



**Guerrilla  
Marketing for  
Attorneys**

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# What's This "Guerrilla Marketing For Attorneys" You Speak Of?

**Before we start:** If you haven't heard of guerrilla marketing then jump on Amazon and buy [Guerrilla Marketing by Jay Conrad Levinson](#). It's an amazing book and sets the foundation for everything we talk about in this ebook.

Here's our definition of guerrilla marketing:

*Guerrilla marketing is a set of carefully planned marketing tactics that reach a lot of people but do not cost a lot of money. Guerrilla marketing is not TV, newspaper, or radio advertising. It's low cost marketing, but very efficient at reaching potential clients en masse.*

After reading this ebook, you will be able to successfully market your law firm online.

And best of all, most of the marketing strategies we'll teach you in this ebook are free to implement; all you need is a little time, and perhaps a little creativity.

Whether you're just starting your practice, or trying to get your firm's revenue from \$1,000,000 to \$10,000,000, guerrilla marketing can get you there. It's worked for our clients, and we've personally implemented every strategy in this book - all with great success.

So sit back, grab a Coke, and get ready to read about guerrilla marketing for attorneys.

Happy Reading!

The Digital Design and Marketing Team Agency San Francisco, An Interactive Advertising Agency

**P.S. Please share this ebook with your colleagues who have their own firms and practices.**

*Guerrilla Marketing for Attorneys* works for any type and size of law firm. The strategies we've shared in this ebook have been tested by us over the last seven years. You can either print this ebook out and hand it to them or just email it to them as an attachment- whatever works best for you.

# Legal Marketing: The Case For Guerrilla Internet Marketing

After the Supreme Court Case of *Bates v. State Bar* (1977) allowed lawyers to advertise, two different classes of law offices emerged. One that did not advertise and one that did. The one that didn't advertise generally represented upper income people from the community and its high net worth individuals in all matters ranging from real estate closings to contracts and personal injury. The one that did generally represented lower income clients and had to advertise. Since the lower income individuals and the disenfranchised generally did not know a lawyer personally, they were likely to call on a lawyer who typically advertised on TV, in the Yellow Pages, or in newspapers to find one they presumed to be experienced in the field of practice being advertised.

The new "traditional" advertising vehicles became the TV, the Yellow Pages and the Newspaper. After the financial credit freeze hit in September 2008, legal marketing turned aggressive.

Some attorneys across the country began saturating economically hard-hit states with television commercials and billboards. In Las Vegas, a city devastated by the real estate collapse, attorneys began running non-stop local TV commercials. In Florida, along the I-4 corridor between Tampa and Oakland, more than half the billboards were from the legal industry. A person living in these areas would think that no industry was advertising on television or billboards more than lawyers.

According to the American Bar Association, there were 1,116,967 licensed attorneys in June of 2006. By the end of 2007, the number reached 1,143,358. By the end of 2008, there were 1,180,386 licensed lawyers. Approximately 45,000 people graduate from law school every year, and with an average debt of \$92,000 (for private law schools). Taking into account retirements and deaths, there are likely to be fewer than 30,000 new positions open each year. That's far fewer than needed to accommodate the 45,000 juris doctors graduating each year. The legal market has become fiercely competitive.

With a deep recession, more attorneys every year are fiercely competing to market their services to potential clients.

At the same time, the internet has had huge growth in the last five years. It has fundamentally altered the attorney's personal and legal environment. Facebook just hit 600 million users and Twitter has over 140 million active users. YouTube now serves more than 4 billion videos a week, triple the prime-time audience of all three major US television networks, while attorneys across the country have struggled to get a handle on it.

Meanwhile, attorney's "traditional" advertising vehicles: the TV, Yellow Pages, and Newspaper stopped producing marketing results.

According to Bill Gates, "Yellow Page usage among people, say, below 50 will drop to zero--or near zero in the next 5 years". Ask anyone under 30 about phone books and you might as well inquire about Victrola needles.

Television commercial viewers in the 35 to 49 year age demographic dropped by 65% due to the use of TIVO and other DVR systems. The cable television company Comcast lost 622,000 cable customers through September, 2010 as their former subscribers cancelled their cable in favor of web services like YouTube, Hulu, Netflix, and Apple TV.

The US newspaper industry lost \$7.5 billion in advertising revenue in 2008, with print advertising down 17.7% and classifieds down 29.7%. Newspapers are stopping their print editions, laying off staff, or closing entirely as a result of the double whammy of the economic recession and competition from the internet. It's estimated today that newspaper ad spending for 2010 dropped 8% year over year, as their situation worsened.

It's no surprise that internet advertising has surpassed newspaper ad spending, as marketers have devoted larger budgets to digital media as they see their customers shift to the web.

While many lawyers use the internet for research and communications, many do not have a clue about online marketing. While attorneys may know the procedures for fighting a DUI in their county, their general pride and lack of knowledge about online marketing won't let them use local firms to help them maximize their online presence. One advertising executive recently stated, "Maybe they were sold a bill of goods at some lawyer marketing conference and have blinders on, or they've posted a website as their "online business card" but can't figure out why it's not helping them".

In a national survey we conducted in October, 2010 of 668 practicing attorneys (a random sample, the margin of the sampling error for the survey is +/- 4%), fewer than 14% of the attorneys we surveyed had generated any leads from the internet. Let's state that another way. *Eighty-six* percent of the attorneys we surveyed hadn't generated a *single lead* from the internet.

According to our survey, about 4% of the attorneys surveyed had purchased Google pay per click advertising, 3% had purchased attorney-client matching services, 6% had purchased attorney listings/referral services, and 1% had purchased leads generated on the internet. In a follow-up question, over 85% of the lawyers we surveyed stated that the aforementioned paid internet vehicles were "just paying for themselves".

Not *one* of the attorneys that we surveyed stated that they had received *any* leads from their own law firm's website.

So where are your potential clients? They're *all* online. Last *month alone* (Google, December, 2010), there were:

\*550,000 searches for "personal injury law firm"

\*301,000 searches for "injury lawyers"

\*135,000 searches for "medical malpractice attorney"

\*368,000 searches for "drunk driving attorney"

Why can't you reach them? You *can* and *will*, after reading this ebook.

# Guerrilla Tactics To Spy On Your Competitor's Website, Traffic, Keywords, And Visitors

Let's get started at the beginning- internet marketing legal research.

In this chapter you'll learn how you can spy on your competitor's website. You can check their unique visitors, keywords, and demographics for free. If you've been doing internet marketing for a while then you probably know about the first two sites we're going to discuss, but if you're brand new then you may not.

The first website is [Compete.com](http://Compete.com). The second is an oldie but goodie, [Alexa.com](http://Alexa.com), and it's still relevant.

Let's start with [Compete.com](http://Compete.com). Basically it's a way for you to look at the traffic (usage), keywords and demographics of people going to your website or *any website on the Internet* (including your competitors!).

You can compare websites to see graphs of traffic or visitor demographics and keywords. You can look at reach. You can see how popular a particular website is in any country, etc. [Compete.com](http://Compete.com) gets all of their data from Internet service providers such as Comcast so its fairly accurate. They parse their log files and can see where people go on the internet.

They obviously don't have data for everyone in the world but they have a large enough sample that it's thought to be accurate.

[Alexa.com](http://Alexa.com) is up next, which is now owned by Amazon. With Alexa, you have to install a toolbar or an add-on in Firefox, Internet Explorer, or Google's Chrome browser, and it tracks the websites you go to and sends that information back to their servers anonymously. Alexa compiles their data and creates similar reports to those found on [Compete.com](http://Compete.com).

You can see traffic, demographics, reach, etc but with Alexa they give each website a number. So the number one website is [Google.com](http://Google.com), which means it gets the most traffic in the world. Number 2 is Facebook and then it goes all the way down from there. Your website won't show up on Alexa until it's got some traffic (visitors). A few short years ago, Alexa used to count only the first 4 billion websites. Now it starts counting the first 25 billion. If you make it to the top 1%, or 100,000 websites in the world, your site gets checked every day, and you get on their Alexa graph. Also, you may see a traffic rank that's much higher (i.e. a lower number, since it's counting downwards) in the US.

What can you do with this data?

You can compare your internet marketing efforts against both yourself and your competitors.

# Guerrilla Strategies To Get Your Legal Website To "Page 1" of Google

Google is the most popular search engine in the world. Google gets 65.4% of all searches. Yahoo gets 17.4%, Microsoft's Bing gets 11.1%, rounding out the top 5 are Ask.com with 3.8% and AOL with 2.3%. All the other search engines are negligible.

So for these reasons, we'll direct your attention only to Google's search engine.

The only way to get your legal website to "Page 1" of Google is to optimize it for the search engine. This is called "search engine optimization" or "SEO", for short. A common term that most people throw around and say they can do but in reality, only a handful of people in the world know how to do it well.

What is "Page 1"? Page 1 is the first page you see when you type in your key words or search terms into Google's search engine. There are only 10 results or websites that Google presents on its "first page" for any search. The 10 sites allowed are always below Google's paid ads, which are at the top and the right of the Page, called Google "Adwords". These non-paid search "results" are called "organic" results since they're not paid ads. Google has a \$200 million market capitalization. They generate 94% of their annual revenue through Adwords, their paid advertising program.

Getting on Page 1 of Google when people type in your law firm's "key words" is by far the most critical internet marketing that your law practice can do. Most of your potential clients that use search engines will never go beyond the first page.

According to the American Bar Association, there are now over 1,143,358 licensed attorneys in the US. Most successful law practices have more than one website. Over the past four years the internet has gotten fiercely competitive. So the sooner you start, the better off you'll be. Getting established now will serve you well in both the short and long-term.

Some keywords are more competitive than others. For example, "personal injury" is fiercely competitive, while "criminal" and "family" less so. The word "bankruptcy" is the least competitive. But this may not last long as young internet savvy attorneys get on Page 1.

What are your key words? They are whatever you think your potential clients will type into Google's search when they look for your legal practice. For example, if you're a personal injury lawyer in Chicago, you'll want to have the key words "personal injury lawyer chicago" as your site's keywords. If you're a family attorney in Orange County, CA, you'll want to have "divorce attorney orangecounty" as your site's keywords.



If you do a search for "personal injury lawyer chicago" you'll find that the total number of results is 463,000. If you search Google for "divorce attorney orange county", you'll find roughly about the same number of results, 463,000. That means that your law firm's website has to be optimized to climb over all 462,990 other sites to get to the first page of Google. A staggering number, you might think.

Let's pause for a moment and ask why use a generic term like "personal injury lawyer chicago" instead of your law practice's name?

There are two main reasons.

First, there's an advertising term that describe it. It's called "branding". Unless your law firm's name is well-known or "branded", there are far more searches on a term like "personal injury lawyer chicago", than on a search with your firms' name.

Second, the term "personal injury lawyer chicago" is a search engine-friendly name. Getting you ranked on Page 1 in today's competitive internet environment increase your website's chances of getting located on the internet.

Most users or even professional web designers who are honest will tell you they don't know how to get you to the top of Page 1. They are web designers or programmers, and not familiar with search engine optimization. Most companies turn to advertising agencies they trust. For example, our company has optimized hundreds of corporate websites for Google's search engine. That's our job.

As an example, our site is optimized perfectly for Google. Our advertising agency is located in San Francisco, and is ranked 1st at the top of Page 1 from over 34.4 million results. Not just for one key phrase, but for over a dozen. We're well ahead of the traditional advertising agencies that don't have the expertise.

Over the past seven years Google has served our advertising agency well. It's brought us most of our client base, including many brand name, long term, and stable clients.

So when we see 460,000 results for the "personal injury lawyer chicago" and "divorce attorney orange county" and compare them to the roughly 34+ million results we climb over on a daily basis, we think you're in a great position to get to Page 1.

Of course the larger the geographic area, the more law practices and websites will be competing for those top 10 organic results. Getting to page 1 nationally is pretty difficult for most practices. But it's probably fair to say that you're fine with it, since most of you are only licensed to practice in your own state and want to market to local and regional clients. If you can get to page 1 with the correct 4 keywords, the chances are you'll do very well without many visitors.

Here are some guerrilla legal marketing tools that will get you to the first page of Google:

**Tip #1:** Purchase a generic domain name that has your search terms. If you're a personal injury attorney in Tampa, Florida, get the domain name "personal injury attorney tampa". Do not use your own your own name or your law firm's name. If you already have a domain name and don't want to give it away because people are familiar with it and you've "branded" it, then launch a second legal website immediately. If it's not doing well for you then just replace it. While good domain names are getting even harder to find, try spending an evening at "Go Daddy" to find the one that's perfect for you.

**Tip #2:** Select your keywords carefully. Select exactly four to five keywords that match your domain name and describe both the geographic area that you serve and your primary area of specialization. Again, you want to make sure they're related to your domain name. Then select three or four more sets of four-word keywords. Add these to your website's source code, at the top, where you see keyword "metatags". Every site has source code, and adding these to your metatags is easy to do. And then modify them slightly for each page of your site.

**Tip #3:** Add your domain name repeatedly to the text or "content" on your site, so when Google "spiders" or searches your site, it sees a lot of text with these keywords repeated. Do not enter a million keywords or Google will blacklist your domain name.

**Tip #4:** Add your keywords to your source code's graphics tags, called "ALT" tags, so that they are also picked up by Google's search engine.

**Tip #5:** Add "back links" to your site. Back links are simply links with your domain name, pointed at your site, from other sites. They reference your domain name. An easy way to do this is to write online articles, issue press releases and post your site in related forums. Use PRWeb.com, or PRNewswire.com for online press releases (avoid the free press release sites with free advertising). These press releases will get "picked up" by Google and Yahoo news feeds. This process will create the "back links" that will improve your Google page rank.

**Tip #6:** Add a blog to your website, and update it frequently. Find 10 minutes a week to write your blog. If it's interesting and related to the legal community or the general public, you will attract visitors to your site. The more visitors you get to your site, the more traffic you get. Adding traffic to your site is another helpful way to optimize your site.

**Tip #7:** Make a few videos of yourself and your law firm, partners and people. Make them informative, professional, and interesting. Then set up a free YouTube account, and post them to your new YouTube Channel and also to your website. Videos are a powerful way to get visitors to your site.

**Tip #8:** Make sure your website is powerful, informative, attractive and professional. It's your internet presence. It's who you are to the rest of the world. It's your business card, your expensive education, your future income, and your internet marketing all together.

**Tip #9:** Use Google's "Adwords", their paid advertising program, when you launch your site, and whenever you need to maintain it. You can create a free account on Google, set a daily budget, select your demographics and keywords, and let Google drive traffic to your site using their paid ads. Adwords is also Google-friendly and will help get your legal website to the top. Only use it for 4-6 weeks after the initial launch. By then your organic keywords will be optimized and put you in the top 10 search results.

Now you know how to get to Page 1 of Google. There are more tips that we can share at a later time.

# Improving Your Clientele By Using Guerrilla Website Design

This is critical: Don't appeal to the masses or you'll get the masses. Appeal to the corporate C-suite instead. You want their corporate account. And if you can't get it, you want the C-level employee who has a personal injury or medical malpractice lawsuit and is searching from work or from home. If your site gives a great presentation to a COO, for example, there's an excellent chance you'll get their account and if not, you get them. Either way, they'll become your client for life and refer other high-level managers.

As an advertising agency, we've been evaluating and critiquing websites for hundreds of brand name clients over the past seven years. We've now heard from hundreds of law firms that have told us their site doesn't work for them. Most lawyers spend their time working, not analyzing websites. Our advertising agency has four attorneys we don't pay them to critique websites so it's not difficult to understand why most are perplexed.

Simply answered, if you don't give your website's visitors a reason to go in, they won't go in. The average visitor to a legal website stays on your site for under 6.4 seconds. You don't have much time to win them over.

If you don't impress them with a professional legal design, they won't be impressed. If you don't show them quickly that you can handle their legal needs, they won't think you're the right attorney for them. If you don't present your major cases and settlements, they won't know you're a great litigator. If you don't offer them something for free, like a free case evaluation, they'll think you'll charge them for simply contacting them. And if you don't give them a way to contact you quickly and easily, don't expect to hear from them.

Here's another critical fact: No matter how well your site is optimized, even if you're on Page 1 on Google, unless your site can impress them in under 6.4 seconds, they'll never contact you.

How important is your legal website to your legal livelihood? How much did you spend on your education? How much do you want to bill? How many great, not just good, clients do you want to have? What do you want your future to hold?

Are you starting out and want your first clients, or are you trying to double your firm's annual revenue? Do you want to be in a position to turn down bad cases? Do you want to pay thousands of dollars every month to be listed in a directory or matched with other clients in the hopes of getting the big case, but only to find you're breaking even and locked into a contract?

Your website is your internet presence, your education, your online law office, your online billboard, your television commercial, the cases you've won, your new Yellow Pages, and your ability to show prospective clients that you're a "super" lawyer or law firm. Your legal website gives you the ability to reach into their offices (and homes) and get corporate accounts and C-level clients that are searching for you.

Here's how you do it.

In a nutshell, your legal website consists of 6 components:

- \*Design
- \*Ease-of-Use
- \*Innovation
- \*Content
- \*Interactivity
- \*Use of Technology

Let's take these one at a time.

**Design:** Most attorneys have free websites, or are using a subdomain of a big professional legal company. Many have boring websites that match the dryness of the profession. Most practices have websites that are poorly designed with cheap logos (if any) that give a poor presentation. You wouldn't buy used furniture for your law firm. Why buy a poorly designed website? A lot more people will enter your virtual legal office than will enter your physical office. Show your visitors you care. Present yourself professionally. If you can visualize a corporate COO coming to the office tomorrow for an appointment, then visualize that COO looking at your law site. Is it as good as they are? Is it as good as you are?

**Ease-of Use:** Is your legal website easy to navigate? Is it easy to find out who you are, what you specialize in, and easily move around your website? Can you show them you're the right attorney for them or their corporation in 6.4 seconds? Can they move about to see your profiles, accolades, settlements, and areas of specialization fast and easily? Is your site well organized and easy to understand and use?

**Innovation:** Is your website appealing to a corporation that's innovative, sharp, and on the cutting edge of technology, fashion, healthcare, jewelry, oil and gas, pharmaceuticals or consumer goods? Do you want their corporate account? What about their COO who's searching from work with a personal injury or a medical malpractice lawsuit? If you show them a legal site that looks old, they won't be interested in hiring you. If you show them something that's as good and as innovative as they are, you may get them. They work for cutting edge companies. They want a cutting edge, aggressive attorney that wins.

**Content:** If you write content they can't understand, then they won't read it. The clients you want are extremely busy. They're absorbed by their own careers. They want short, clear, well-written text that they can quickly read and understand. Not only that, they're organized. If you think the way they do, your legal site should be very well organized, too.

**Interactivity:** Can a corporate COO interact with your website? Can they watch a video and see you? Can they read your blog? Can they leave a comment or question that you'll answer promptly and professionally? Can they interact with you while they're on your site? Will you reply to their questions graciously? Are you involved with your site? If you're not involved with your site, then why would you expect them to be?

**Use of Technology:** Do you have any current technology on your site? All COOs use new technology every day. They are very aware that the law is constantly changing, too. Show them that you're current with new technology so they know you're keeping up with the law. It's a true statement. They want to know you're as good as they are, because they're very good. And if you want them as a client, they have to respect and admire you.

If you want to get corporate C-level clients from your legal website, here are some important guidelines to follow:

**Guideline #1:** Get a high-impact, visually stunning, professional website with a gorgeous logo. Get one that looks like an expensive law office. If you can't do it yourself, hire a professional advertising agency that understands what you need. It may cost you more but they'll give you a far more professional product. And one COO with a personal injury case will pay for it many times over.

**Guideline #2:** Add a personal video welcome, a video showing you talking about yourself and qualifications, explaining why they should hire you, or at least contact you. Make it formal. They're in your office.

**Guideline #3:** Make sure there's a brief personal profile on each attorney in your firm. Give your firm the credibility and trust a COO wants to see.

**Guideline #4:** Include testimonials from clients and organizations that have approved, certified or rated your law firm. Present all your accolades, awards and affiliations.

**Guideline #5:** Make sure you have "click-to-call", a "free case evaluation", an "instant chat", and a "language translator" on your legal site, if you're in a bi-lingual market.

**Guideline #6:** List all of your law firm's areas of practice. Each specialization should have a separate page and be easy to navigate around. The COO may not need one specialization, but their CEO may need another. If your site is impressive, you may get referred to another executive that needs your services.

**Guideline #7:** List and maintain all of your case verdicts and settlements. This is critical. If you're a personal injury, wrongful death, medical malpractice, mass tort, pharmaceutical litigation, securities fraud, workers compensation, product liability, Vioxx, employment discrimination, construction negligence, trucking, breach of contract, asbestos, aviation, class action, pedestrian injury, personal injury attorney or firm. These are the cases you want. Show the COO they can come to you and get the results they want.

**Guideline #8:** Write content (text) that's clear, concise, and simple to read. After your website draws a COO in, they'll want to know more about you. Don't make it difficult for them to read the "law" or they won't read it.

**Guideline #9:** Add a blog that you maintain. Take 10 minutes a week to write something. And if someone contacts you online, be responsive. There are over 40 different types of free blogs available now, including: Wordpress.com, Tumblr.com, Blogger.com, Blog.com, Blog Ladder.com, Bioki.com. Some are better suited to your firm than others. Select the one that has features that best suit your practice.

# Guerrilla Marketing Your Law Firm Using Video Conferencing

With so many internet technologies available today to help you manage and expand your law practice, it is sometimes difficult to identify the right ones to implement. Given the economy, it is increasingly clear that law firms are focusing their investments on technologies that have the greatest impact on their bottom line. Due to its numerous benefits, including new client acquisition and retention; significant productivity gains; cost savings; and its use as a marketing tool, video conferencing is at the very top of the list.

Law firms have used video conferencing for a few years. It has become a **no-nonsense guerrilla tool** to market their practice, regardless of size, to acquire and retain first-rate clients. With video conferencing **you aren't just a local law firm**, you're now state-wide, national or even international. Your **legal market reach** has just **increased by millions of clients**.

Today **many young, internet savvy lawyers** have turned their use of video conferencing into a **client marketing acquisition machine**. By offering their corporate and C-suite clients instant first-meetings (while they're busy at work or across town), instant access, more convenient and flexible ways to meet and work with them, they've marketed themselves successfully. Video conferencing has enabled them to acquire these top corporate clients and C-level employees that have searched the internet for them.

It's a tremendous guerrilla strategy to have high-impact, face-to-face meetings with these potential clients. Among the reasons for this are: increased instant client-access, reduced travel costs, and increased billable hours and productivity. Attorneys can now leverage this phenomenon by using video conferencing to add value to your business offerings. By providing your clients with the ability to access your firm through video communications, your sessions become more convenient, flexible, and productive. Your firm can also introduce resources that may be located in other parts of the state, country, or even internationally, then market and practice law there.

Positioning this new feature as a marketable tool is a simple process. Firms can look to their video conferencing site as a unique, differentiating firm asset. The internet is one of the main marketing mediums for law firms and readying your site with video conferencing drives this highly noticeable technology directly into the lives of your prospective and current clients.

With a white label video conferencing site showing off your firms' logo and design, it enormously enhances your law firms' image and reputation. The popular guerrilla marketing strategy indicates that now is the time to get your law firm started.



# | The Law Firm of the Future

The law firm of the future will consist of a team of attorneys who are plugged into a collaborative network that allows them to share ideas, plans and strategies. They'll be able to collaborate and communicate visually, face-to-face. Each attorney will be able to leverage their specialized skills and knowledge at any time, regardless of their physical location. By properly using video conferencing solutions, their attorneys can **double--or triple--the number of face-to-face (and billable) client sessions** they hold every day. That said, the technology is now ready and available for deployment. In short, the law firm of tomorrow is really the **intelligent law firm of today**.

# **Congratulations, You're Now A Guerrilla Legal Marketer**

So that's all we've got for you in this ebook. Thanks for reading.

Guerrilla marketing is more a mindset than anything else. Even when your practice is doing well and you've achieved your goals, you still want to stay on top of the latest interactive digital solutions.

## **By the way, here's our free offer:**

If you don't already have a legal website, or are planning to start one, but can't find the perfect domain name, contact us.

We'll help you get the perfect one for absolutely free! Yes, no strings attached because we think that it's critical to your success.

Remember, the only thing that distinguishes most successful law practices from their competitors is marketing. Market often, market aggressively and create as much good will for your clients as you can. That's really all you have to do - the rest will take care of itself.

Best Wishes!

The Digital Design and Marketing Team  
Agency San Francisco, An Interactive Advertising Agency

**P.S. Please share this ebook with your colleagues who have their own firms and practices.**



Interactive Advertising Agency

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