



**ArmstrongWatson®**  
Accountants, Business & Financial Advisers  
A track record of providing solutions to the legal profession

# Legal Sector Breakfast Briefing

## 27 September 2018

Endorsed by



The Law Society

**ArmstrongWatson®**  
Accountants, Business & Financial Advisers



# Legal Sector Breakfast Briefing

Welcome

Debra Hinde, Head of Business Development  
Zenith Chambers



# Legal Sector Breakfast Briefing

## Introduction

Tom Blandford, Legal Sector Director  
Armstrong Watson

Endorsed by



The Law Society

**ArmstrongWatson**<sup>®</sup>  
Accountants, Business & Financial Advisers

# Legal Sector Breakfast Briefing

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

Endorsed by



The Law Society

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:



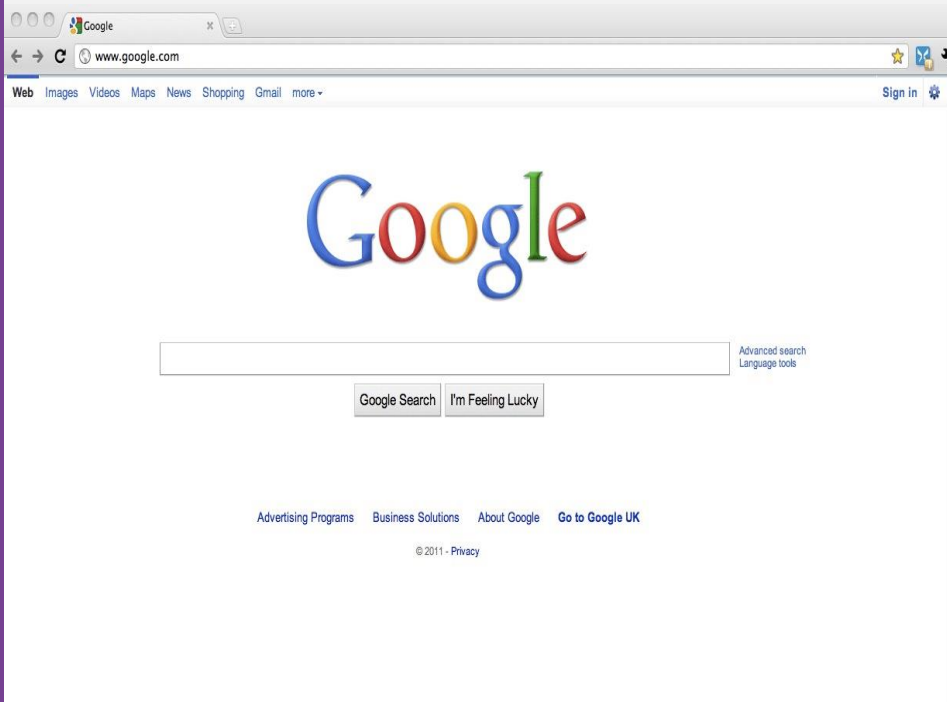
# Briefing intro' & overview

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



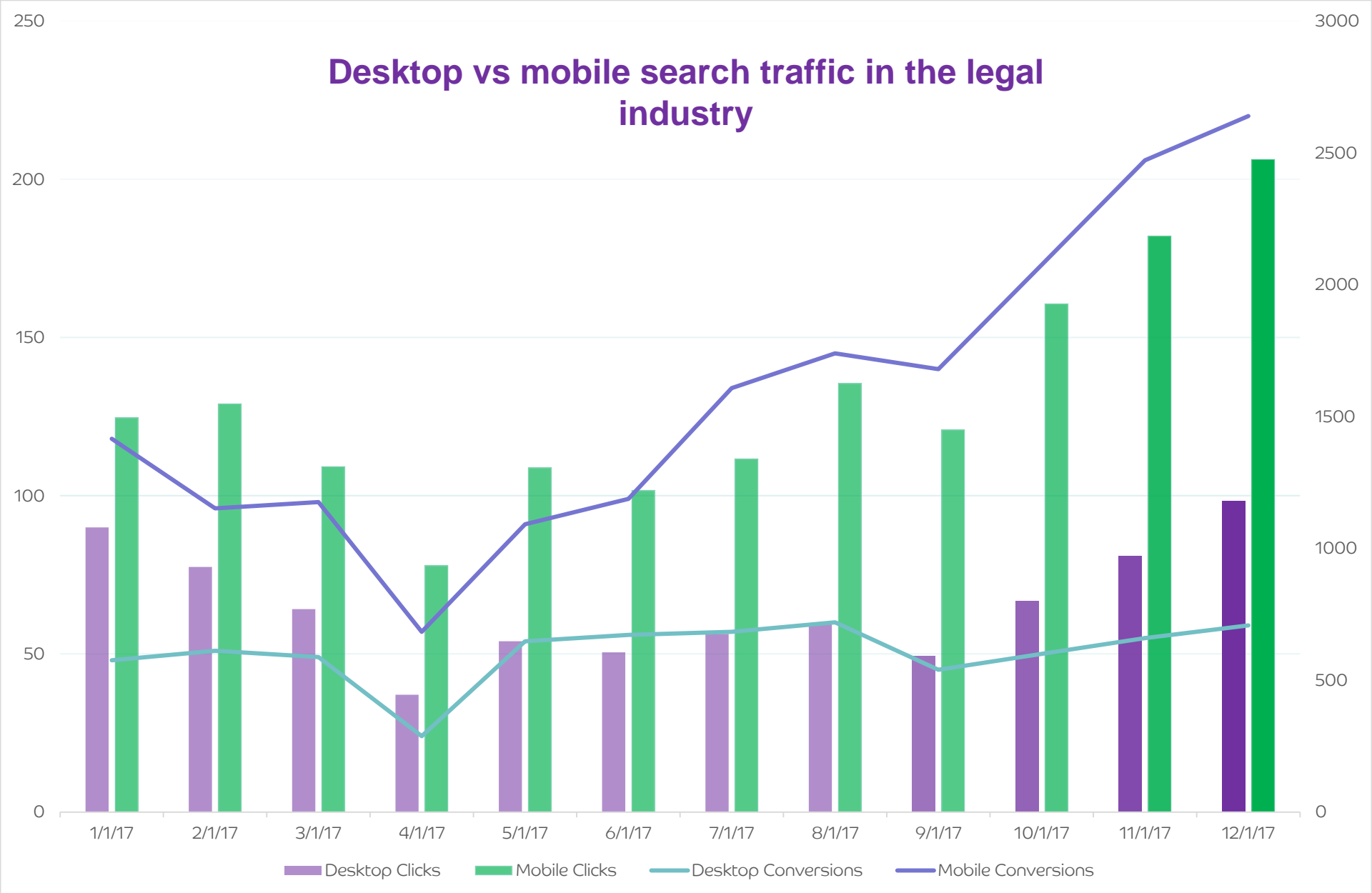
# 1. How are your clients looking for you today / tomorrow?

- 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

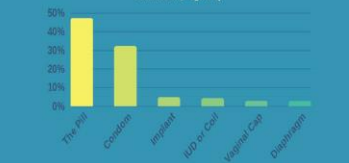
### ONEPOLL SURVEY

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

Age	18-24	25-34	35-44	45-54	55+
Aware	35%	14%	18%	3%	5%
Not aware	65%	86%	82%	97%	95%

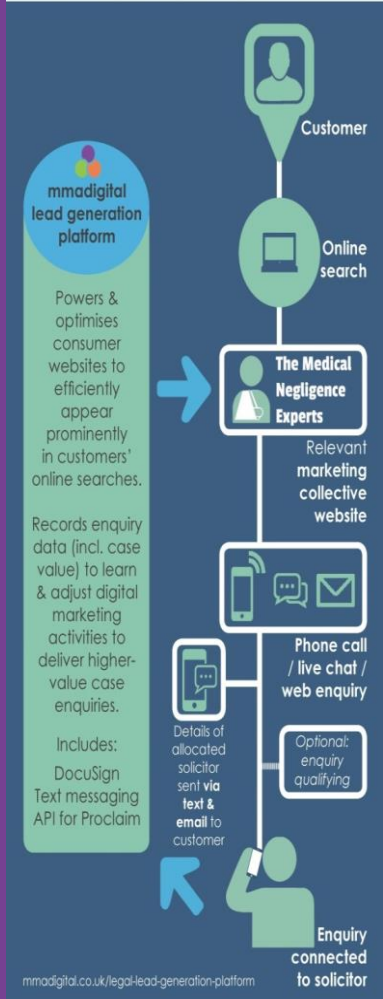
75% of respondents who had made a claim when contraception has failed due to medical negligence were successful



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

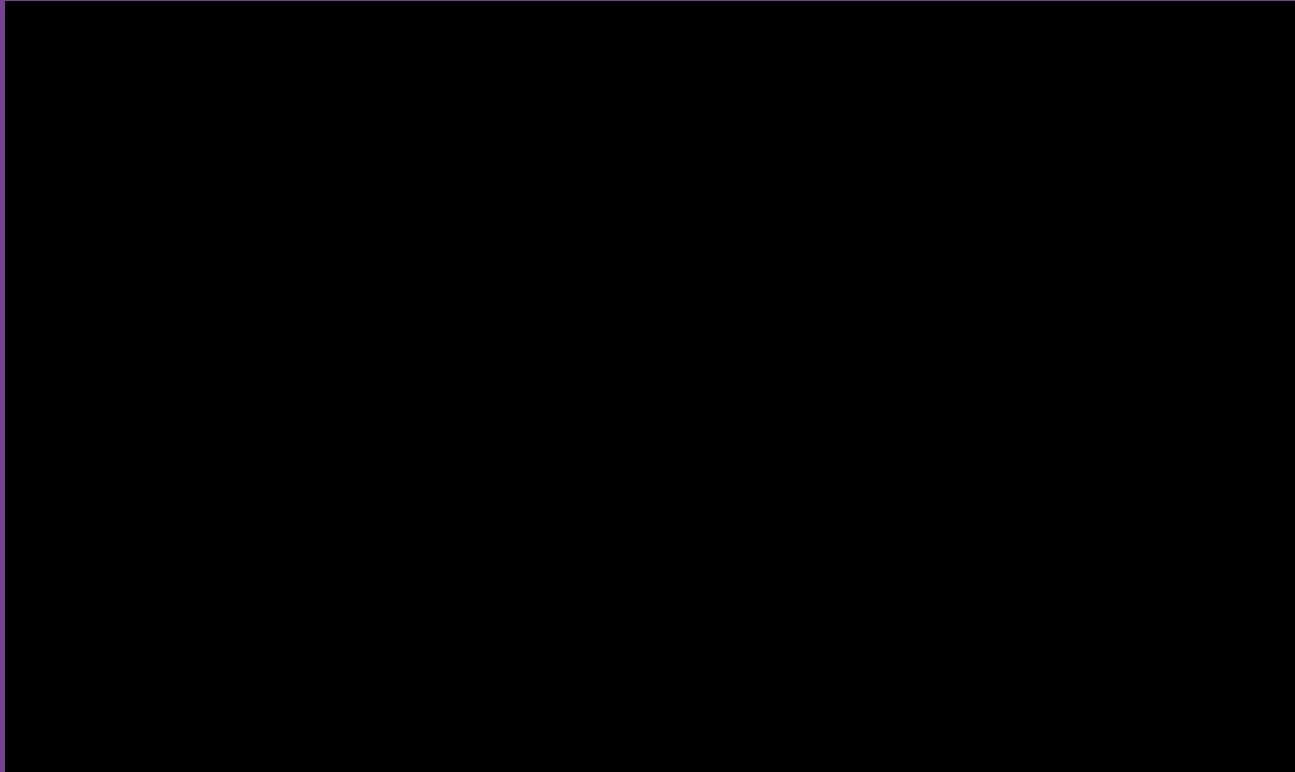


## Intelligent lead-generation platform for claimant law firms



# Videos

mmadigital – Simpson Millar

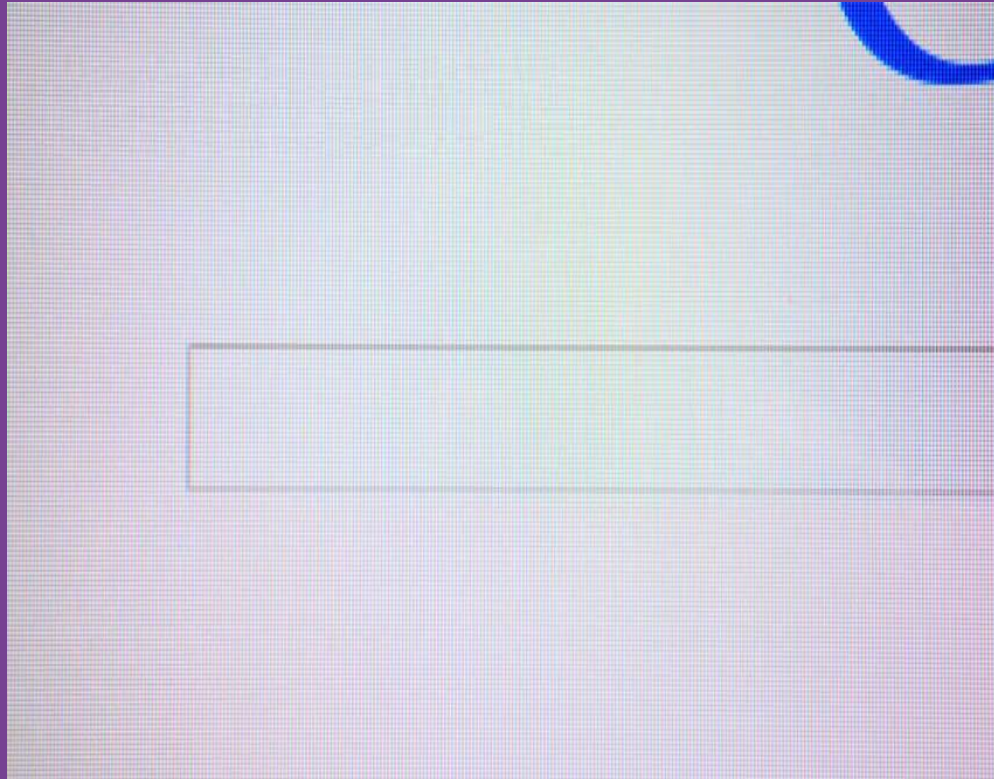


- **Double-down on video. And then take that investment you make in video and give it the framework it needs to be discovered on your website.**



# 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%**

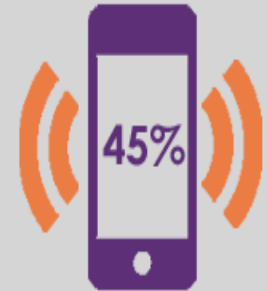


# 5. Acquiring new leads is all well and good, but how well are you at converting them?

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

@mmadigital  
UK





# Legal Sector Breakfast Briefing

## Questions and Conclusion

Mike Holloway, Relationship Director  
RBS

# Tom Blandford

## Legal Sector Director

### Armstrong Watson

Third Floor, 10 South Parade, Leeds, LS1 5QS

T: 0113 2211 300

F: 0113 2211 301

M: 07793 621951

E: [tom.blandford@armstrongwatson.co.uk](mailto:tom.blandford@armstrongwatson.co.uk)

[www.armstrongwatson.co.uk/legalsector](http://www.armstrongwatson.co.uk/legalsector)



**ArmstrongWatson<sup>®</sup>**  
Accountants, Business & Financial Advisers

# Disclaimer

This presentation and supporting documentation has been prepared in general terms and therefore cannot be relied upon to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this presentation and/or supporting documentation. Armstrong Watson would be pleased to advise on how to apply the principles set out here to your specific circumstances. Neither Armstrong Watson nor the presenters accept a duty of care or liability for any loss occasioned to any person acting or refraining from acting as a result of this presentation and supporting documentation.

Endorsed by



The Law Society

**ArmstrongWatson<sup>®</sup>**  
Accountants, Business & Financial Advisers

**ArmstrongWatson<sup>®</sup>**

Accountants, Business & Financial Advisers

0808 144 5575

[www.armstrongwatson.co.uk](http://www.armstrongwatson.co.uk)

**ArmstrongWatson<sup>®</sup>**

Accountants, Business & Financial Advisers