



2019 GUIDE

Digital Marketing

mmdigital

Your partner in
technology-powered
customer acquisition

Contents

3	Introduction
4-6	Website
7-8	Conversion Rate Optimisation
9-10	Search Engine Optimisation
11-12	Reviews
13-14	Pay Per Click
15-17	Social Media
18-19	Live Chat, Chatbots & Instant Messaging
20-21	Analytics
22	About Us

Introduction

Digital marketing is becoming more and more crucial in helping law firms step up in an increasingly competitive marketplace. Law firms appear to be experiencing trying times, and in the year leading up to December 2018 alone, the Solicitor's Regulation Authority found that 627 law firms closed in the UK.

With the Civil Liability Act and the introduction of fixed costs for clinical negligence cases also on the horizon, the future for many firms may seem a little uncertain. However, whatever services or specialisms your practice offers, it's important to remain optimistic and focus on how you're going to future-proof your business.

In 2019, it is not necessarily surprising that nine out of 10 searches for legal assistance begin online, and with our increasingly internet-savvy population, this is only likely to become a more popular avenue.

Boosting your digital marketing efforts can help you to stand out from your competitors and capture online enquiries to win new business. Yet with so many different elements of digital marketing to consider and build into your strategy, it can all seem a little overwhelming.

Our handy e-guide breaks down all the different channels and disciplines you might be looking to incorporate, offering essential tips and practical advice.



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HTML & CSS
design and build websites

Website



A website is an important tool for every business and one that most now have. However, it's important to remember that your website is probably going to be the first impression a potential client has of your firm, so it's important that it portrays your business in a positive light and does it justice!

A well-designed, easy-to-use, informative website is key. Here are the key considerations to bear in mind;

- 1 Aesthetically pleasing – It goes without saying that your website should look tidy, appealing and professional. Avoid brash colours or any fonts that may be tricky to read. It is also worth considering what background your text sits on - a light background with dark font is far easier for a user to read than a light font on a dark background. While you might feel that these elements help you stand out from competitor sites, it's important to remember the main reason somebody would visit your website – to obtain information and get in touch. Make your design as clear and simple as possible, keeping fonts and colours consistent with your brand guidelines.

- 2 Clear navigation – Your visitors should be able to find what they're looking for quickly and easily. Opt for a clear homepage with call to action buttons and prompts to guide users to popular pages. Make sure that your other pages are listed clearly in a navigation pane or collapsible menu and remember, your contact information should be clearly displayed at the top of every page. If a customer wants to make an enquiry but can't easily find the information to do so they're likely to get frustrated and leave your site, meaning you could lose the business.

Did you know?

According to UK Web Host Review, 75% of people base a company's credibility by how their website looks, feels and responds to the user journey.

3. FAQs – A frequently asked questions page is not only helpful for your visitors, allowing them to quickly gain information about your services and processes, but it can also help relieve some of the pressure on your team, meaning less time spent responding to repetitive enquiries.

4. Helpful content – Take the time to ensure that the information on each page of your website is clear, cohesive and informative. It can help to put yourself in a potential client's shoes – what would you need or want to know before making contact with a law firm? Are you already familiar with the type of support you need, or do you require guidance?

5. Be personable – Approaching a law firm with any query or case, whether it be personal injury, medical negligence or something else, can be a daunting experience. Try not to use too much jargon and make sure everything is explained as clearly and concisely as possible so not to overwhelm visitors. You could also consider creating an 'about us' page with bright headshots and a short paragraph on each of your staff so you appear approachable, friendly and human.

3.32 Pages Visi

Traffic Sources Overview



Visitors Overview

Visitors
2,958

Conversion Rate Optimisation (CRO)

Did you know?

The average conversion rate in AdWords in the law industry is 6.98% for search and 1.84% for the Google Display Network, according to ithinkmedia.

Converting existing website visitors is just as important as attracting them in the first place. The aim of your website is to provide adequate information about your products and services, but ultimately to prompt the visitor into making an enquiry and to convert them into a customer. If you invest in PPC or advertising (we'll come onto that later) CRO can help to protect and boost your investments in these areas.

Prominent, clear calls to action are key to achieving a good conversion rate and finding out what works best for you is very much a constant process of trial, error and learning. It can be as simple as trying different prompts, button sizes and colours to see which combinations attract more attention and a better click rate.

You could try A/B or split testing, directing half of your traffic to one version of the website and the other half to another to test which is more successful. However, remember to collect and regularly review the relevant data to find out what's working and what isn't.

Google Analytics is an incredibly valuable tool and offers you full visibility over website performance, so you can ensure that the changes you implement are making improvements. Optimize is a fairly new feature of the Google range of products and allows you to conduct A/B testing on your website for no cost whilst boasting a simple interface.

SEARCH

Search Engine Optimisation (SEO)

You may be familiar with SEO as an incredibly complicated concept, and the theories and algorithms behind it can understandably seem like a bit of a mystery. In fact, many large companies have a role or roles dedicated specifically to SEO to boost business visibility and its position in search rankings.

But how does it work? According to Moz

Google (or any engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

However, you don't necessarily need to be an SEO scientist to make a difference! Creating quality content by writing regular blogs and company updates is the best way to boost your organic search rankings. Your fixed content (mainstay information on home pages and services) is a key area to focus on as these are pages that will stand out to search engines and consistently feature in search engine page results. This type of content typically needs to be around 2,000 words but it can be broken up with call to actions, videos and images so not to overwhelm your site visitors.

Aim to create a new blog at least once per week so you have a steady feed of fresh new content. It doesn't need to be particularly in-depth or complex, but it should be interesting and add value to the reader. Aim for at least 300 words and experiment with a variety of different content; company news, topical industry issues and even Q&A-style staff interviews. Try different approaches to see what gains most traction – you might be surprised! Avoid duplicate content as your content needs to be original, interesting and useful.

Also consider your chosen keywords and phrases, eg. 'personal injury law firm' and try to incorporate them in your content where you can – but naturally! Search engine algorithms are clever and will see through artificial attempts to wedge terms in where they don't necessarily fit. Also try tagging pages and blogs to categorise them appropriately and enable accurate site search results.

There are plenty of free tools that you can set up on your website to track your progress such as Google Analytics and the Google Search Console. They will tell you how your chosen keywords are performing and highlight the type of users you are attracting. This is crucial when debating changes to your fixed content. You may need to ask yourself – have my site visitors found the right content based on what they have searched for? If the answer is no, it may be time for some minor changes to your fixed content. We have included a more detailed summary of the power of analytics a bit later in this guide.

Online Reviews

Don't underestimate the power of reviews

Before getting in touch with your firm or even deciding what kind of services they might need, a potential claimant is likely to 'shop around' and conduct their own research online.

You need to look attractive as possible online to these potential clients, and they're likely to take into account everything from your website to online reviews and testimonials. However, remember that they'll probably be looking at your competitors too! What sets you apart from them? Make sure that it's clearly communicated.

Google reviews can be an incredibly powerful tool too. If somebody searches the name of your firm or your specialism ie.

'personal injury lawyer, Manchester' for example, if you have a Google My Business account, your business is likely to be listed in the right-hand panel alongside your ratings and reviews.

While SEO and PPC can bring you to the top of search rankings, this powerful yet simple tool can bring up your business up alongside them, which can be incredibly influential. If you haven't already set up your account, it's certainly worth doing so.

Alternatively, you could consider an independent or third-party review sites such as Trust Pilot or Feefo. While they do have subscription charges, they can often be seen to look more genuine than the testimonials on your website.

Did you know?

Consumers read an average of 10 online reviews before feeling able to trust a local business, according to Bright Local.

About 2,740,000,000 results (0.51 seconds)




A privacy reminder from Google

REMIND ME LATER

REVIEW

Google AdWords is Now | Google Ads

 ads.google.com/Google/Ads 0800 033 4764

Be Found In More Searches and Use Google Ads to Grow Your Business. Over 1m+ Businesses. Free Help to Start. Promote Your Website. Set Your Own Budget. Google Ads on the Google Display Network.

Pay Per Click (PPC)

Pricing

With Google Ads, You Only Pay For The Clicks You Receive

How Do Search Ads Work?

Be Just a Google Search Away. Locate Your Customers With Keywords

Keyword Planner

Discover New Keywords. Compare Keywords

How it Works


Find Out How to Get Visitors to Your Website

Microsoft Advertising® | Reach People Searching for Your Business

 about.ads.microsoft.com/

Bing Ads is now Microsoft Advertising. Don't Miss Out On Millions of Searches. Credit w/ Microsoft & Start Your Account Today! Easy Import From AdWords

Google Ads Management Agency | Improve Your Google Ads

 ppc.pushgroup.co.uk/Google_Ads/Specialists 020 3005 9877

What Does It Take For A PPC Agency To Win Google Partner Awards 3 Years

Get More Customers With Easy Online Advertising - Go



PPC or 'pay per click' can be a useful tool to drive rapid online growth and essentially enables you to pay for a prime position in search rankings. Using specific search terms and keywords, you're able to target potential customers with key messages, only paying a fee each time one of your ads is clicked.

As far as paid digital marketing channels go, pay-per-click is still an unbeatable force, especially with the diverse options now available to brands. There are several PPC search engines that can be used to help generate leads such as Facebook, Instagram, Bing - and the most predominate search engine - Google. Over the last 15 years, Google PPC ads have been a main driver, helping users connect with firms.

Marketing firms tend to refer to PPC ads as mainly text based, however the adverts can also be picture based,

normally referred to as display advertisement. Display ads can help your firm to create demand and introduce your services to customers who may not be looking or even know you exist.

There is a steep learning curve for each platform, therefore we'd recommend getting an agency to handle your campaigns as PPC can be an expensive activity if done wrong!

Make sure you are seeing a return on your investments and don't be afraid to outsource help to make sure you're doing it properly. Just like SEO specialists, thousands of businesses now employ PPC gurus to build and deliver an effective strategy



PPC results are pretty much instant. Once your campaign has been approved, you will begin to receive traffic.

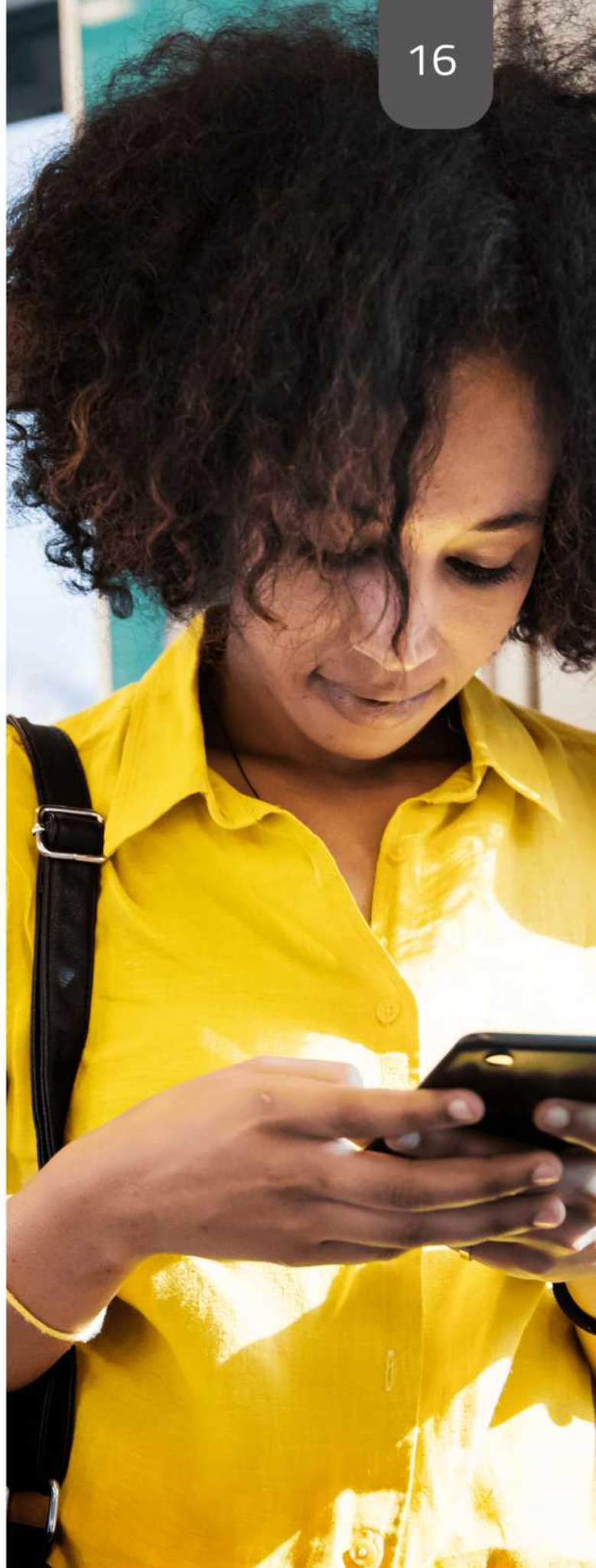
Social Media

There are many social media channels out there to consider and new ones appearing all the time, but the main three that businesses tend to use are Facebook, Twitter and LinkedIn. First, it's important to consider which channels would be most appropriate for your audience.

If you're targeting consumers, Facebook is probably your best bet, while LinkedIn is obviously going to be better for B2B strategy. However, whichever platform you're using, you're still speaking to humans so make sure your updates are interesting and engaging. Avoid posting overly promotional or 'salesy' content too. That's what adverts are there for – but we'll come onto that next.

Whatever type of business you are, it's good to have social media profiles set up on as many platforms as you can manage from an administrative point of view. It is a great free way to expose your brand to more online users. If you or other members of staff have social media profiles, you can encourage them to share and promote your content as a way to reach an audience you would usually have to pay to reach.

Depending on which different channels you use, there are lots of different pieces of advice and best practice so it's worth familiarising yourself with them so you're confident you're using each platform to the best of its ability.





Twitter has 326m active users per month and sees 500m new tweets every day, so it's important to be able to cut through the noise and make your 280 characters count. Top four tips:



Make sure you're posting every day – but remember your posts



Try using images and video to boost engagement.



Don't be afraid to 'mention' other Twitter users using the @ sign to bring their attention to your post or start a



You can also place a hashtag in front of certain keywords to help your content appear in relevant feeds, but best practice suggests limiting this to just two per tweet.

You could also consider advertising on social media to target potential customers with relevant messages.

There is a huge advantage over using more traditional online ways of advertising such as Google Ads, if you consider the amount of information some platforms hold over a search engine.

For example, Facebook has far more information on your audience including their interests, location, age, gender and depending on the user's settings, even previous purchases.

This gives you a very powerful audience building tool which can allow you to target as many people as your budget will allow whilst being safe in the knowledge that you are promoting your brand to the right type of people.

Social media advertising can be cheaper to reach your audience but as they may not always be looking for your services you have to work harder to get your audience to take a positive action and engage with an ad. The cost can quickly add up so it's important to set daily, weekly and monthly budgets so you can properly assess your return.

A hand holding a smartphone is shown on the right side of the image. The background is a dark purple color with a network of white lines and dots overlaid, suggesting digital connectivity. The text is centered in the lower half of the image.

Live Chat, Chatbots & Instant Messaging

Most consumer websites you visit these days will feature either a live chat function, a chatbot or both. There is a reason that businesses use them. Simply put - they actually work. A live chat option is great for site users who just want to understand a little bit more about your business or what services you can offer. It gives you a perfect opportunity to warm-up a curious site user to a fully-fledged lead or client during your sales process.

Live chat is the perfect middle-man between a phone call and a contact form or email. Some of your prospective clients do not want to speak over the phone and simply just don't have time to draft large emails and it is also a great tool to capture some of the more impulsive site users.

You would be right to think that a chatbot is just a simple robot used in a similar way as a live chat, but this is very common mistake. A chatbot is highly powerful tool that, if used properly, can reduce the need for real human conversation.

The only way to build a successful chatbot however is to repeatedly test the journey that your site users would take, filling in more and more gaps as you go along. It can take a long time to perfect, but it is well worth the time if it speaks to your audience in a more engaging way than your content or beautiful web design.

A slightly new option to conversational marketing is instant messaging platforms such as WhatsApp and Facebook Messenger.

WhatsApp has recently released WhatsApp Business which allows SMEs to create a business account and speak with their clients or potential leads. This can be handy for people who are busy and on-the-go and would like a bit more of informal chat with your marketing team.

Facebook Messenger is slightly more established on the instant messaging business market and can integrate with your Facebook page and ad accounts. If set up correctly you can send automated responses to inform people that you are not available outside of business hours and you can even place your Facebook adverts in a target audience's messenger feed to provoke more Messenger conversations.

Studies have shown that 70% people would opt for messaging a bot to communicate with a company, it isn't surprising that the future of these platform looks great and even for a custom software.



Analytics



Your analytics can tell you a lot about how your website is performing. Google Analytics provides a useful visual dashboard, providing a visual overview of the traffic to your website, new visitors vs returning visitors and the average duration a visitor spends on your site, alongside a plethora of other metrics.

While the platform might initially look a little overwhelming, it's important not to underestimate how much this data can tell you about your user experience. Frequently-visited pages, the average page duration and the journey around your website can provide invaluable insight.



A long average page duration, especially on a page with minimal content, may suggest that your visitors are struggling to navigate your website. Alternatively, if you're experiencing a disproportionately short average page duration, this could suggest that the user cannot find what they need, causing them to drop off.

Base any changes you make on real data and continue to monitor your analytics to determine whether your amendments have had the desired effect.

About mmadigital

mmadigital provides a scalable source of different types of new enquiries to law firms throughout the UK. Our technology and industry-leading cross-channel marketing teams help connect active customers/claimants with law firms looking to increase case acquisition, providing qualified leads directly to firms on a regular basis.

Through a range of packaged solutions, presented below, you can have to access new customers actively seeking immediate assistance in these areas, delivered to you following a robust vetting process. All solutions comply fully with relevant industry bodies and legislation, including the FCA.

mmadigital is more than a digital marketing agency: we partner with businesses big and small, as an extension to your own marketing function or as a specialist outsourced resource, providing expertise and technology to help you grow. Whether you want to attract new clients, more attractive clients, clients in new sectors or measure how effective your own digital marketing campaigns are - we can help.



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If we can offer any further support with your digital marketing strategy, or of course, lead generation, don't hesitate to get in touch on 0161 452 0311 or find out more and message us at www.mmadigital.co.uk.