



Marketing Checklist for Attorneys and Law Firms

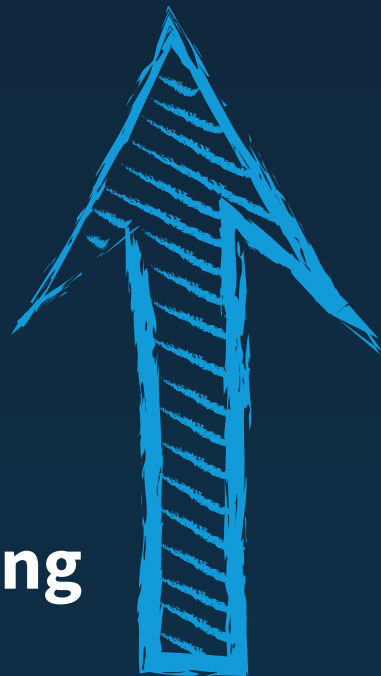
A SIMPLE “TO-DO” LIST TO GET MORE CLIENTS
WITHOUT SPENDING MORE TIME

① SUCCESS OFFLINE

② SUCCEED ONLINE

③ REPEAT!

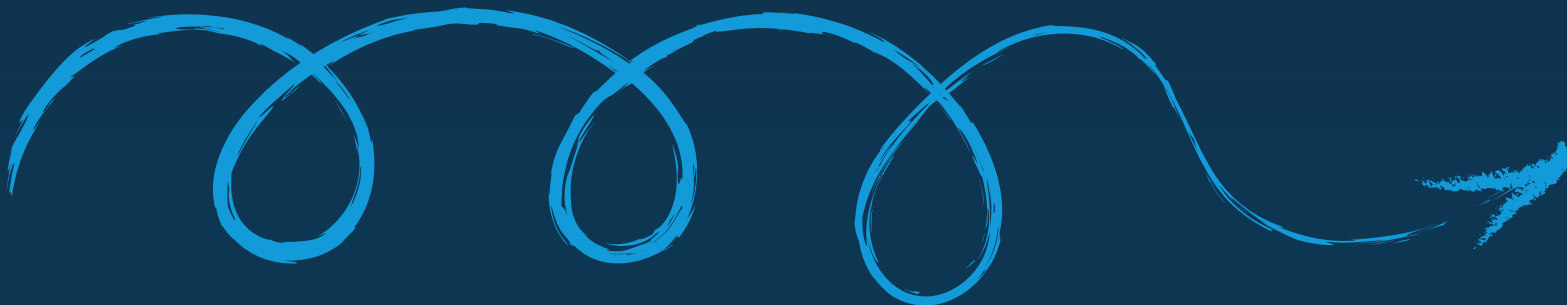
A plan to promote and grow your law firm...without running yourself into the ground



You know that sustaining and growing your legal practice is a must...but finding the time to focus on marketing can be a real challenge.

Like with any big project, it helps to break your marketing efforts into smaller tasks.

This Marketing Checklist is an actionable plan that works for you...your firm...and your schedule to succeed offline and online.



Think about your clients and competitors

No one knows your local market better than you. You interact with your clients every day, and you see your competitor's ads, websites and social profiles.

Think about:

- ☒ What do your clients like most about working with you? What could you improve?
- ☒ What do your competitors offer that you don't?
- ☒ How do your clients feel about you and your competition — where do you stack up?

Focus on whichever questions you can answer. Making small improvements in any of these areas can lead to an uptick in business!

Participate in or sponsor local events

Don't underestimate the power of your community! Playing a part in local activities can be a great way to remind your clients what a positive, valuable resource your business is.

- ✓ Participate in food or clothing drives
- ✓ Sponsor charitable events or competitions (like a 10K race)
- ✓ Speak at local business events and tradeshow



Promote your law firm everywhere

Word of mouth and advertising are a must, but so many attorneys forget about the things their clients see every day.

Make sure you include your most current business info – your name, address and phone number – on:

- ✓ Business cards, billing statements and letterhead
- ✓ All your online profiles — from Facebook to Google My Business
- ✓ Any other online or offline listings your practice is included in

And make sure your business is listed (or running ads) in both local and trade publications!



Double check the little things



Ask for feedback

Never assume you know what your clients are thinking. Ask them what's working... what's not...and what would make them refer you or write a positive review.



Don't overlook the obvious

Your clients might not know that a free consultation is standard for your industry... and your competition may not be making it clear either. Highlighting the everyday way you run your firm can make a surprising difference!



Always include your URL


Your website address should be on everything you create. It's the perfect place for clients to get more information, and you can update it as often as you need to!


See how your law firm is listed online

If you find incorrect information about your business on sites like Google, Facebook or Apple Maps, your clients can too.

Make sure people can find:

 The right **business name**

 The right **address**

 The right **phone number**

And remember – now your clients might even hear incorrect information when they use voice search in-home or on-the-go on their Google Assistant, Siri or Alexa devices. Make a plan to take control of and update your listings.

Take a close look at your website

Yes, even if it's brand new! Like cars and phones, what websites can do – and what your clients expect yours to do – is evolving all the time.

At least a few times a year, think about:



How your site LOOKS – Does your site design look current? Does your site look right on your phone?



How OLD your site is – If your website is more than two years old, it's probably not built with the latest technology – for example, it might not be secure (does your url start with https?) or built to be found on voice search-enabled devices.



What your site SAYS – You only have a few seconds to capture your site visitors' attention. Are your phone number, address and hours easy to find? Does each page of your site highlight what sets you apart?



Connect with clients on social media

With so many people on Facebook, social media marketing is a must. Luckily, you can start small and manage all your social marketing from the palm of your hand!

- ✓ **Set up a Facebook Page** (not just a personal profile)
- ✓ **Stay active on social media** – make sure you're posting content that's relevant to your clients AND responding to comments, @ mentions and messages quickly
- ✓ **Use precision ad targeting to reach the right clients** – and A/B test your ads to find what works best and target your ideal clients!

Make sure you show up everywhere your clients are searching

“Location, location, location” can make all the difference online too. Simply put, you need to be where your clients are looking for you.



Reach clients when they're searching – Make sure you can be found with a complete profile on Google My Business and paid search ads



Reach clients when they're surfing – Use display ads to build brand awareness and ad retargeting to reach your clients again on top sites and apps when they're ready to talk to an attorney



Reach clients with SEO – Invest in a long-term SEO (Search Engine Optimization) strategy that increases your organic ranking on Google and more



Find out what your clients are saying about you

We all trust personal recommendations — and today, online reviews are the new "word of mouth".

With so many places for clients to leave reviews for you today, you need a way to:

- ✓ **Request and collect** positive reviews
- ✓ **Monitor** client feedback no matter where they leave it
- ✓ **Share** your best reviews in all the right places online
- ✓ **Respond** to unhappy clients quickly to resolve issues before bad word of mouth spreads!

Better results working together

Why work harder when you could market smarter? At Hibu, our goal is to help you achieve your goals, by building you a complete digital marketing “solution” — a custom, interconnected digital marketing campaign that works to maximize your results and deliver what you want. Tell us what you want to achieve – more visibility, more visitors, more leads... or all three — and we’ll build you a smart, easy digital marketing solution designed to deliver the results you want.

Visit **Hibu.com** to learn more or talk to us today at **855-409-6569** to take the first step towards smarter digital marketing.

About Hibu

Hibu is a leading provider of managed digital marketing solutions for small to medium-sized businesses, providing local business owners with a truly integrated, smart digital marketing program designed to generate leads by driving visitors to your website and increasing your visibility online where it matters most – on search engines, in voice search, and on social media sites like Facebook.

Hibu makes it easy for you to get everything you need to advertise your business online – all from a single partner – saving you time, money and frustration. Hibu is a Facebook Marketing Partner, Google Ads Premier Partner, Google My Business Partner, and Microsoft Advertising Select Channel Partner. Hibu – Smart Digital Marketing Made Easy.

