Lead Generation For Lawyers

A HubSpot study based on real data from 4,000 businesses

The Lead-Gen Challenge for Lawyers

Attorneys face special challenges in Lead Generation. These include:

- ⇒ **Restrictive state advertising regulations.**
- ⇒ **Long time spans between lead attraction and case closure.**
- ⇒ **Diminishing returns from former traditional lead generation media like the Yellow Pages (or disappointing results from YellowPages.com).**
- ⇒ **"Feast or Famine" syndrome due to irregular cash flow.**

These are just a few factors working against legal firms. Some personal injury firms who previously relied on the "tried & true" lead generation sources & methods have faced major restructuring, or even closure of the firm.

So how can legal firms generate leads? Where do the successful firms of tomorrow turn to today to attract quality cases that provide a positive return-on-investment? Many are combining their traditional advertising on TV, radio and outdoor billboards with an online concept called Inbound Marketing.

In fact, we've helped law firms experience positive client lead trends (some dramatic) when we've introduced Inbound Marketing into the total marketing mix. Those attorneys who claim their "digital real estate" early stand to benefit in local online rankings. And when you rank higher, you attract more client leads.

So we've turned to one of the premier Inbound Marketing providers, HubSpot, to take a deeper look at Lead Generation. With the right expertise, these findings can help law firms attract more leads, convert those leads to clients and close bigger cases.

Real Data

This study is based on data from HubSpot's 4,000 customers, including Law Firms.

We analyzed the relationships between various Inbound Marketing activities and the volume of traffic and leads that correlate with those factors.

Factors studied include:

- ⇒ **Blogging**
- ⇒ **Website pages**
- ⇒ **Landing pages**
- ⇒ **Twitter reach**
- ⇒ **Facebook reach**

The graphs provide index numbers for traffic and lead volume. (The index numbers are based on a base level of 100 times the ratio to the best value). The underlying growth was calculated with median values of HubSpot's customer base.

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Blogging

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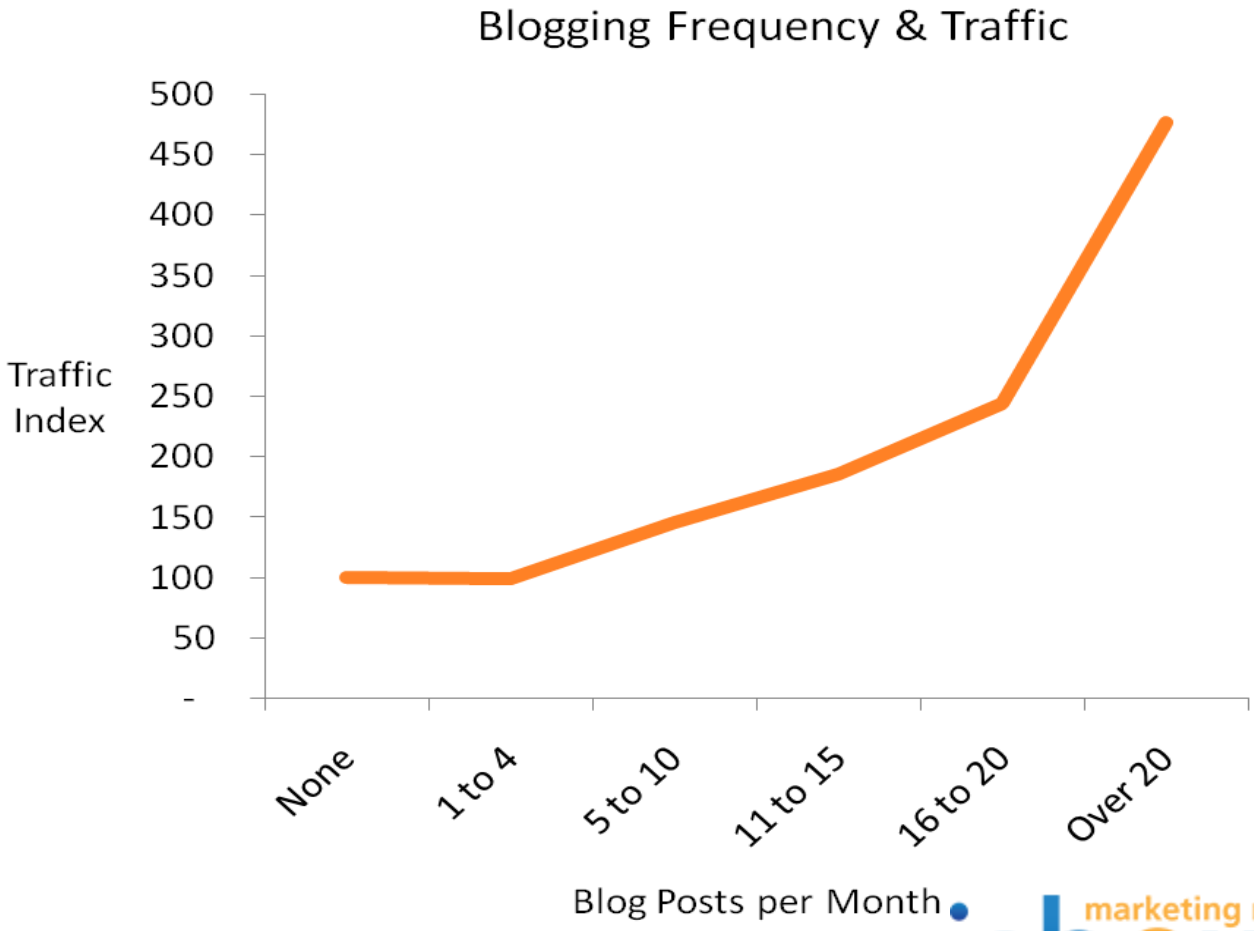
Blogging & Traffic

The study compared blogging frequency against traffic & leads. The results showed staggering correlations.

⇒ Businesses and law firms who blogged 16 to 20 times per month **got over 2 times more traffic** than those who blogged less than 4 times per month.



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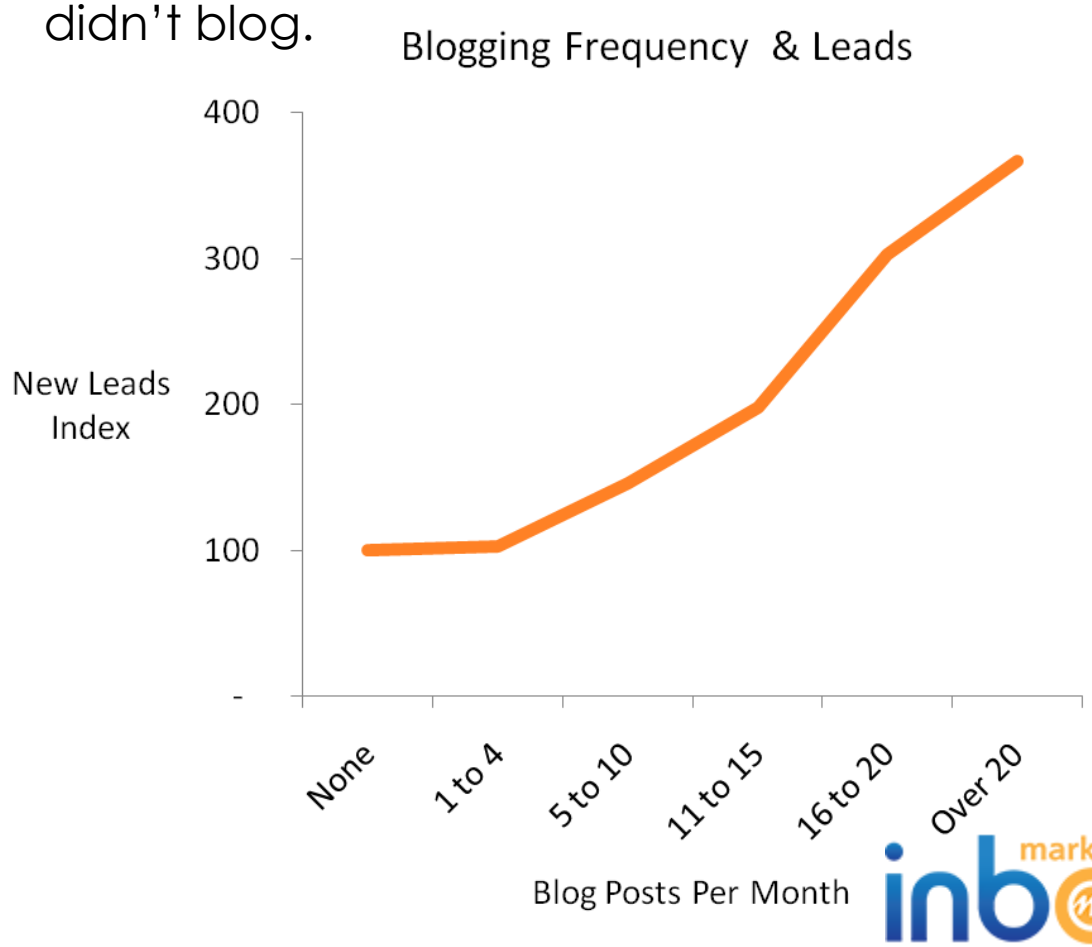
Blogging & Leads

Lead volume grew consistently and drastically among businesses and law firms who blogged over 5 times per month.

- ⇒ Businesses who blogged just 16-20 times per month **received 3 times more leads** than those who didn't.
- ⇒ Those who blogged at least 20 times per month saw **nearly 4 times more leads** than those who didn't blog.



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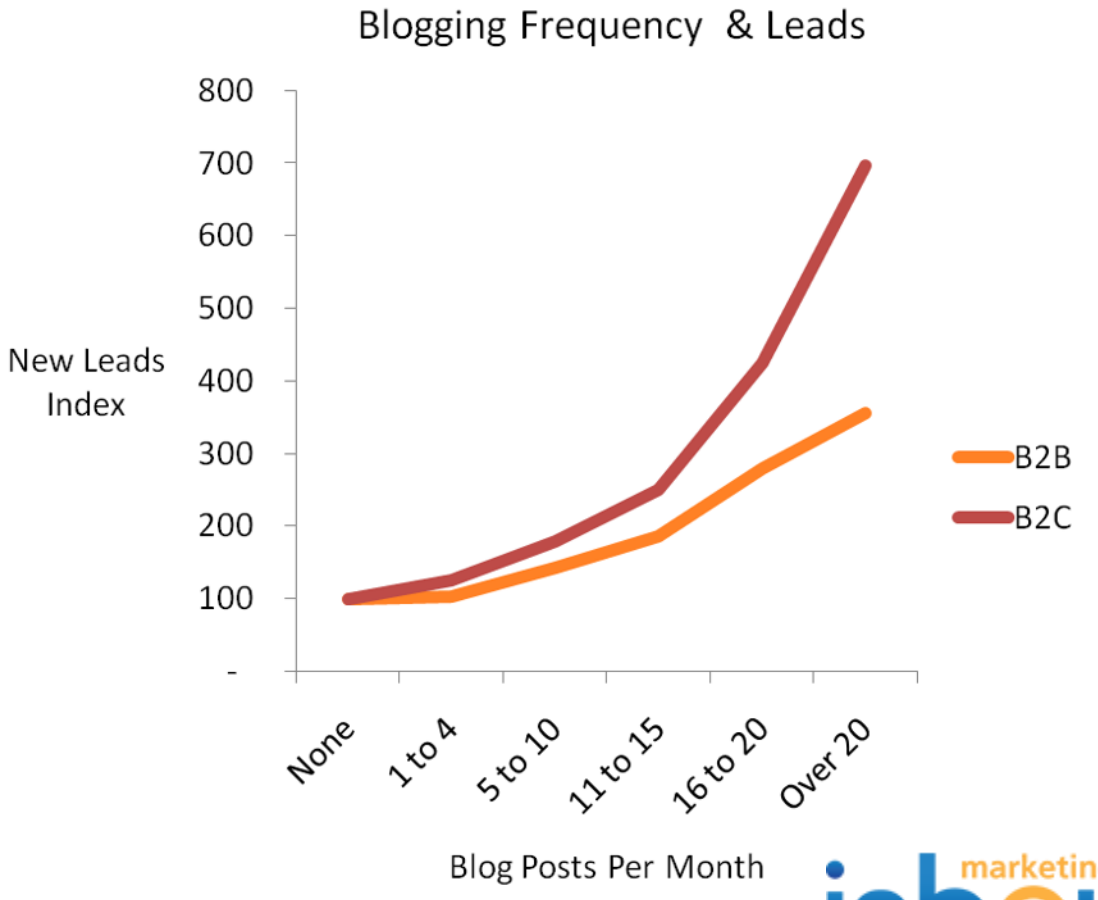
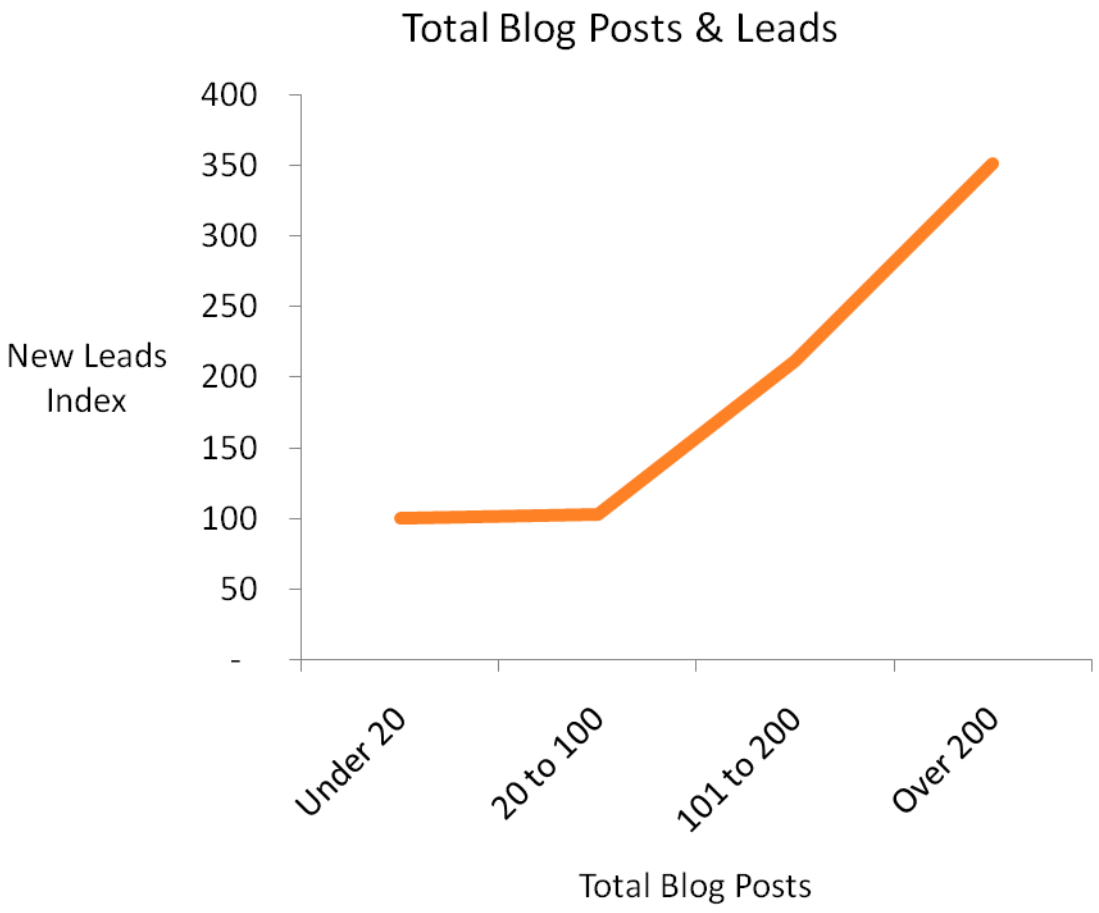
Blogging & Leads: B2B vs B2C

- B2B businesses who blogged just 16-20 times per month **received 3 times more leads** than those who didn't blog.
- B2B businesses who blogged just 16-20 times per month received **over 4 times as many leads** as those who didn't blog.



Total Blog Posts & Leads

Businesses with over 200 total blog articles got **3.5 times more leads** than those with under 20 blog posts.



Summary

Many attorneys don't understand the true function of a blog. It's not your firm's ruminations on world events or your personal life. A great blog is written in the voice of the customer, which means the content is more about them than about you. Good blog content helps prospective clients solve a problem. Great blogging is based on **Content Strategy** that disseminates regular, timely and contextual content to your specific legal personas.

Great blogging is great content, written, video or otherwise.

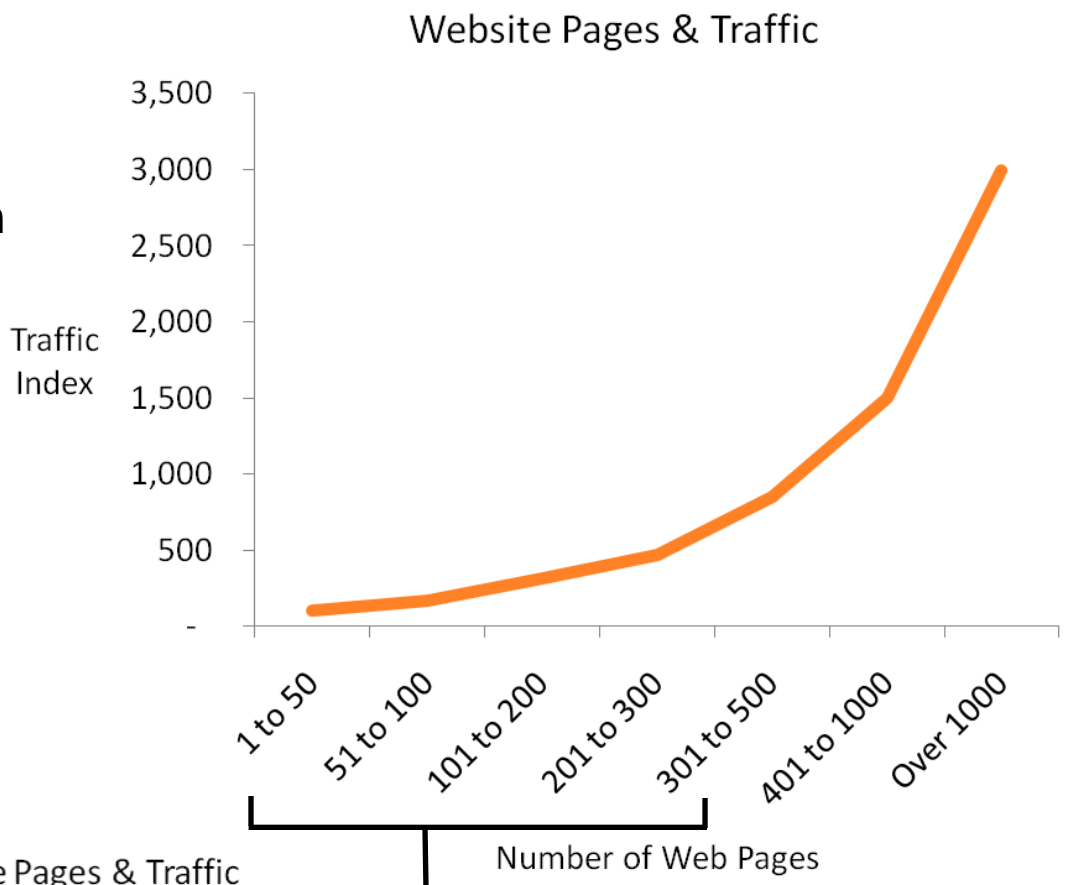
Good content connects your firm with clients so the formula becomes simple. Good content offered up for consumption on a regular basis increases client leads.

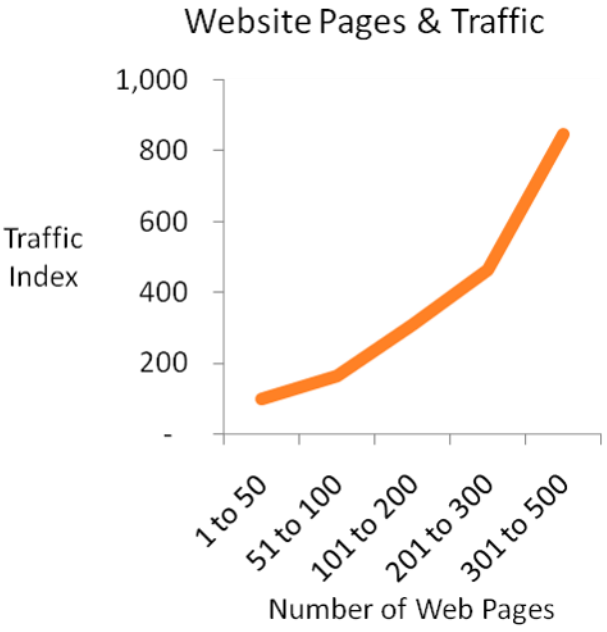
Web Pages

Web Pages & Traffic

The more content lawyers create, the more traffic and leads your law firm will see.

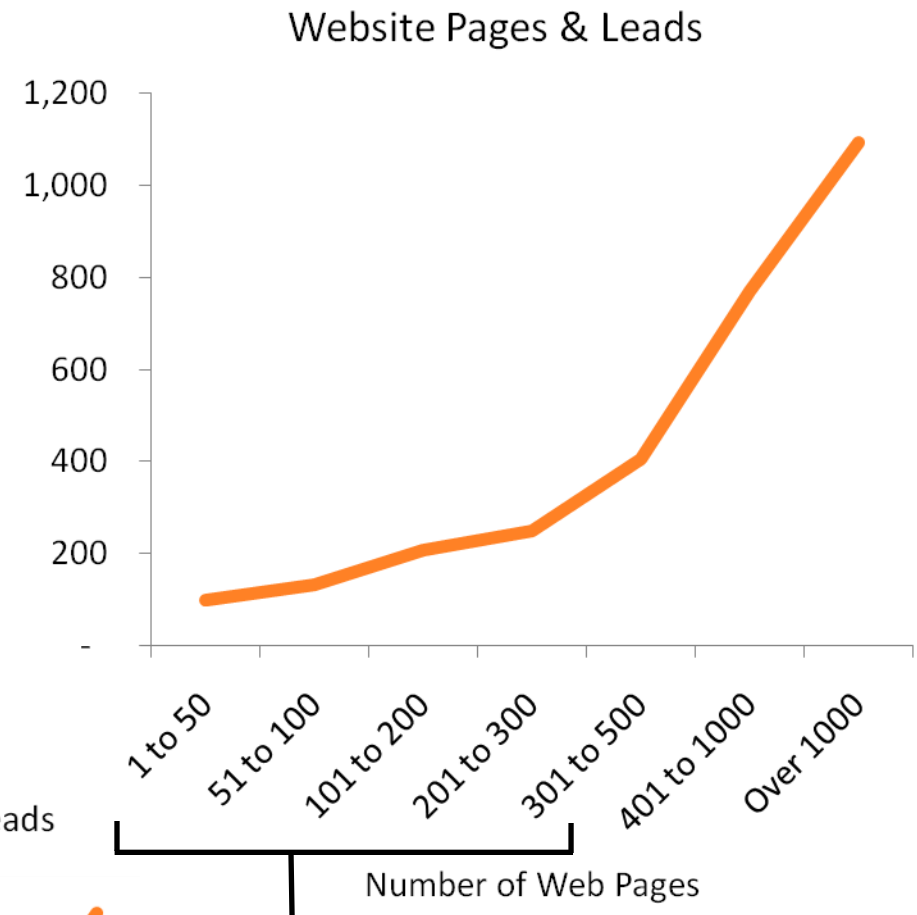
- Businesses' websites with 401 to 1,000 web pages **have 9 times more traffic** than those with 51-100.



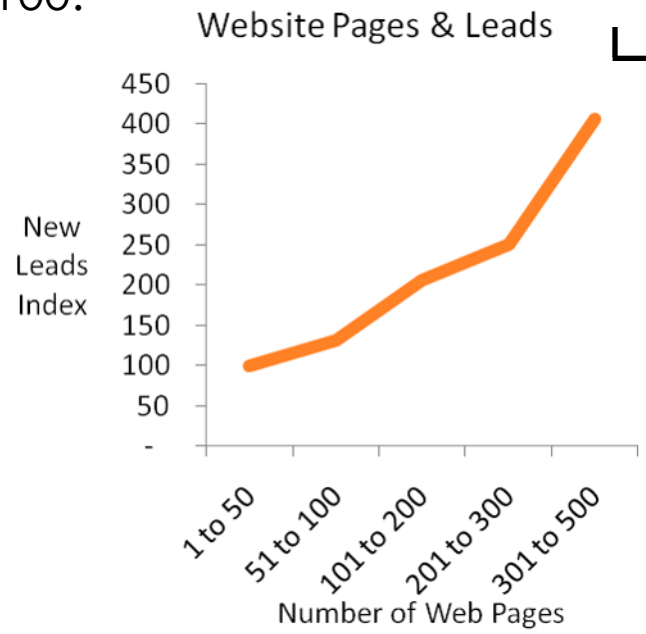


Web Pages & Leads

Businesses and firms with websites that have 401 to 1,000 webpages **have 6 times more leads** than those with 51 to 100.



⇒ Business with websites that have 401 to 1,000 webpages have **6 times more leads** than those with 51 to 100.



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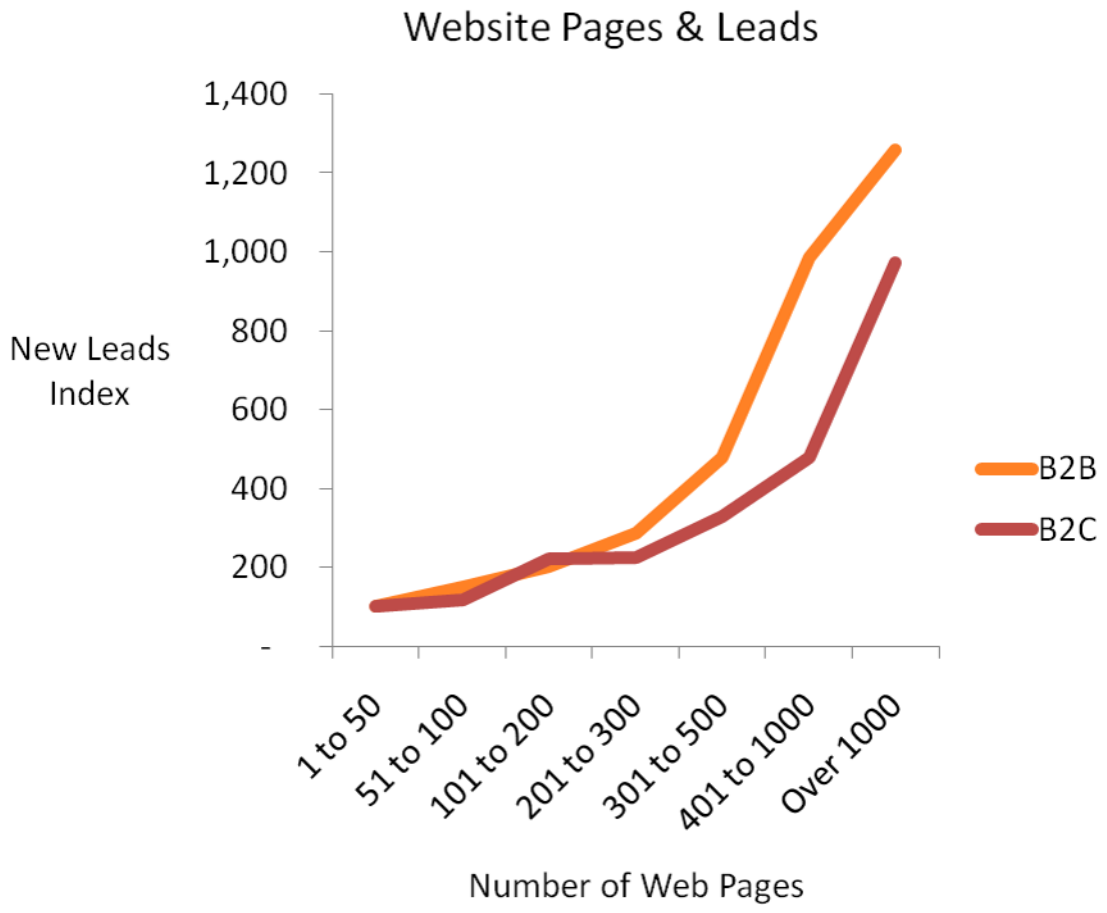
Web Pages & Leads: B2B vs. B2C

Both B2B and B2C companies with over 1,000 web pages generated **over 8 times more leads** than those with only 51 to 100 web pages.



Summary

Ongoing quality content creation builds your website into a resource for prospective clients. Combining your Content with conversion opportunities (i.e. opportunities for your website Visitors to contact you via telephone or onsite form submission) will maximize the leads you've attracted to your website.

As your website grows with pages of quality content, so do your leads.

A call-to-action (CTA) map of your website creates a frictionless experience for the Visitor, making a connection between prospective client and your firm seem like the natural, logical conclusion. These contacts become qualified leads.

Landing Pages

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Landing Pages & Leads

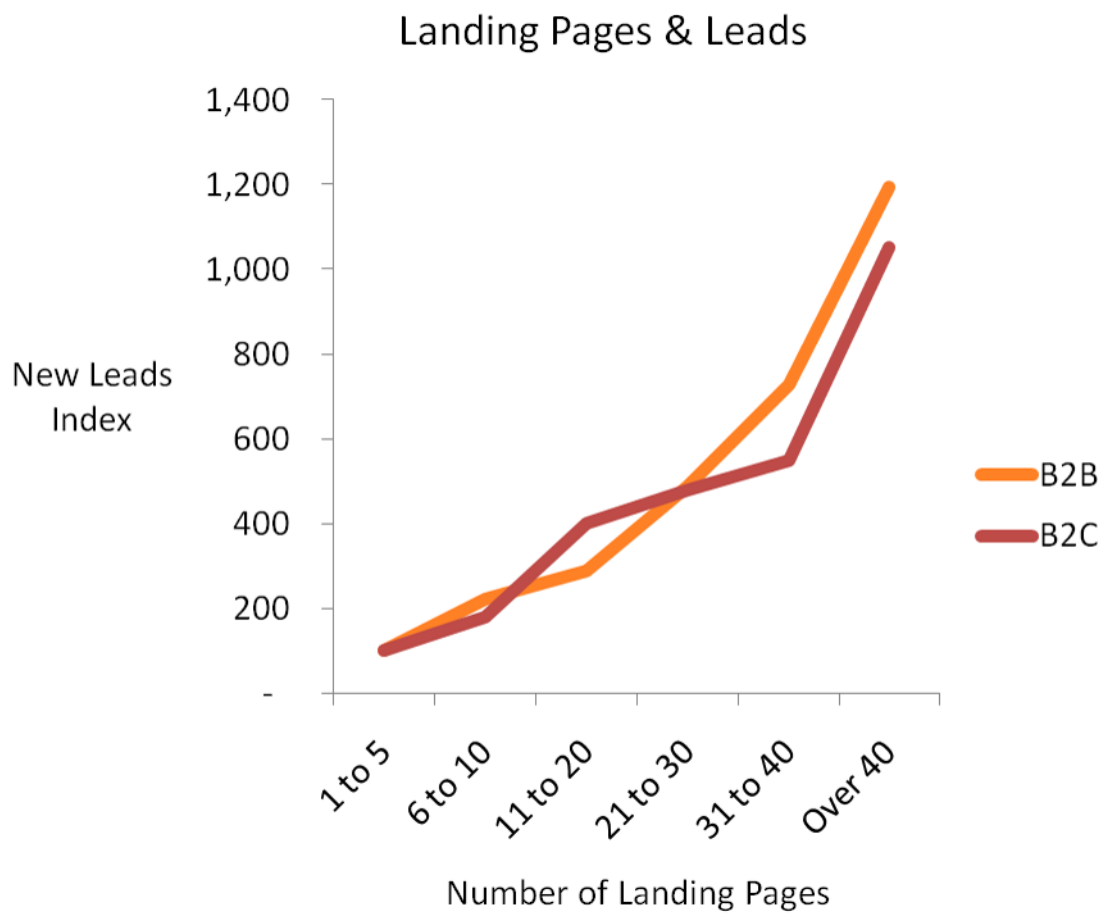
The data shows it's not only important to have landing pages, it's important to have **many** landing pages.

- Businesses with 31 to 40 landing pages received **7 times more leads** than those with only 1 to 5 landing pages.

- Those with over 40 landing pages received **12 times more leads** than those with only 1 to 5 landing pages.

Landing Pages & Leads: B2B vs. B2C

Both B2B and B2C companies with over 40 landing pages generated over 10 times more leads than those with only 1 to 5 landing pages.



Summary

A **landing page** is a single page designed with a single objective: Convert a website Visitor to a lead. And Leads are what we're trying to generate for the law firm.

By designing, creating and posting landing pages as part of your website, you're showing empathy for the prospective client because you're providing very specific Content. This Content is meaningful to the Visitor because it's designed around the customer's (client's) needs. Landing pages on your website answer the questions your prospects are asking while providing an opportunity to connect with your law firm.

Social Media

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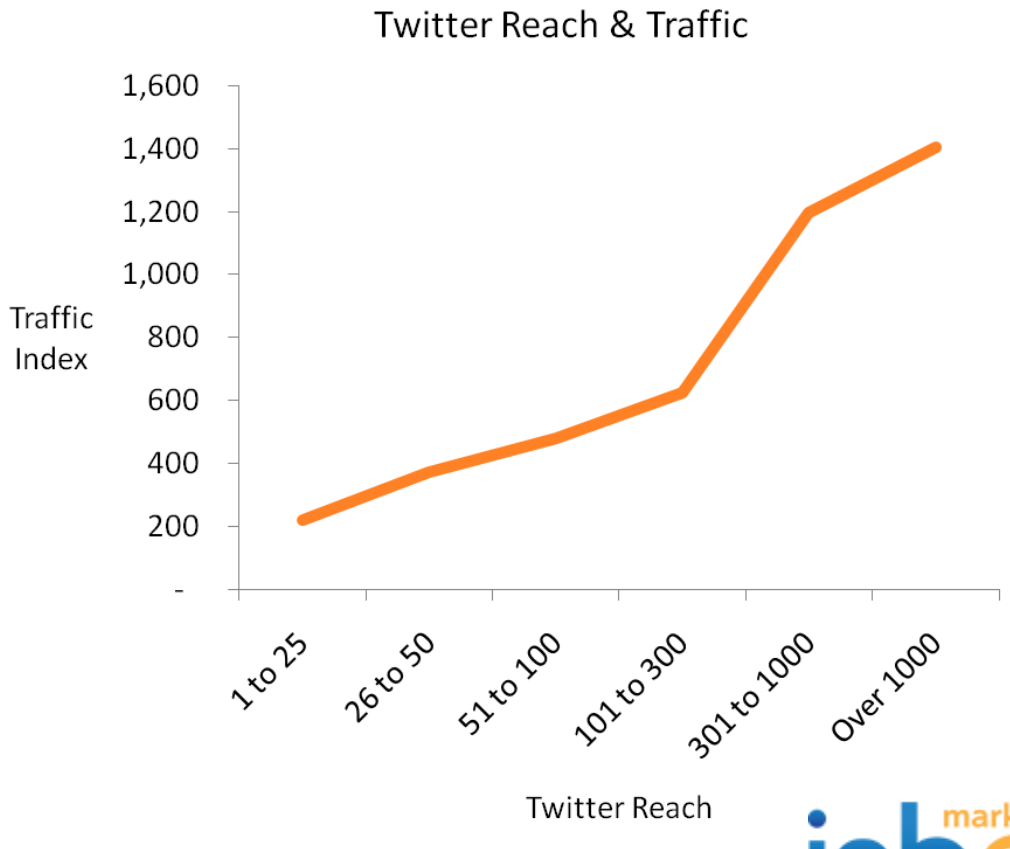
Twitter Reach & Traffic

Businesses' social media reach had a strong correlation with traffic and leads.

- ⇒ Businesses with 301 to 1,000 Twitter followers had **over 5 times more traffic** than those with 1 to 25 followers.
- ⇒ Businesses with 1,000 Twitter followers had **over 6 times more traffic** than those with 1 to 25 followers.



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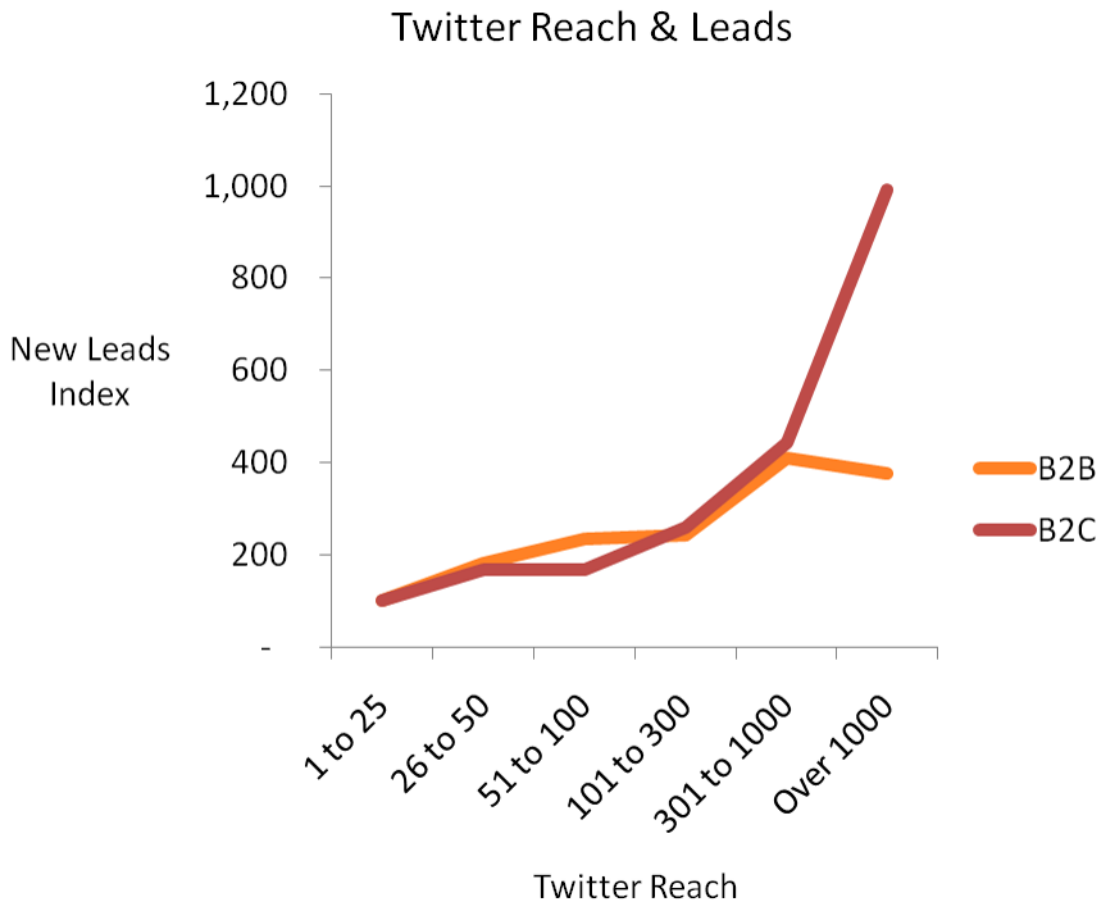
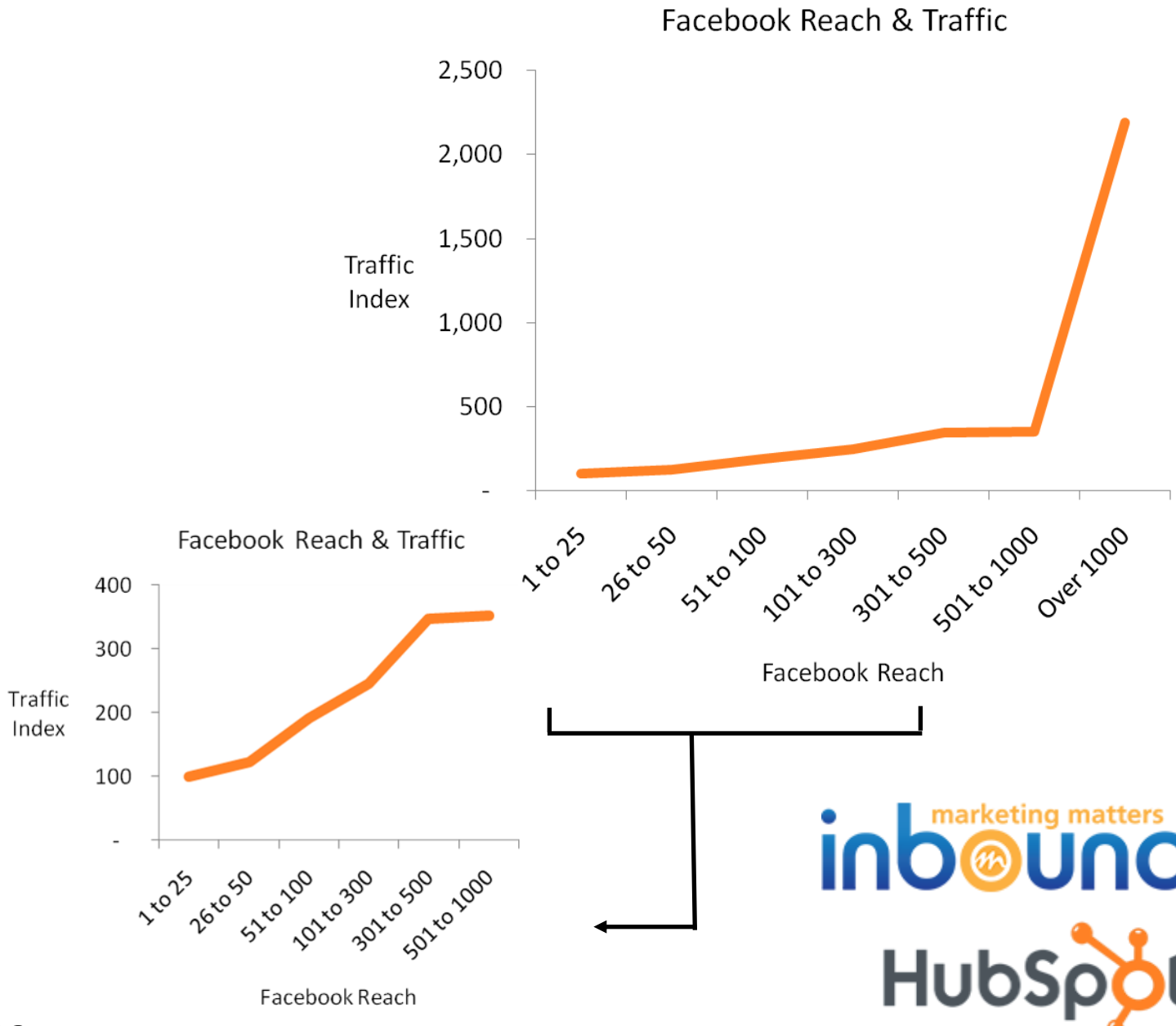
Twitter Reach & Leads: B2B vs. B2C

- B2B and B2C businesses with 301 to 1,000 Twitter followers had **over 4 times more leads** than those with 1 to 25 fans.
- B2C businesses with over 1,000 Twitter got **10 times more leads** than those with 1 to 25 fans.



Facebook Reach & Traffic

- ⇒ Businesses, including law firms, with 501 to 1,000 Facebook fans had **3.5 times more traffic** than those with 1 to 25 fans.
- ⇒ Businesses with over 1,000 Facebook fans had **22 times more traffic**.



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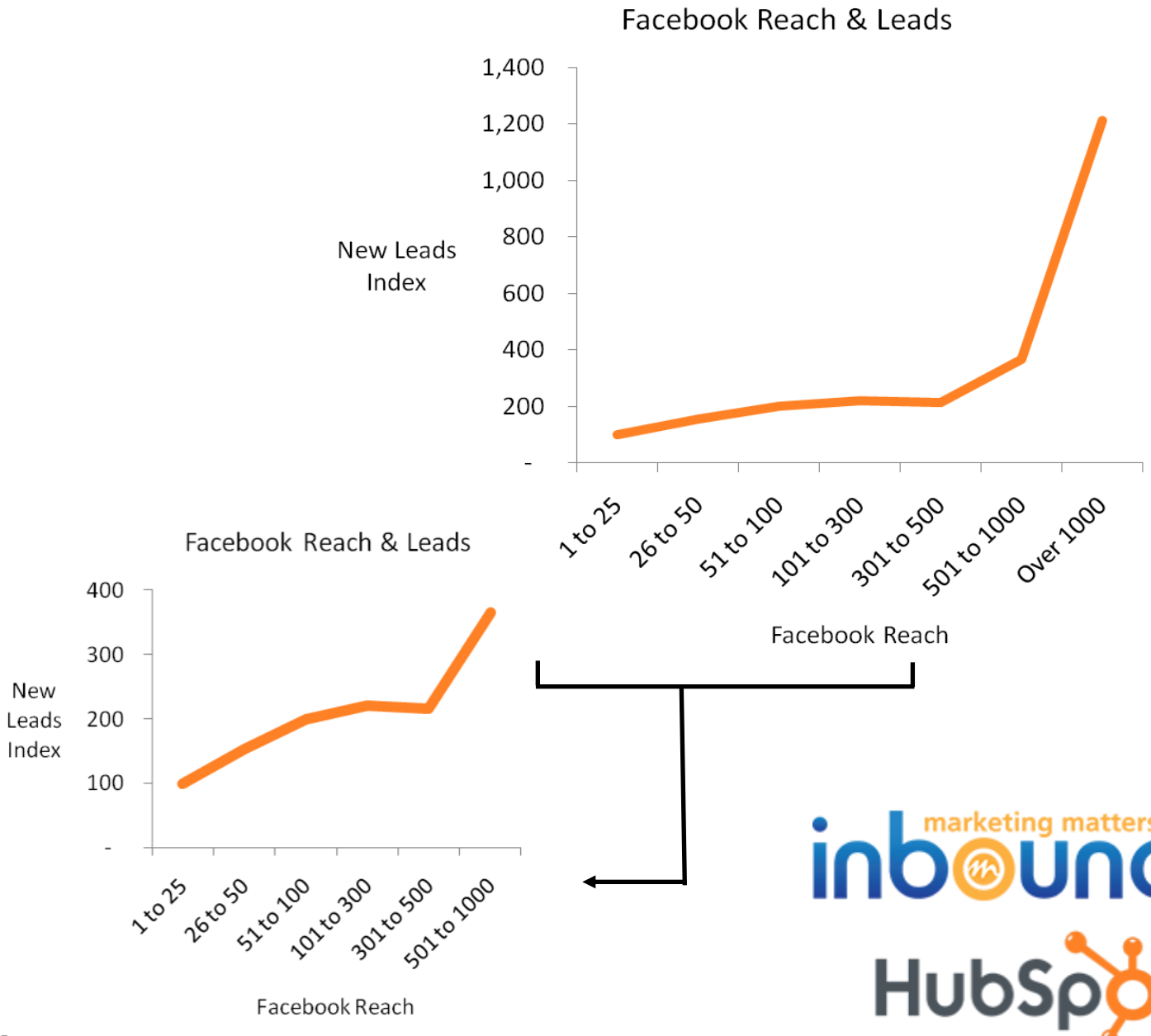
Facebook Reach & Leads

- ⇒ Businesses, including law firms, with 501 to 1,000 Facebook fans had **4 times more traffic** than those with 1 to 25 fans.
- ⇒ Businesses with over 1,000 Facebook fans had **12 times more traffic**.



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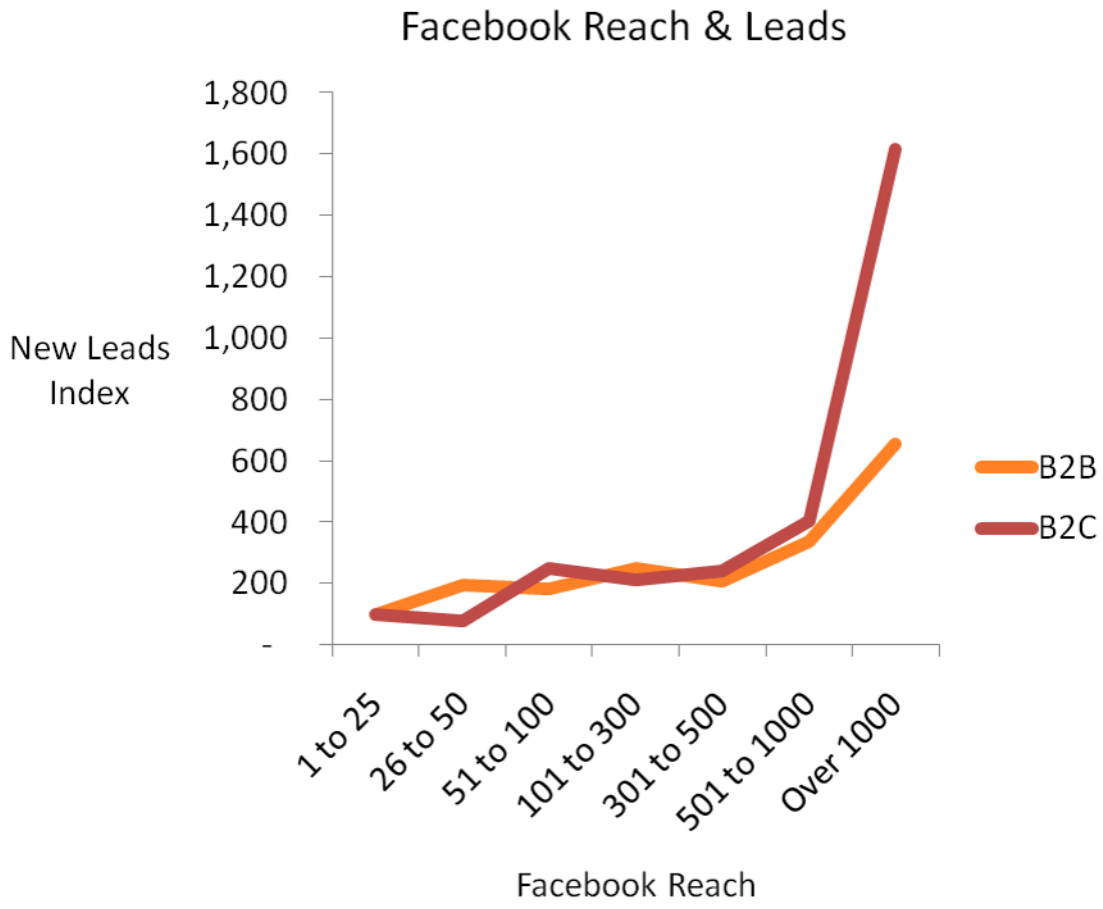
Facebook Reach & Leads: B2B vs. B2C

- B2B businesses with over 1,000 Facebook fans received **6.5 times more leads** than those with 1 to 25 fans.
- B2C businesses with over 1,000 Facebook fans received **16 times more leads** than those with 1 to 25 fans.



Summary

Social Media can work for law firms, but it's probably the most misused and abused online component. Create a formal marketing plan with measurable goals & objectives to determine the extent Social Media can help your firm in generating new leads—and new clients.

Now that you've seen the data, why not take the next step and request a one-on-one consultation with an Inbound Marketing expert.

It's 30 minutes of one-on-one time and is completely free!

Request One-on-One Consultation

For more information on all **marketing solutions** or on how to generate leads for your law firm, you can check out:

- Lawyer Marketing: How to Re-invest Your Yellow Page Dollars
- Law Firm Marketing: Why a Good Website Means More Clients

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