

Legal Marketing Playbook

A Comprehensive Guide by Optymizer

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Legal Marketing Compliance Checklist

Ethical Lead Generation for Law Firms

■ Bar Compliance Essentials (Avoid Disciplinary Action)

Attorney Advertising Rules (State Bar)

- [] **Review your state's advertising rules** (varies by state)
- [] **"Attorney Advertising"** disclaimer on all marketing
- [] **No guarantees** of results in ads (violates ethics rules)
- [] **Client testimonials** allowed in most states (verify yours)
- [] **Awards/Recognitions** must be verifiable (no "Best Lawyer" without proof)

Website Compliance

- [] **Attorney bios** with bar admission dates
- [] **Disclaimer:** "Past results do not guarantee future outcomes"
- [] **Privacy policy** for client confidentiality
- [] **Secure contact forms** (HTTPS, encrypted)
- [] **No lawyer-client relationship** disclaimer on consultation forms

■ Practice Area Landing Pages (SEO Strategy)

Personal Injury (High-Value Cases)

- [] **"Car accident lawyer [city]"** landing page
- [] **"Slip and fall attorney"** page
- [] **Contingency fee explanation** (client pays nothing unless we win)
- [] **Settlement calculator** (interactive tool)

- [] **Free case evaluation** CTA

Family Law (Emotional Buyer Journey)

- [] **"Divorce attorney [city]"** page
- [] **Empathetic copy** (avoid aggressive tone)
- [] **Uncontested vs. contested** divorce explainer
- [] **Child custody** FAQ page
- [] **Payment plans** prominently displayed

Estate Planning (Long Sales Cycle)

- [] **Educational content** (wills vs. trusts)
- [] **Email nurture sequence** (not immediate hire)
- [] **Free estate planning checklist** download
- [] **Webinar/seminar** registrations

■ Case Intake Optimization

Phone Intake Protocol

- [] Answer within 30 seconds (prospects call 3-4 firms)
- [] Empathetic greeting (not aggressive sales pitch)
- [] Qualify: "Have you spoken with other attorneys?"
- [] **Book consultation** within 48 hours (strike while hot)
- [] Follow-up email with next steps

Website Conversion Elements

- [] **Live chat** during business hours (20% more leads)
- [] **Free consultation** above fold (primary CTA)
- [] **Case results** with disclaimers
- [] **Attorney videos** (builds trust faster than text)

■ Reputation Management (Legal Industry)

Review Strategy (Carefully Navigate Confidentiality)

- [] **Request reviews** only from closed cases (never active clients)
- [] **Generic testimonials** to protect confidentiality
- [] **Respond to all reviews** (shows professionalism)
- [] **Avvo, Lawyers.com, Google** - Claim all profiles

Crisis Management

- [] Monitor brand mentions weekly
- [] Address negative reviews privately first
- [] **Never** discuss case details publicly
- [] Hire reputation firm if needed (serious issues)

■ High-Value Case Marketing

Personal Injury (\$50K-\$500K settlements)

- [] **Google Ads** for accident keywords (high CPC but worth it)
- [] **Retargeting** for website visitors (stay top-of-mind)
- [] **Case studies** with settlement amounts (if ethically allowed)
- [] **Medical provider partnerships** (referral network)

Business Litigation (\$100K+ engagements)

- [] **LinkedIn outreach** to executives/business owners
- [] **Thought leadership content** (not salesy)
- [] **Speaking engagements** at industry events
- [] **CLE presentations** (build attorney referral network)

■ Metrics That Matter

Track Monthly

- **Cost per case** (target: \$500-1,500 for PI, \$2,500-5,000 for complex)
- **Consultation show rate** (goal: 70%+)
- **Consultation-to-retention rate** (aim: 40%+)
- **Average case value** (focus on quality over quantity)

■ Quick Wins (Implement This Week)

1. **Audit website** for bar compliance issues
2. **Add free consultation CTA** to every page
3. **Record 60-second attorney intro video**
4. **Set up Google Ads** for top practice area
5. **Request 5 reviews** from recent closed cases

This checklist is used by 89+ successful law firms.

Ready to ethically grow your caseload?

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