



Legal Sector Breakfast Briefing

Dumfries

22 February 2018

ArmstrongWatson[®]

Accountants, Business & Financial Advisers

A track record of providing solutions to the legal profession





Legal Sector Breakfast Briefing

Welcome and Introduction

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Legal Sector Breakfast Briefing

- | | |
|---------|-------------------------|
| 8.30am | - Arrival and breakfast |
| 9.00am | - Welcome |
| 9.05am | - Briefing |
| 10.00am | - Q & A |
| 10.30am | - Close |



Legal Sector Breakfast Briefing

Stepping up your digital marketing for client acquisition

@mmadigitalUK



Briefing intro' & overview

- Rob Macfarlane, mmadigital
- The right approach to your specific target market
- Lead generation online is as important to B2B as B2C firms
- Today we will cover the full online journey of your future clients:



Briefing intro' & overview

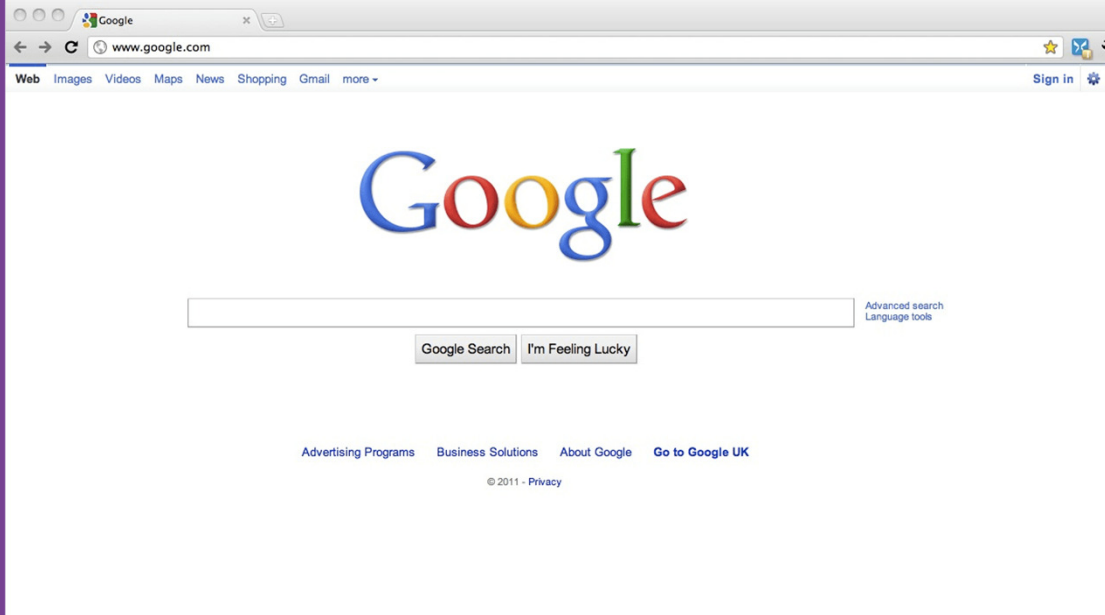
- Q. Top acronyms of 2017
- GOAT
- WCW
- OFC!

- **Greatest of all time**
- **Woman crush Wednesday**
- **Of course!**

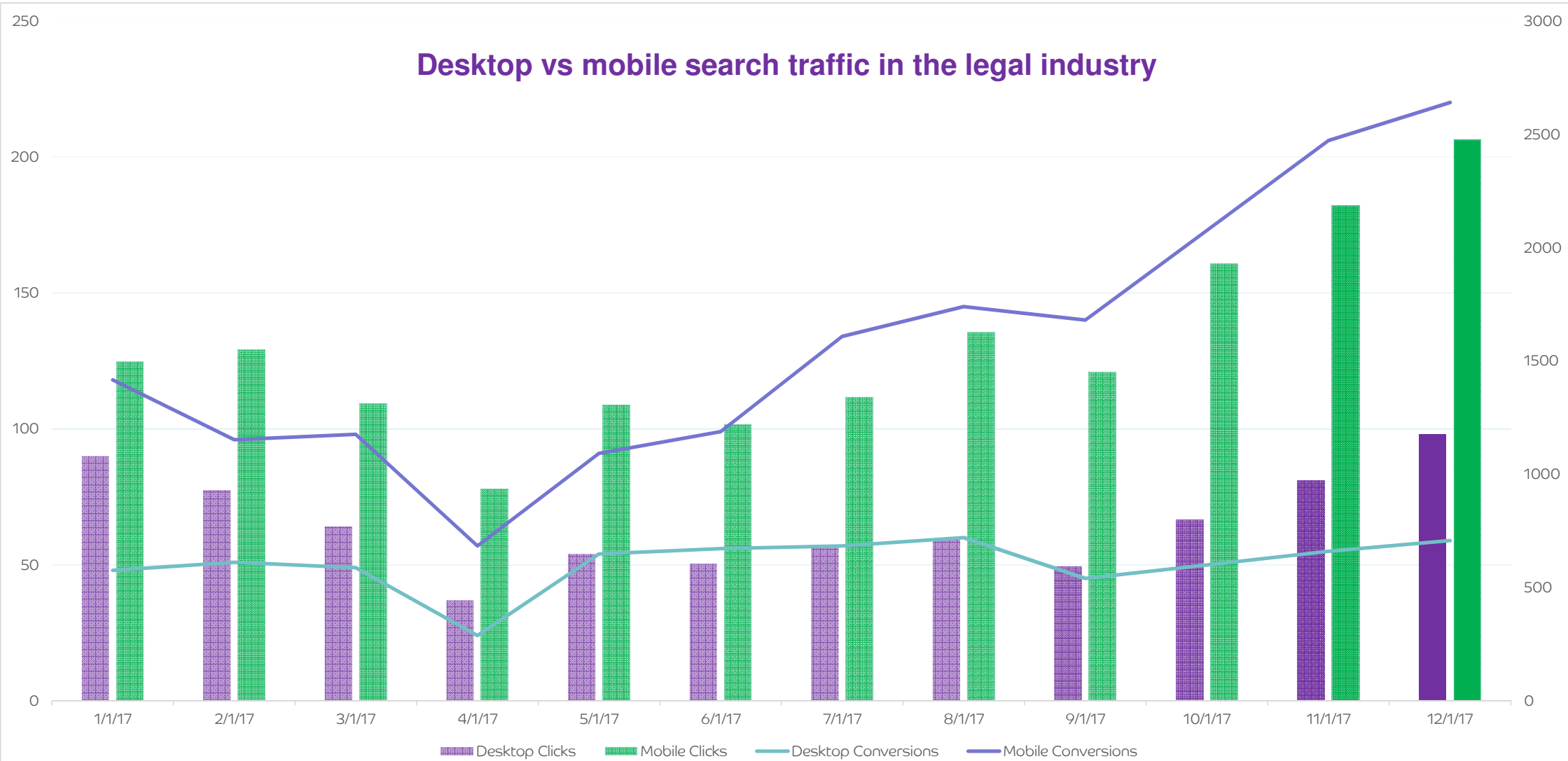


1. How are your clients looking for you today / tomorrow?

- Emergence of searching 'on the go'
- People who turn to mobile for legal



Desktop vs mobile search traffic in the legal industry



1. How are your clients looking for you today / tomorrow?

- Future of online search
- Key point: make sure future clients can find you when on the move



2. How do you stack up on search engines?

- 9 out of 10 people search online when actively looking to instruct a law firm
- Q. What are the top 3 areas of law that your collective websites appear to be optimised for?
 1. ***Family Law***
 2. **Commercial Property**
 3. **Residential Property**
- Q. What are your focus areas for 2018?



2. How do you stack up on search engines?

- Recently conducted SEO research findings
- Rising cost of PPC for legal services
- Location based SEO
- Tips & tools



- Key point: For some legal services, paid (PPC) advertising is expensive. You need to be smart about your digital marketing expenditure; and effective SEO can offset large PPC costs over the long-term.

3. When landing on your website, how engaging is it?

- Website is live 24/7, 365 days p.a.
- Reduce 'bounce rate'
- Influence client decision making
- Develop 'content marketing' strategy
- Q. What has worked for you?



3. When landing on your website, how engaging is it?

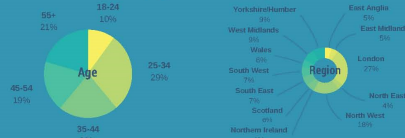
- Infographics for B2B as well as B2C
- Social media integration

Contraception failure in the UK

Even when using some of the most effective methods, women are prevented from controlling their fertility through contraception alone

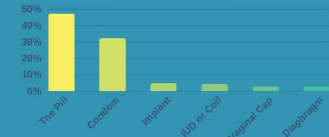
ONEPOLL SURVEY

We commissioned a OnePoll survey with 200 women from across the UK who have become pregnant due to contraceptive failure

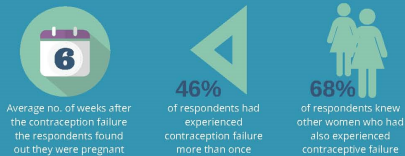


FORMS OF CONTRACEPTION FAILURE

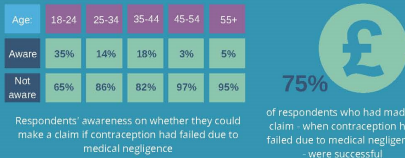
The results reveal the top forms of contraception failure that have resulted in pregnancy



EXPERIENCES



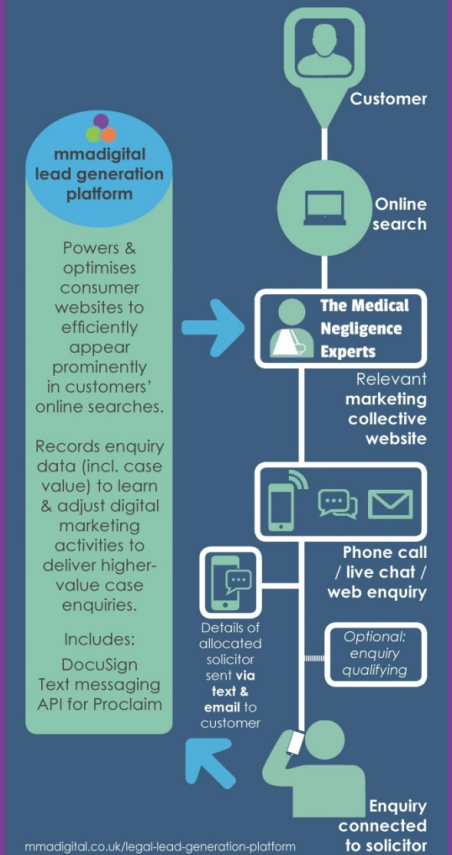
CLAIMING COMPENSATION



FOR REFERENCE:
WWW.THE-MEDICAL-NEGLECTANCE-EXPERTS.CO.UK/CONTRACEPTION-FAILURE-NEGLECTANCE

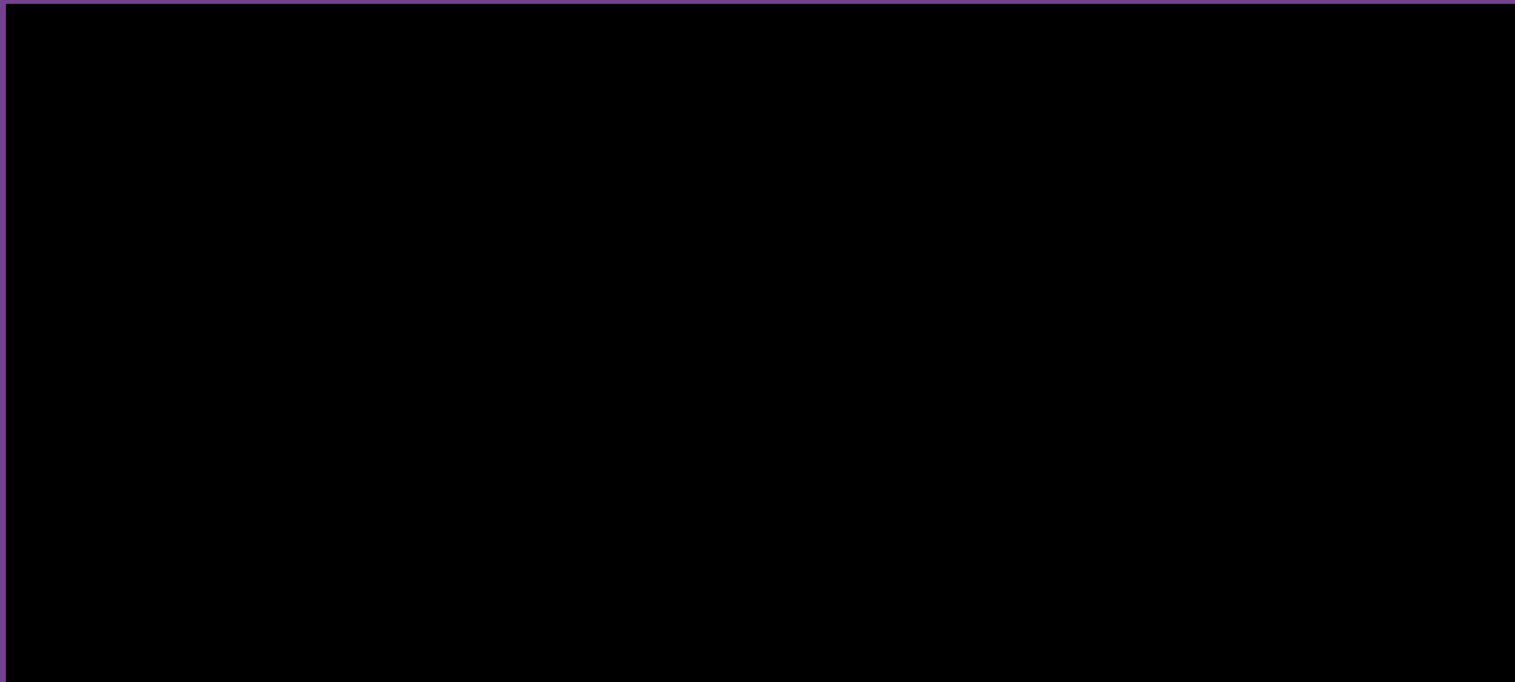


Intelligent lead-generation platform for claimant law firms



Videos

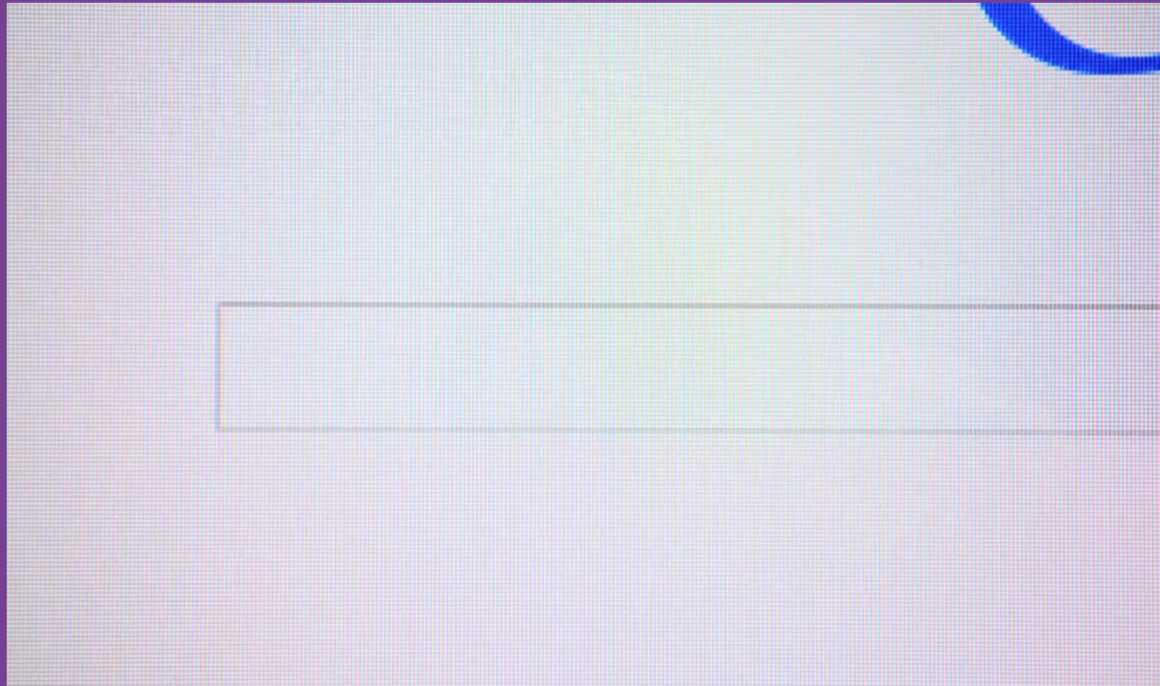
mmadigital – Simpson Millar



- Double-down on video. And then take that investment you make in video and give it the framework it needs to be discovered on your website.

Videos

mmadigital – SEO guide (LUMEN5)



- **Key point: encouraging users to come back to your website increases the likelihood of instructing you, as well as becoming a brand advocate.**

4. How do you measure what works?

- Website analytics (GA)
- AdWords – conversion tracking
- Call tracking
- Web tracking

- Key point: ensure you have a plan of what you are going to use the data for, tracking tools are expensive in subscription and/or investment of time.



5. Acquiring new leads is all well and good, but how well are you at converting them?

- Q. Percentage of UK law firms who don't respond to a new enquiry within 3 days? **5%** / **20%** / **45%**
- Q. Odds of converting when making contact after 5 minutes vs 30 minutes? **2x** / **11%** / **21%**



5. Acquiring new leads is all well and good, but how well are you at converting them?

- Client expectations now and in 2020
- Practical steps to lift your conversions



of firms followed up on a web enquiry after providing an initial response.



of firms didn't return the call of a potential client within 3 working days.

[Shopper Anonymous]

35% - 50% of sales go to the business that responds first

[InsideSales]



The odds of qualifying a lead are 21 x greater when making contact within 5 mins vs 30 mins



[LeadResponseManagement]

Texting after making contact with a prospect improves conversion by



[Velocity]

Thank you / Q&A

Further details on how we generate new case enquiries for law firms: www.mmadigital.co.uk/legal-lead-generation-platform

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Questions and Conclusion

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Relationship Manager, Clydesdale Bank

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