

2023

DIGITAL MARKETING GUIDE

FOR ELDER LAW FIRMS



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DIGITAL MARKETING STRATEGIES FOR ELDER LAW FIRMS

Like any specialized industry, law firms need to effectively communicate with clients and potential clients. As people are living longer, and as our population skews towards advanced age, there is—and will be—increased demand for estate planning, probate, creating trusts and wills, Medicaid planning, and other related services. To help you reach and engage with your target audience, we have created this guide to provide you with our recommended high-level approach to digital marketing for elder law firms, as well as some practical tips. Let's start with the high-level stuff and then work our way down.

Let's get started.

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THOROUGHLY UNDERSTAND YOUR TARGET AUDIENCE

When we say target audience, we want you to get as specific as possible. We're not just talking about "baby boomers" or "seniors". We recommend creating specific "Ideal Client Personas".

So, for your elder law firm, this could look like this:

- The 30-50-year-old son or daughter, located in Manhattan, who is responsible for helping their parent(s) organize or establish their estate.

Understanding the demographic characteristics, pain points, and preferences of this person is critical to creating effective digital marketing campaigns.

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ESTABLISH YOUR WEBSITE AND ONLINE PRESENCE

Being that we are a digital marketing firm, we are biased toward the online landscape as opposed to TV ads, billboards, or other forms of traditional marketing and advertising. But that is because we truly believe in the value and return on investment of building a strong online presence. The future is always getting here faster, and at least having a strong digital foundation is crucial for Elder Law firms. Your website should be easy to navigate, professional-looking, and optimized for search engines. Ideally, you have individual pages for each of your services, as well as educational resources and testimonials from clients. We'll touch upon building your brand on social media below.



CONTENT MARKETING

This goes hand in hand with establishing your website and authority online. Content marketing involves creating and sharing valuable and relevant information with your target audience. This can take many forms, including blog posts, videos, infographics, and e-books. The easiest way to start is by answering your clients' most frequently asked questions in the form of blog posts. By providing educational resources and insights on issues relevant to your target audience, you can establish yourself as a trusted authority in the field and build relationships with future potential clients.

SPECIFIC TACTICS TO EMPLOY

IN YOUR DIGITAL
MARKETING STRATEGY





01

EMAIL MARKETING

Before we say anything about how great email marketing can be, it is important that you understand one thing: it doesn't matter how great your emails are if you don't have a strong contact list! If your website (or other forms of marketing) isn't capturing quality leads for you and adding them to your contact list, then there's no point in putting the time into crafting emails that will only be seen by your friends, family, and past or current clients. While a monthly newsletter could still be useful for your current clients, that won't necessarily help drive revenue. So, make sure you have a good way of adding new leads to your contact list. Many people think they can just purchase lists of email addresses from outside sources, and send them "cold" sales emails. While that might occasionally yield something that resembles a result, it's not a sustainable way to grow your business.

Organic email marketing is an effective way to reach your target audience and keep them engaged with your firm. Once a prospect has entered their contact information somewhere on your website, your first email (that is hopefully automatically triggered) should have a strong hook and should provide more value. Use email campaigns to share information about your services, upcoming events, and educational resources. You can also segment your email list to target specific groups of individuals with tailored messaging. If you don't already have an email marketing platform, then you can actually view this as a positive! That means that you now have an easy way to increase engagement from your clients and leads!



PAY-PER-CLICK (PPC)

ADVERTISING

You're probably familiar with this one, and you might even have an ad agency that helps you with them. Pay-per-click (PPC) advertising involves placing ads on search engine (or social media) results pages and other websites, and paying a fee each time someone clicks on your ad. Pay-per-click (PPC) advertising is a cost-effective and efficient way for your firm to reach your target audience and generate leads. To ensure the success of your PPC campaigns, we would again like to highlight the importance of having a clear understanding of your target audience, their pain points, and their search behavior. Keyword research is crucial in determining the keywords that your target audience is using to search for legal services. Creating ad copy and landing pages that are optimized for those keywords is important as well, but if you don't know what that means or how exactly to go about doing that, don't worry. That's what legal digital marketing firms like ours are here for! Utilizing geotargeting and demographic targeting will help you reach the right audience in the right location. Additionally, regularly monitoring and analyzing the performance of your PPC campaigns can help you make data-driven decisions to continually improve your results.

In a unique combination of local search optimization (which we'll get to in a minute) and paid digital advertising, you can also utilize Local Service Ads (LSAs). This type of online advertising through Google, lets you display your firm's attorneys directly to potential clients in your local area. LSAs are usually shown at the top of search engine results pages, above the organic search results, and are designed to give people easy access to service "Google Screened" providers near them. While LSAs are still relatively new, they are not yet available in every location. But in most major areas, your business will likely be able to create one. For an Elder Law firm, your local service ad is generated by Google and showcases your local reviews. And, since LSAs are pay-per-lead, simply creating the free profile is a great way to boost your digital presence and raise your authority in the eyes of the search engines, even before you actually get your first lead.

02

SEARCH ENGINE OPTIMIZATION (SEO)

There is far too much advice and information on creating a proper search engine optimization (SEO) strategy to include in one short guide, but here are the basics. SEO is the process of optimizing your website to rank higher in search engine results pages (SERPs) for certain keywords or keyphrases that your ideal potential client would be searching for. Understanding the algorithms that popular search engines, like Google, use to display search results is an ever-evolving task. But fundamentally, search engines constantly evaluate each website and page that is “indexed” (or “filed”) and using this evaluation, decide which position your site or page should appear in for any given query. This is important because having a higher ranking in the SERP means more visibility, clicks, and potential leads for your firm. There are many tactics that go into SEO, but the main two categories are “onsite” and “offsite” optimization.



Onsite optimization revolves around the mapping and design of your site, with the focus being on optimally including targeted keywords in your text, meta descriptions, image alt-text, etc. Without getting too deep into the weeds, just know that it’s important to have a strategy. In terms of offsite SEO, you want to get as many other web pages to link back to your website as possible. It’s important that these are from reputable sites, and that you aren’t just paying for links from sketchy sources.

SEARCH ENGINE OPTIMIZATION (SEO)

Now, one of the most important parts of SEO is local search optimization. Have you ever searched for a specific product or service and found that Google Maps is at the top of the search results? Usually, any search that has local intent (such as searches including “near me” or “in _____”) will trigger the algorithm to prioritize businesses and websites in that area. Local search optimization is the process of optimizing your website and other online assets to rank higher in these local search results. The most common kind of local optimization is through your firm’s Google Business Profile (GBP). The first step in optimizing your firm’s profile is to make sure that all the information is accurate and up-to-date, including your firm’s name, address, phone number, and hours of operation. Your profile should also include high-quality photos of your office and team, as well as a detailed description of your services.



But arguably the most important aspect of optimization is to encourage current and past clients to leave reviews, which can improve your firm’s overall rating and help it stand out in search results. Additionally, regularly updating the profile with relevant information, such as blog posts or new team members, can help keep the profile active and engaging for potential clients. Finally, it is important to monitor and respond to any questions or comments left on the profile, as this can demonstrate the firm’s commitment to providing excellent customer service. By following these steps, you can effectively optimize your GBP and attract more potential clients through online searches.

As we said, there is a lot that goes into search engine optimization, so if you feel lost, don’t worry. We’d be happy to walk through our strategies with you. Our value comes from our month-in-month-out work and expertise, not from any kind of industry secret.

VIDEO MARKETING

When you want to give your firm a more personal feel, it is easier than ever before to utilize video in your marketing strategy. Gone are the days when you needed a professional film crew to help you make a thirty-second ad spot for local cable. Video marketing is an engaging and effective way to reach your target audience. You can use videos to educate potential clients about your services, share testimonials from satisfied clients, or showcase the expertise of your attorneys. This visual form of marketing is becoming increasingly important for law firms as it allows you to connect with your potential clients in a more engaging way. Videos can showcase your firm's expertise and unique approach to handling cases. This builds trust and credibility with viewers.

Additionally, videos can also be used to explain complex legal concepts in a simple and easily digestible format, making your firm more accessible to a wider audience. And, tying everything together, videos can be optimized for search engines and shared on social media platforms, helping to increase visibility and reach a larger target audience. Incorporating video and other graphics into your firm's marketing strategy can help to build brand awareness, drive traffic to your website, and ultimately generate new business.



SOCIAL MEDIA & REPUTATION MANAGEMENT

Since you're a law firm, start with LinkedIn. To utilize LinkedIn effectively, it is important to create and maintain a comprehensive and up-to-date company page that properly showcases your firm's expertise and services. Regularly posting topical and industry-related articles, insights, and updates can help position your firm as a local industry leader and help generate interest from potential clients. Engaging with other professionals in and out of the industry by commenting, liking, and sharing their posts can also help you build relationships and expand your firm's network. Leveraging social media platforms' advanced search functionalities to find and connect with potential clients and referral sources can be a valuable way to generate new business as well. By participating in groups related to the firm's areas of practice, you can also establish yourselves as experts in your field and position your firm for future opportunities. With a well-executed social media strategy, your firm can effectively promote your brand, reach new audiences, and drive growth.



Reputation management involves monitoring and addressing online reviews and other mentions of your firm. Ideally, you want to encourage satisfied clients to leave positive reviews, and respond to negative reviews in a professional and constructive manner. Nobody is going to satisfy each and every customer to the full extent 100% of the time, and people searching for law firms online understand that, but having a near-perfect rating on Google and other listing sites is immensely important. All the traffic in the world is nice, but to boost your conversion rate, make sure your reputation is as good as it can be.



SETTING GOALS & KPIs

Setting goals and measuring key performance indicators (KPIs) is important for many reasons, but it is especially important for your firm's marketing strategy. Setting goals will help your firm establish a clear direction and focus for where you're going and how you're planning on getting there. This can help you to align your resources, activities, and strategies to hit targets of the highest priority.

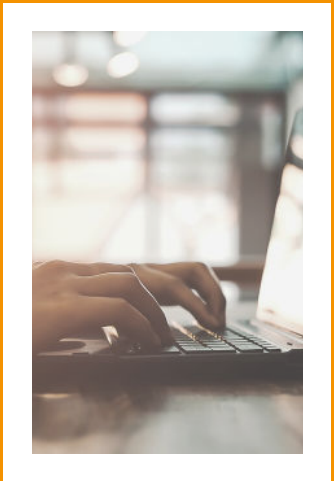
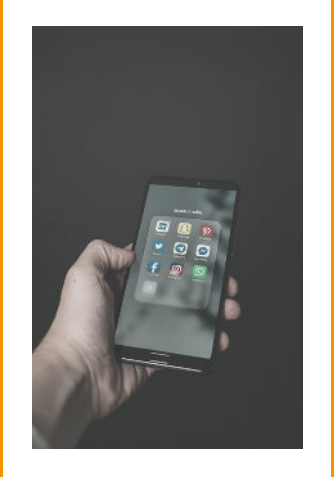
Measuring KPIs helps to establish accountability for performance. As a marketing agency, we rely heavily on accurate measuring of data and statistics to determine how our theories and strategies are playing out in the online landscape. KPIs help you monitor progress toward your goals, identify areas where you are falling short, and take corrective action to improve performance. Also, measuring KPIs will provide you with data-driven insights that can inform decision-making. By tracking and analyzing stats and data, your firm can identify trends, opportunities, and areas for improvement, as well as make informed decisions about how to allocate your resources. All of this can get your firm to identify opportunities for continuous improvement, which is always the main goal in almost any business. By continuously measuring and analyzing your position in the online world, you can get a better sense of your growth trajectory, and plan accordingly.

NEED HELP WITH THESE STRATEGIES?

We're Here For You.

Digital marketing is an essential component of any effective growth strategy for elder law firms. By understanding your target audience, developing a strong online presence, and implementing strategies like these, you can reach and engage potential clients and build your firm's reputation as a trusted authority in the field. But unless you plan on hiring a team of experts to work with you full-time, achieving these goals can seem daunting. You're an expert in your field, we're the experts in ours.

Our agency works specifically with law firms to help them grow in a cost-effective, sustainable way. Our digital marketing strategies help compound your firm's growth for years to come, not just give you a quick boost in traffic or leads. If you want that, there are plenty of traditional advertising agencies out there. But if you want to set your firm up for success, contact us today.





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Let's Get Started.

Curious to learn more? Reach out to our team to build a strategy custom to your law firm, today.

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info@alerio.com | 561-832-6262