



# Legal Sector Breakfast Briefing

Wednesday 24 January 2018

York





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# Legal Sector Breakfast Briefing

## Welcome

Andy Castle  
Area Director, N & E Yorkshire  
Lloyds Bank

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# Legal Sector Breakfast Briefing

## Introduction

Tom Blandford  
Legal Sector Director  
Armstrong Watson

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# Legal Sector Breakfast Briefing

Wednesday 24 January 2018

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close

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Legal Sector Breakfast Briefing

# Stepping up your digital marketing for client acquisition

@mmadigit  
aUK



# 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:



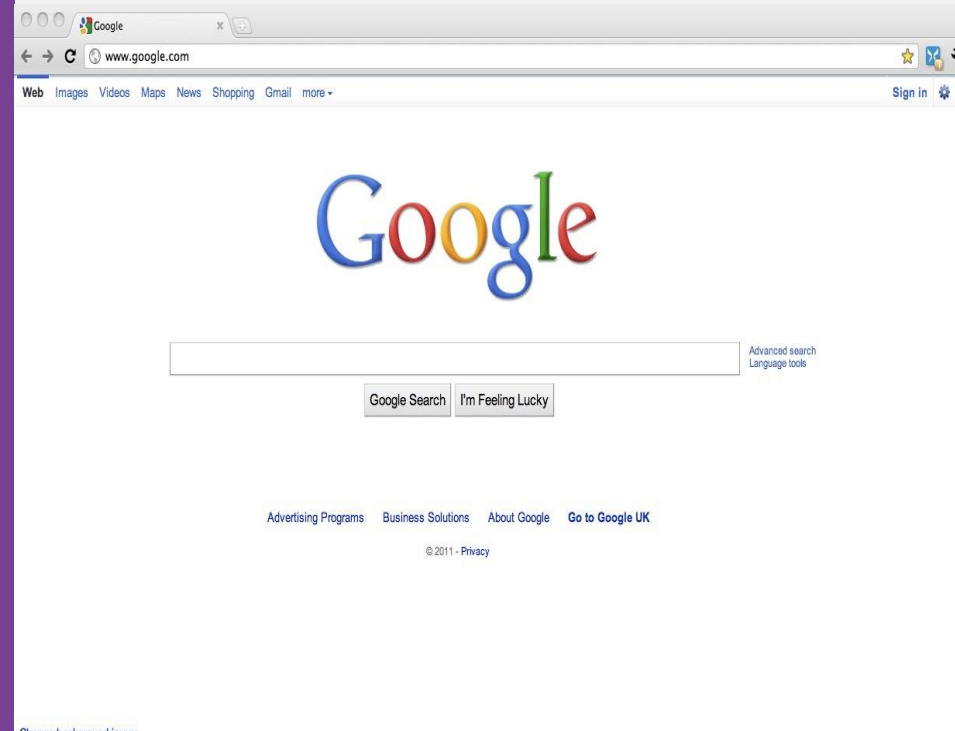
# Briefing intro' & overview

- Q. Top acronyms of 2017
- **GOAT**
- **WCW**
- **OFC!**
  
- **Greatest of all time**
- **Woman crush Wednesday**
- **Of course!**



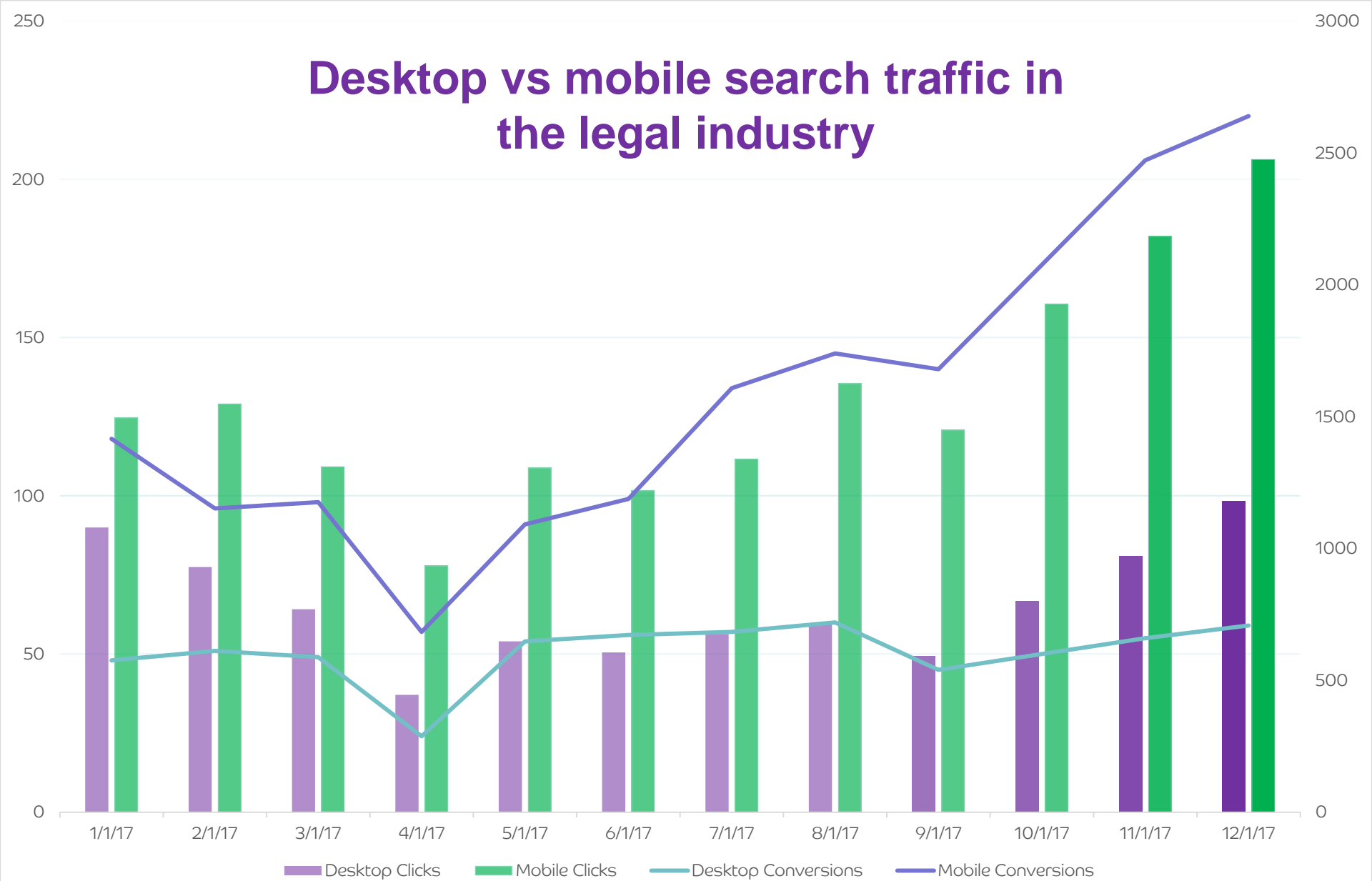
# 1. How are your clients looking for you today / tomorrow?

- 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?

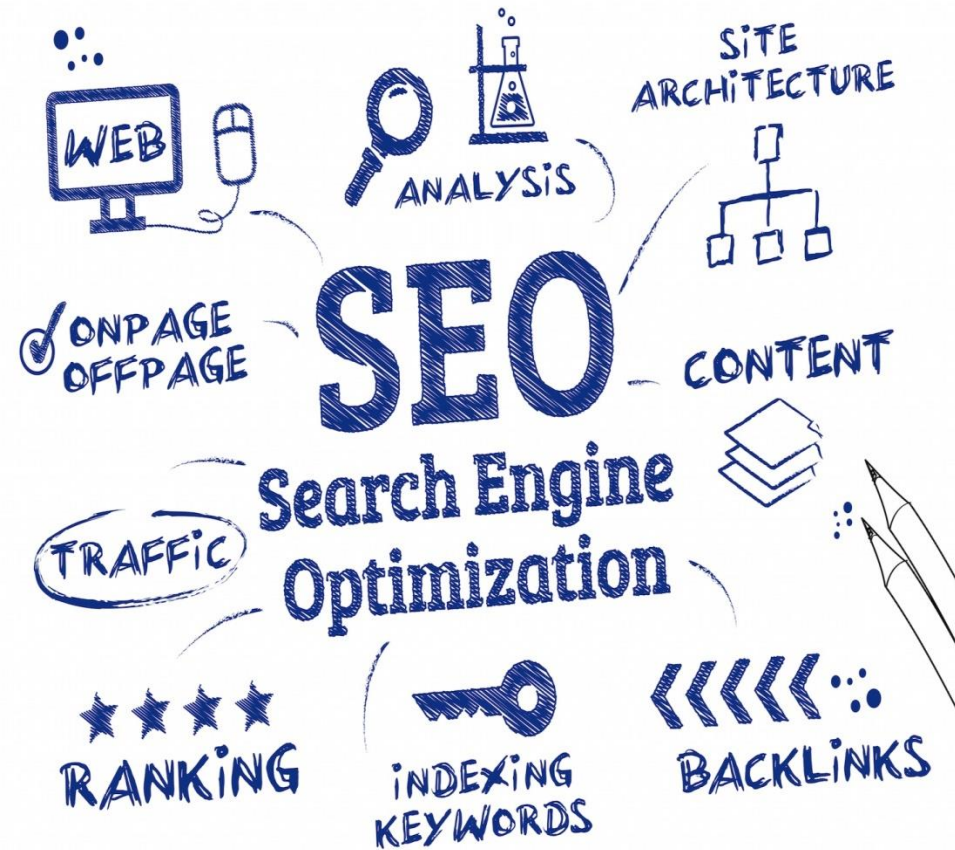
- Future of online search
- Key point: make sure future clients can find you when on the move



## 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 being sought after in this room?

1. \*Family Law\*
2. Commercial Property
3. Residential Property



## 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
- Marketing automation

## Contraception failure in the UK

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

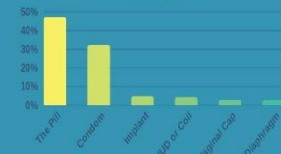
### ONEPOLL SURVEY

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



### FORMS OF CONTRACEPTION FAILURE

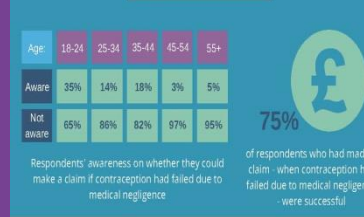
The results reveal the top forms of contraception failure that have resulted in pregnancy



### EXPERIENCES



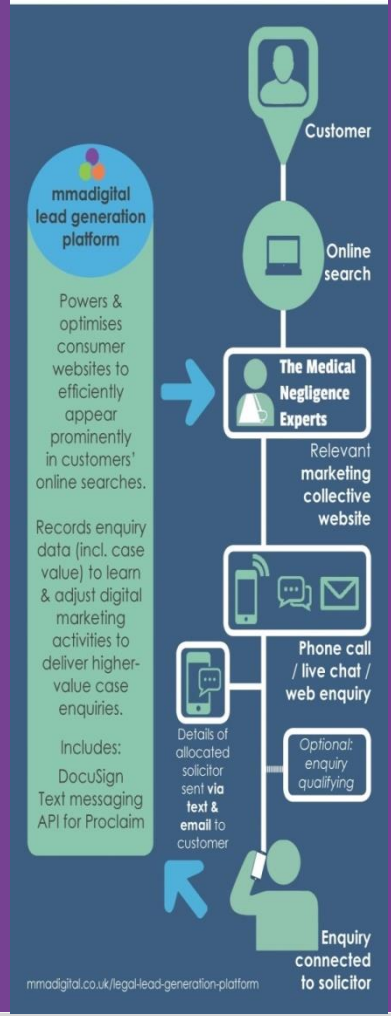
### CLAIMING COMPENSATION



**The Medical Negligence Experts**

FOR REFERENCE:  
[WWW.THE-MEDICAL-NEGLIGENCE-EXPERTS.CO.UK/CONTRACEPTION-FAILURE-NEGLIGENCE](http://WWW.THE-MEDICAL-NEGLIGENCE-EXPERTS.CO.UK/CONTRACEPTION-FAILURE-NEGLIGENCE)

## Intelligent lead-generation platform for claimant law firms



# Videos

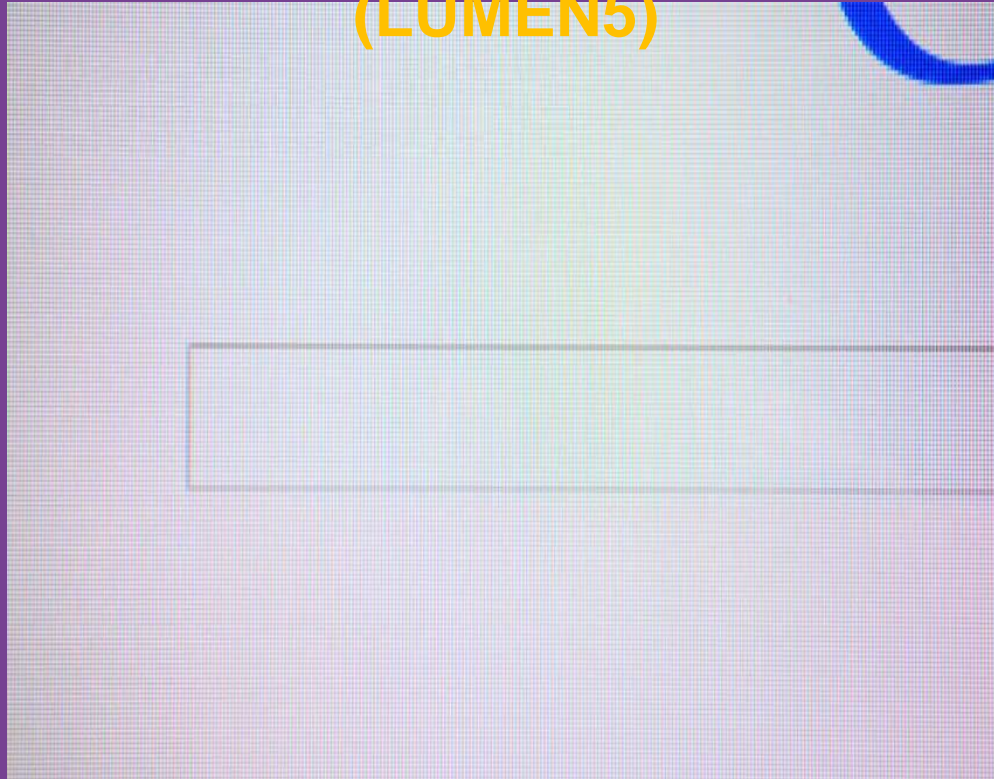
**mmadigital – Simpson Millar**



- **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](http://www.mmadigital.co.uk/legal-lead-generation-platform)





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## Questions and Conclusion

Stephen Walker  
Senior Civil Clerk  
Dere Street Barrister

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