SECONDLY, YOU NEED TO MAKE A LIST. ALL THE WORK IS DONE FOR YOU. HERE ARE 15 WAYS TO ATTRACT BETTER CASE INTAKES.



# GOOGLE OR GO HOME!

YOU WANT TO MAKE SURE GOOGLE IS SET UP FOR YOUR LAW FIRM. CHECK OUT THESE AREAS:

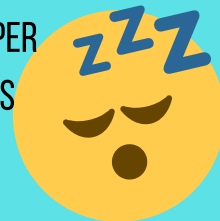
- GOOGLE ANALYTICS
- SOCIAL MEDIA ACCOUNTS
- YOUR WEBSITE
- YOUR EMAIL

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## GET IN YOUR NAP

THIS DOESN'T MEAN CATCHING UP ON YOUR SLEEP. EVERY FIRM NEEDS THEIR NAP - NAME, ADDRESS, AND PHONE NUMBER ON THE WEBSITE PAGE. WITH THESE VITAL PIECES OF INFORMATION, YOUR LAW FIRM WILL RANK HIGHER WITH GOOGLE AND WILL BE PLACED IN CERTAIN WEB DIRECTORIES. SEARCH ENGINES LOOK FOR THE PROPER NAP PLACEMENT, AND IT WILL ALSO HELP YOU DRIVE REFERRALS TO YOUR SITE.



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## LEGAL DIRECTORY PLACEMENT

LEGAL DIRECTORIES ARE SOMETHING THAT SHOULD NOT BE IGNORED. THEY ARE ESSENTIAL FOR ALL LAW FIRMS. THEY WILL DRIVE CLIENTS TO YOUR SITE AND BOOST YOUR SEARCH ENGINE RANK.

SOME CAN'T-MISS DIRECTORIES INCLUDE:

LAWYERS.COM

AVVO.COM

NOLO.COM

FINDLAW.COM

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## STOP READING AND GET BLOGGING

CONTENT MATTERS FOR YOUR WEBSITE. YOUR LAW FIRM NEEDS A BLOG WITH HIGH-QUALITY AND COMPELLING POSTS. GREAT CONTENT WILL INCREASE YOUR SEARCH RANK AND DRIVE CLIENTS TO YOUR WEBSITE. IT IS IMPORTANT TO HAVE QUALITY OVER QUANTITY. FIND AN EXPERIENCED WRITER TO CREATE CONTENT FOR YOU.



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## GET A SOCIAL MEDIA MAKEOVER

IN TODAY'S WORLD, SOCIAL MEDIA MATTERS. TAKE A LOOK AT YOUR FACEBOOK, TWITTER, LINKEDIN, AND PINTEREST. ALL YOUR INFORMATION NEEDS TO BE ACCURATE AND COMPLETE. CREATE AN UNIQUE "ABOUT US" SECTION. DON'T FORGET TO SHARE, SHARE, AND SHARE!

# MAXIMIZE YOUR WEBSITE

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A GREAT DESIGNED WEBSITE WILL ATTRACT NEW CLIENTS. YOU WANT YOUR SITE TO BE EASILY NAVIGABLE AND REMOVE ANY REDUNDANCIES ON YOUR PAGES. A SEO EXPERT CAN HELP YOU ELIMINATE DUPLICATE CONTENT AND CREATE FRESH DESCRIPTIONS AND TAGS FOR THE SITE.

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## CONNECT THROUGH CONTENT

YOUR WEBSITE IS AN ENTRY POINT FOR CLIENTS TO CONNECT TO YOUR FIRM. YOU CAN MAKE IT WORK BY BEEFING UP YOUR CONTENT.

MAKE SURE TO LIST YOUR PRACTICE AREAS WITH A PAGE OF CONTENT FOR EACH AREA. THIS SIMPLE WAY IS YOUR PATH TO CONNECT WITH VISITORS AND POTENTIAL CLIENTS.



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## WHO YA GONNA CALL?

A REDESIGNED WEBSITE, DYNAMIC CONTENT, AND SHARED MEDIA ARE JUST THE FIRST STEPS FOR YOU. ALL THESE ELEMENTS ARE GREAT REASONS TO CONTACT YOUR FIRM. HOW ARE THESE POTENTIAL CLIENTS TO CONNECT YOU? YOU NEED A CALL TO ACTION (CTA) ON THE SITE.

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## VIDEO SUPERSTAR

VISUAL MEDIA IS ANOTHER WAY TO BOOST YOUR ONLINE PRESENCE. ONE WAY TO DO THIS IS BY CREATING BRIEF VIDEOS FOR YOUR SITE. YOU DON'T NEED A PROFESSIONAL VIDEOGRAPHER TO CREATE A FILM. A SIMPLE 60 TO 90 SECOND VIDEO WITH YOUR PHONE IS GREAT. ALL YOU NEED TO DO IS TALK ABOUT YOUR EXPERIENCE, PRACTICE AREAS, AND RECENT LEGAL NEWS.

READY FOR MORE?

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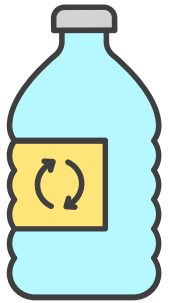
## KEYWORDS ARE KING

EVERYONE KNOWS ABOUT KEYWORDS. IF YOU DON'T KNOW HOW THEY WORK, YOU PROBABLY KNOW THEY ARE IMPORTANT. YOU NEVER WANT TO CREATE CONTENT WITHOUT KEYWORDS. YOUR CONTENT CREATOR CAN HELP YOU FIND THE LATEST TRENDING KEYWORDS FOR YOUR SITE.

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## BOTTLES AND CANS AREN'T THE ONLY THINGS TO RECYCLE

IF YOU'RE SUFFERING A SEVERE CASE OF CONTENT BLOCK, DON'T WORRY. YOU CAN ALWAYS RECYCLE THE CONTENT ON YOUR SITE. USE GOOGLE ANALYTICS TO FIND OUT YOUR MOST POPULAR BLOGS. UPDATE OR REPURPOSE THOSE BLOGS WITH A NEW SPIN. YOU CAN ALSO HIRE A CONTENT WRITER TO AVOID THAT WRITER BURNOUT.



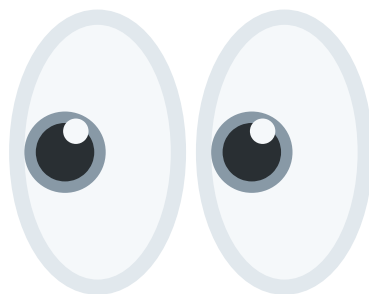
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## TELL YOUR STORY

EVERY LAW FIRM HAS A STORY TO TELL. CONTENT AND ONLINE MARKETING IS ALL ABOUT CRAFTING A STORY. AN EXPERIENCED WRITER CAN PUT AN UNIQUE SPIN TO YOUR FIRM'S STORY. WHEN YOU MAKE IT RELATABLE TO OTHERS, IT WILL START TO ATTRACT NEW CLIENTS.

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## SEEING IS BELIEVING



YOUR CONTENT IS ON POINT AND YOUR WEBSITE IS USER-FRIENDLY, NOW WHAT? VISUAL AIDS AND GRAPHICS ARE GREAT FOR ATTRACTING NEW CLIENTS. CREATE INFOGRAPHICS TO TELL A STORY, SERVE AS A VISUAL AID, AND EDUCATE YOUR CLIENTS.

# ACTIONABLE ANALYTICS

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BUSINESS INTELLIGENCE (OR BIG DATA) ARE ESSENTIAL IN TODAY'S MARKETING WORLD. YOU NEED A SEO EXPERT TO RUN REPORTS FOR YOUR WEBSITE'S TRAFFIC. SEE WHAT WORKS FOR YOUR SITE. THESE REPORTS CAN HELP YOU DETERMINE WHICH STEP TO TAKE YOUR CONTENT MARKETING PLAN.

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## CONTENT MARKETING TO THE RESCUE

CONTENT MARKETING IS ESSENTIAL FOR ANY BUSINESS, ESPECIALLY LAW FIRMS. YOU CANNOT AFFORD NOT TO USE ONLINE MARKETING FOR YOUR BUSINESS. WITH THE RIGHT IMPLEMENTATION AND EXECUTION OF A LEGAL MARKETING PLAN, IT CAN BOOST YOUR CLIENT BASE AND RESCUE YOUR FIRM.

IF YOU ARE LOOKING FOR HELP WITH YOUR LAW FIRM'S CONTENT STRATEGY, CARLSON CREATIVE SERVICES IS HERE TO HELP. WE WILL CONSTRUCT A MARKETING PLAN TO BOOST YOUR CLIENT BASE AND INCREASE THE CASE INTAKE FOR YOUR LEGAL PRACTICE.



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