

Law Firm Marketing Plan Template For Solicitors

Here is an out of the box marketing plan which you can adapt and use for your own law firm. This is not a theoretical, woolly marketing plan, but one that you can use and apply right now based on what works best for most types of services.

Website

(CMS – Wordpress [great for Google and you are not tied to the website companies own CMS. Thousands of Wordpress developers available.]

Lead generation focused on:

- Each page has a strong call to action (prompt visitor to call, email or fill in online enquiry).
- Sufficient depth of content around each service provided to prove expertise.
- Sufficient content on each page to please Google (600 words plus).
- Title tags and description tags unique to each page – never have the same on each page (many businesses mess this).
- Add Your Website Guide to the website to increase the number of enquiries – www.yourwebsiteguide.co.uk

Generate Visitors To Your Website

- Write one blog post each week about your legal services (eg how do I choose a 'service type', finding the right 'service type' etc.)
 - Add to your website
 - Post links to the article and the title on Facebook, LinkedIn and Twitter
 - Send an email to your database (see below)
- Test a Google Adwords campaign to generate some instant enquiries for your services (ask me if you need someone to set this up and run it for you)