

# OMNICHANNEL MARKETING FOR LAW FIRMS

## *2019 PLAYBOOK*



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# OMNICHANNEL MARKETING FOR LAW FIRMS

## *What's Inside?*

What Is Omnichannel Marketing

Why Is It Important To Law Firms

How To Leverage It For Your Firm

### We'll Cover Topics Like...

- ✓ How user behaviors are changing marketing efforts.
- ✓ Why omnichannel marketing is here to stay.
- ✓ Omnichannel vs Multichannel – how to tell the difference.
- ✓ Questions to help with omnichannel marketing.
- ✓ Put in perspective: the right way to look at omnichannel.

# OMNICHANNEL MARKETING



*“Omnichannel anticipates that customers may start in one channel and move to another as they progress to a resolution. Making these complex ‘hand-offs’ between channels must be fluid for the customer.”*

The marketing landscape for lawyers is ever-evolving, especially across digital channels. If the digital trend were a wave, it's probably safe to say that most law firms are currently on it. The question now becomes how far can your firm ride it, and how to make the most out of your investment.

***The answer in 2019 is cohesion; an integrated strategy implemented across a number of different channels and touch points.***

While we have long known that consumers interact with brands in different ways, the digital era has brought with it the power to be able to track and measure these complex interactions.

Complex interactions with brands and the ability to now track and measure them is important. If law firms can understand how prospects behave, then they can deliver great experiences regardless of advertising medium or user device.



Because of advancements in marketing tools, platforms and software, once multichannel campaigns have evolved into omnichannel campaigns.

## KEEP READING...

We'll go over what omnichannel marketing is all about, how it compares to what your firm's doing, why it's important and how to use it to your advantage.

# OMNICHANNEL MARKETING

## What Is Omnichannel Marketing?

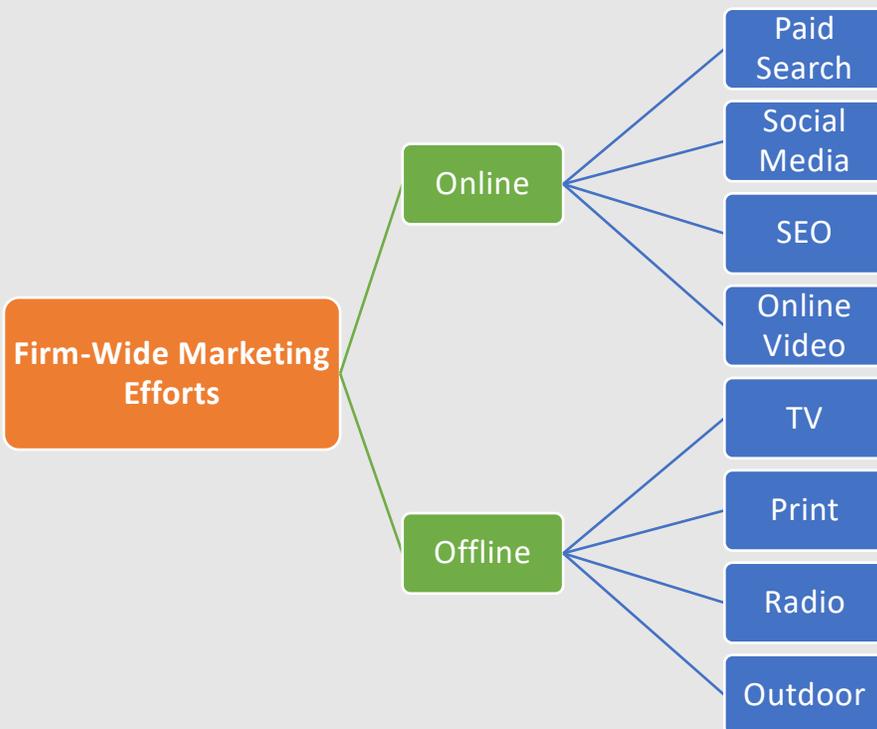
Omnichannel marketing observes complex brand interactions as a whole and executes campaign strategies accordingly to maximize user experiences.

This differs from traditional multichannel marketing, which often treated media somewhat independently of another, with

a general understanding that there was an overall impact of the marketing mix as a whole and that there should be consistency in the brand's message to a large degree.

This is how law firms thought of marketing in the past.

## THE OLD WAY: MULTI-CHANNEL MARKETING

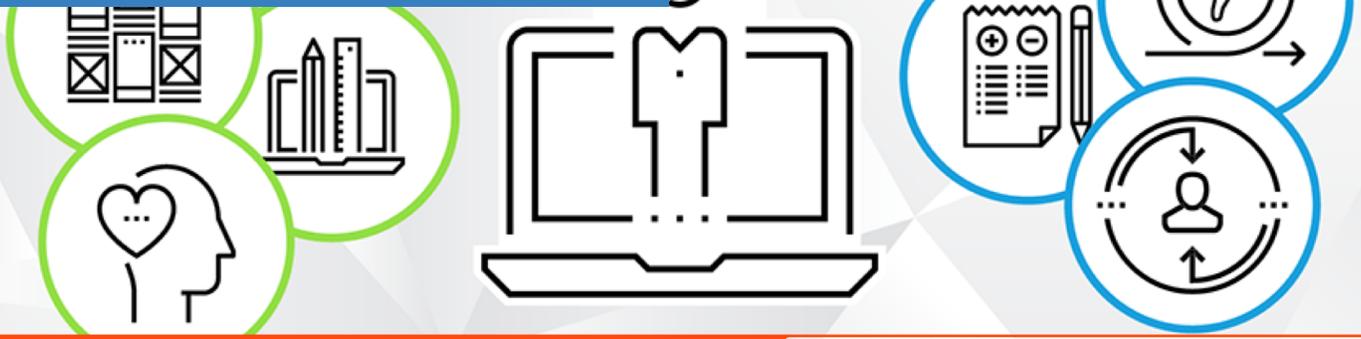


Multichannel looks at how prospects find and interact with your firm, and how those prospects perceive your brand on a per channel basis.

Subsequently, strategies, campaigns, ad spend, and even data collection are often segmented by a singular marketing channel. *"How many cases did I get from TV spots?"* for example.

Alternatively, omnichannel marketing recognizes that brand interaction in 2019 will be an integrated web of touchpoints and will subsequently allow firms to interact seamlessly across different marketing efforts.

# OMNICHANNEL MARKETING



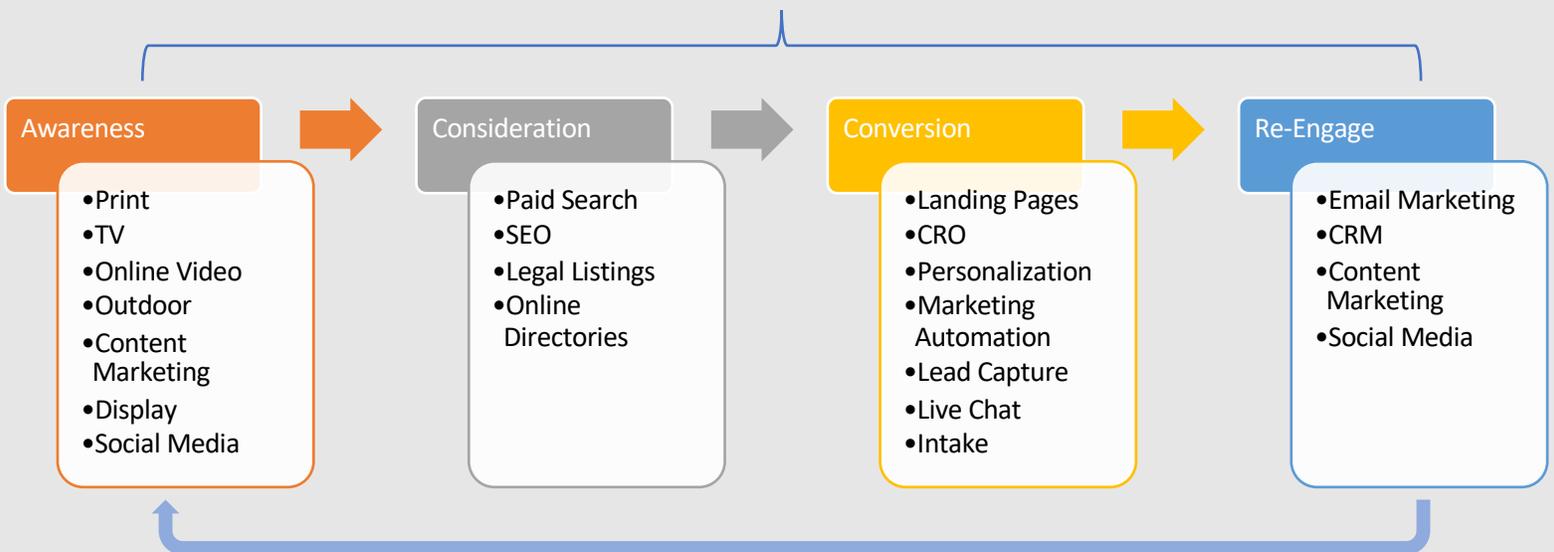
## What Is Omnichannel Marketing? (continued)

Unlike multichannel, omnichannel recognizes that potential clients may start in one channel and move to another as they progress to a resolution when looking to hire a law firm. Firms must make sure these complex 'hand-offs' between channels are fluid. Users are coming to expect this of brands.

Think about how someone may choose to hire a lawyer in your practice area... because of the serious nature of legal matters, these decisions typically take time. Omnichannel marketing can take advantage of this extensive path to conversion by optimizing at different points along the way.

## THE NEW WAY: OMNICHANNEL MARKETING

*A cohesive marketing approach focused on the entire path to conversion across all touch points.*



**TIP!** Notice the “Re-Engage” box... these are great ways to increase your firm’s reviews, repeat rate, and referrals by leveraging omnichannel tactics after the original conversion.



## Why This Matters For Law Firms

Understand that the complex habits of consumers means that there likely will not be one “source” of a lead. Different channels will all need to play a cohesive role in order to get prospects to call your firm.

Omnichannel marketing is important for law firms because of how brand interaction has evolved. Consumers are more and more likely to interact with brands across multiple different touch points, the number of which are only expanding. ***Taking advantage of this can more effectively convert prospects.***

Picture your ideal client. He or is she looking for a law firm. Often, these buying processes are pretty extensive. Buying retail items typically can be done in minutes. Finding a mechanic can be as simple as a convenient location or lowest price.

But when someone needs a lawyer, the circumstances often lead to an exaggerated buying timeframe... it's a pretty big decision; one that isn't always made with frequency throughout someone's lifetime.

Part of the decision may be somewhat made before the need even arises; enter: branding & top-of-mind awareness. Think of someone who sees a prominent law firm regularly advertising on TV with a message that really resonates...

Or, perhaps they're used to seeing branded content on social media that they find helpful, interesting or informative. Maybe that brand awareness grows even more over time as the prospect sees display or video ad campaigns on mobile or desktop devices.

It's likely there is some level of awareness and, perhaps, even affinity. Although that level of branding is extremely important, chances are the prospect's not quite totally sold.

Imagine now that the prospect needs a lawyer. They're likely to do research online... will they find your firm? Hopefully they will, but in doing so it's likely that they will be interacting with your brand across PPC campaigns, SEO efforts, Google My Business listings, legal listings, review sites, your website and different landing pages.

That's a lot of different touch points and goes all the way back to the TV spots. ***To be successful, all of those need to be coherent, cohesive, and delivered at the appropriate time*** in order to significantly increase cases in 2019 and years to come.

# OMNICHANNEL MARKETING



## How To Capitalize In 2019

Things used to be much simpler. Prospects in need of a lawyer would often flip open the yellow pages, look for a firm and give them a call. Yellow pages were easy to advertise in, easy to manage, and easy to track. That's no longer the case now that there are so many more brand interactions along the way.

To capitalize on omnichannel marketing, firms will need to inject the unique voice of their brand into *all* communications channels. But, the biggest questions to ask regarding omnichannel marketing for law firms are...

- Are prospects getting the right content?
- At the right time?
- At the right place?

### A Few Bonus Questions To Take To Your Marketing Department

- What are my firm's Unique Selling Propositions and are they being communicated consistently?
- Are we focusing on different advertising efforts or looking at the marketing mix as a whole?
- What are user experiences like across each channel? Across each device or platform?
- Are we tracking interactivity? Across which metrics and KPIs? Are we optimizing based on our findings?

### ***TIP! Omnichannel marketing doesn't really end with a prospect contacting your firm...***

It can be incorporated into an entire omnichannel experience. This philosophy should be applied across multiple different departments in your firm. This ensures that essence of the brand is conveyed during intake and throughout the prospect's, case. Once the case is over, your marketing department should again take over to employ strategies to increase repeat client rates, referrals, and reviews.

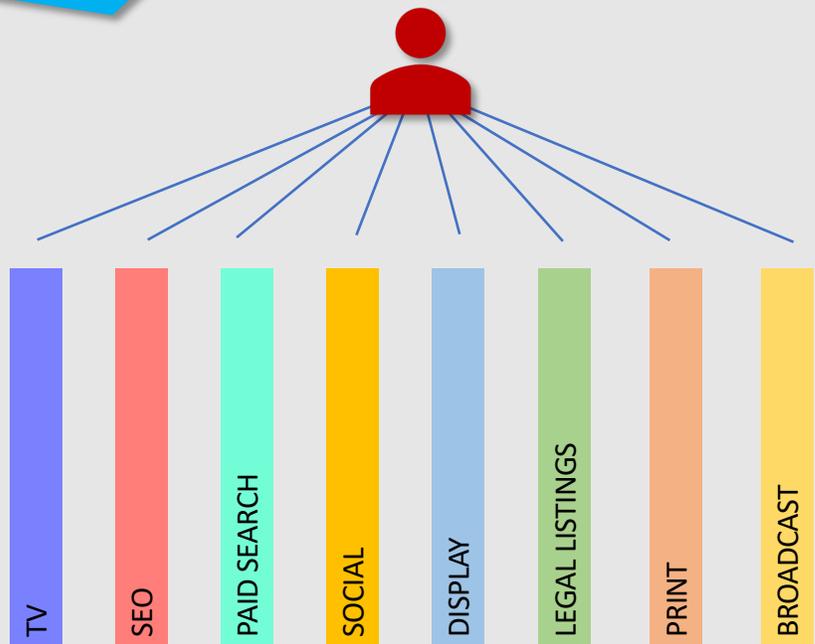
# BONUS! HOW TO APPROACH OMNICHANNEL

## Don't Do This...

Don't analyze marketing and advertising efforts individually, or "in silos."

These channels no longer operate independently of each other.

Lawyers often look at these individually and tend to make decisions in a vacuum.

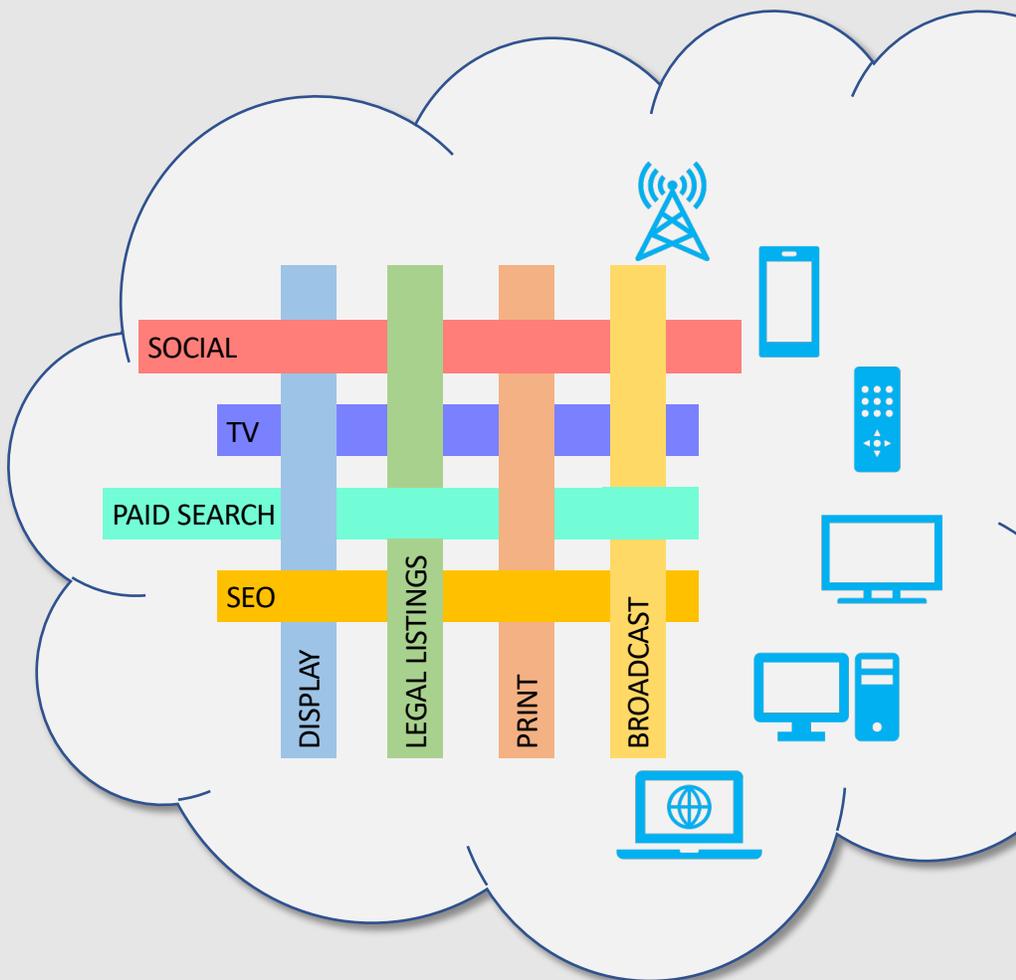


## Do This!

Look at marketing as a whole.

Keep in mind that these efforts are now interwoven more tightly than ever before. Brand interaction spans multiple different advertising channels across multiple different platforms.

Strategies, campaigns, execution and analyses should be treated accordingly – as a complex web, rather than individual "silos."



# OMNICHANNEL FOR LAWYERS | RECAP

## Omnichannel Marketing Is The Wave Of The Future

Law firm prospects are interacting with brands in more and more ways across a multitude of devices. They expect a cohesive experience from brands from start to finish and, in turn, reward brands that deliver with increased loyalty.

## If You're Not Sure, You're Probably Not Using It

You can have great digital marketing strategies, a brand new website, and effective offline media campaigns. But, if they're not working together, you're using multichannel, not omnichannel.

## Right Message, Right Time, Right Place

The key to success with omnichannel marketing is putting the user first. Understanding where they are in the buying cycle and delivering content and a great experience at the appropriate time.

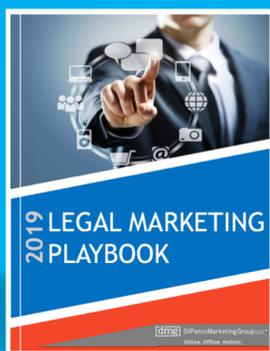
## Think "Webs," Not "Silos"

Evaluating marketing channels piece by piece will soon be a way of the past. Experiences don't happen independently of each other anymore. Marketing efforts are a web of interactions that must be analyzed as a whole

**TIP!** *Omnichannel is great but measuring its effectiveness requires Advanced Analytics because of the complex nature of having a multitude of interactions across campaigns and platforms.*

*(Advanced Analytics eBook Coming Soon!)*

*If You Enjoyed This Part In The Series...*



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