

# How To Get More Law Firm Clients - A 2020 Marketing Guide for Attorneys

Why Is Greg Ranger Qualified To Teach This?

I've been Doing digital marketing full-time since early 2016

## Law Firm Specific Results:



**Kenneth**  
2 reviews

★★★★★ 4 days ago

Greg Ranger did a phenomenal job for me and my law practice, putting together a social media marketing strategy and among other things increasing my Google ad word clicks from 500 to 1400 a month. I highly recommend his services, feel free to contact me for a direct reference.

Reply Like

## Local Business Results:

Thank you! Inbox x



**Helena**  
to me

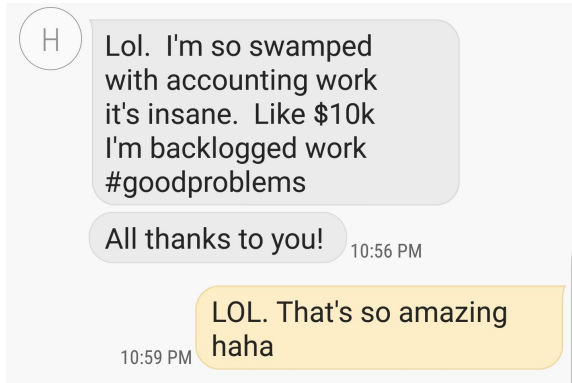
Hey Greg,

I wanted to thank you again! Your course material added an extra \$10,000/month for me in less than 2 months. It was mind blowing and helpful.

I really enjoyed the material and would recommend everyone and anyone to get it! Keep up the good work!

This is so awesome!

...



In this guide, I'll show you the strategies I used to achieve these kinds of results.

The **outcome** of this guide is to show you what to do first, second, third, etc to get more high-quality clients fast with your marketing.

I'll give you different options based on your budget.

If you follow the steps, you WILL get more clients.

**Here's the order:**

If you have a **small** ad budget (<\$1000/month), do Part 1, 4, 5, 7 in that order.

If you have a **medium** ad budget (\$1000-\$10,000/month), do Part 1, 3, 4, 2(if you have a leftover budget), 6, 7, 5 in that order.

If you have a **big** ad budget (\$10,000+/month) Part 1, 2, 3, 4, 6, 7, 5 in that order.

# 1 - Google My Business (GMB) & Facebook Reviews

**Cost:** Free + A little bit of time

**Why it's important:** Potential clients will call the lawyer with the most (and best) reviews first. This enhances all your other marketing efforts.

If you have 46 reviews, and your competition only has 17 or 7, you will get most of the business.









Here's how to set up your GMB listing:

<https://support.google.com/business/answer/2911778?hl=en>

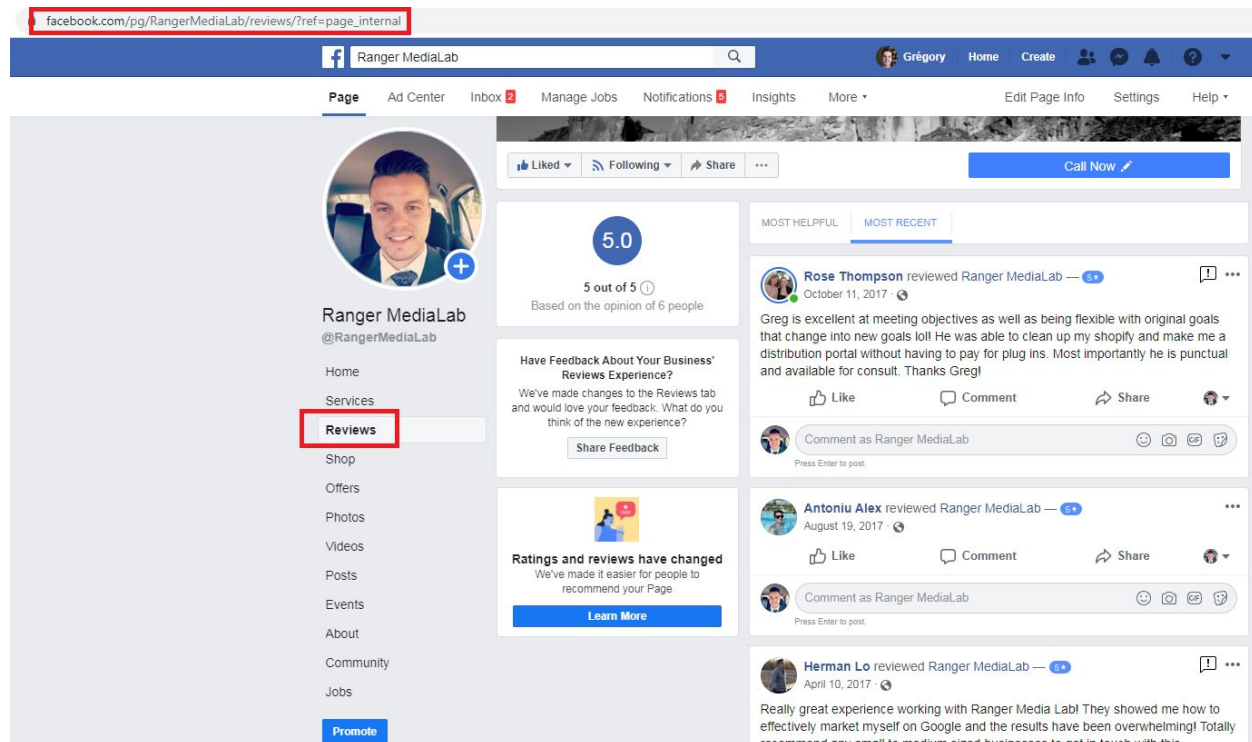
Here's how to set up your Facebook Business Page

<https://www.facebook.com/business/pages/set-up>

Here's what a GMB listing looks like:

<p><b>Will Murray Law Office</b> ▾ <small>(Ad)</small> 5.0 ★★★★★ (9) · Criminal defence lawyer 224 Cooper Street #1 Open · Closes 5 p.m. · (613) 695-3005</p>	 WEBSITE	 DIRECTIONS
<p><b>Paul Lewandowski Criminal Defence Lawyer</b> 4.4 ★★★★★ (7) · Criminal justice attorney 200 Elgin St · In Espial Group Inc. Open · Closes 8 p.m. · (613) 866-4155</p>	 WEBSITE	 DIRECTIONS
<p><b>Armoured Suits: Criminal Defence Lawyers</b> 4.6 ★★★★★ (27) · Criminal justice attorney 170 Laurier Ave W Suite 714 Open · Closes 5 p.m. · (613) 233-0008</p>	 WEBSITE	 DIRECTIONS
<p><b>David Anber's Law Office</b> 4.8 ★★★★★ (46) · Criminal justice attorney 150 Metcalfe St #2300 Open 24 hours · (613) 755-4008</p>	 WEBSITE	 DIRECTIONS

Here's what Facebook Reviews look like:



**Next step:** You need to ask for reviews, consistently. Make asking testimonials part of your process.

Here are **5 questions** that will help your clients formulate a review:

1. Why did you choose our law firm as opposed to the others?
2. What issue did you have prior to contacting our law firm?
3. What did you enjoy about your experience with us?
4. What was the outcome of your case?
5. What has been the impact on your life since achieving this outcome?

**Incentivize** your clients to leave a review by giving them a gift card upfront (Amazon, Steakhouse, Movies, etc). People are busy so you need to nudge them positively.

Ask them to leave reviews on both GMB and Facebook.

Provide direct URLs for people to leave reviews. This reduces friction so they don't have to google your law firm, etc. They can just click on the link and leave a review.

**GMB direct review URL:** <https://support.google.com/business/answer/7035772?hl=en> Mine looks like this: <https://g.page/RangerMediaLab/review?rc>

**Facebook direct review URL:** On your Facebook Business Page, simply click “Reviews” and it will bring you to your review page. Simply copy the URL.

Typically, you simply append the word “/reviews” to your page’s URL. For example, mine is:

<https://www.facebook.com/pg/RangerMediaLab/reviews/>

## 2 - Google Ads

**Cost:** Medium to Expensive

**Why it's important:** When people search on Google for "Criminal Lawyer Dallas", you want to be in the first few results. The majority of potential clients will click on the top 3 results.

To be at the top of the results, you need to pay Google.


Highlighted in red are the first few search results (which are paid ads)

criminal lawyer dallas

Felonies, Drug **Crimes**, Misdemeanors, Theft **Crimes**, Sex **Crimes**, Assault & Battery.  
Building Your Defense · Attorney Profile · See Our Location · Texas Criminal Defense

**Ad** · www.kruselaw.ca/ · +1 844-278-0808  
**Kruse Law - Criminal Lawyers | Contact For Free Consultation**  
Over 75 Years Of Combined **Criminal** Trial Experience. Determination To Win For Our Clients!  
Don't Take Chances, You Are Innocent Until Proven Guilty. We Will Defend Your...

**Ad** · www.cwmartinlaw.com/ · +1 469-414-9999  
**Criminal Defense Attorney | Best Lawyers in Dallas**  
Our Best, Every Day. Providing Experienced Legal Counsel For Over 20 Years. Call To...



Rating ▾ Hours ▾

**Dunham & Jones, Attorneys at Law, P.C.**  
**Ad** · 4.9 ★★★★★ (151) · Criminal defence lawyer  
Dallas, TX  
Open 24 hours · (214) 888-8888

**DFW Criminal Lawyers L.L.C.**  
5.0 ★★★★★ (110) · Criminal justice attorney  
Dallas, TX, United States  
Open 24 hours · +1 817-229-0319

**Clancy & Clancy Attorneys at Law**  
4.5 ★★★★★ (10) · Criminal justice attorney  
Dallas, TX, United States · In Mc Kinney Place  
Open 24 hours · +1 214-550-5771

The reason Google Ads are very important is: People searching on Google have an **intent**.

They are **actively looking** for a specific service (criminal defense attorney, worker's comp lawyer, etc).

In a nutshell, they are **high-quality leads more likely to retain**.

Here's a free video guide on **How to set up Google Ads for your law practice**:

<https://www.youtube.com/watch?v=ZX9nHXMPxzl>

**Note:** the video was recorded using chiropractors as an example, but you simply need to replace "new york chiropractor" with "new york attorney" for the keywords. The rest of the principles/tactics are the same.

### 3 - YouTube Ads

**Cost:** Low to Medium

**Why it's important:** YouTube Ads yield the same **high quality leads** as Google Ads, except at a much lower cost.

**How it works:** People searching on Google or YouTube for “personal injury lawyer Boston” will see a video ad by you (next time they are on YouTube), asking to book a consultation with your law firm.

The leads are high-quality because the people searching have an intent (“phone number of the best employment attorney in Los Angeles”):

Here's what a YouTube Ad looks like:

The screenshot shows a YouTube interface. At the top, there is a search bar and navigation icons. The main content is a video player for a video titled "3 Key Lessons From Spending \$629,000+ in Ads For A Law Firm And ...". The video is by Greg Ranger, with a "Learn More" button and a URL "www.gregranger.com/". The video player shows a man speaking in front of a bookshelf. Below the video, there are engagement buttons (Like, Dislike, Share, Save) and a "SUBSCRIBE" button. To the right, there is a "Up next" section with video recommendations, including "Dream Car" by ChrisFix, "John Tortorella Furious At Refs & NHL Review Process After..." by SPORTSNET, and "Pro Chefs Make Their Favorite Sandwiches | Test Kitchen Tal..." by Bon Appétit.



## 4 - Facebook & Instagram Marketing

**Cost:** Low to Medium

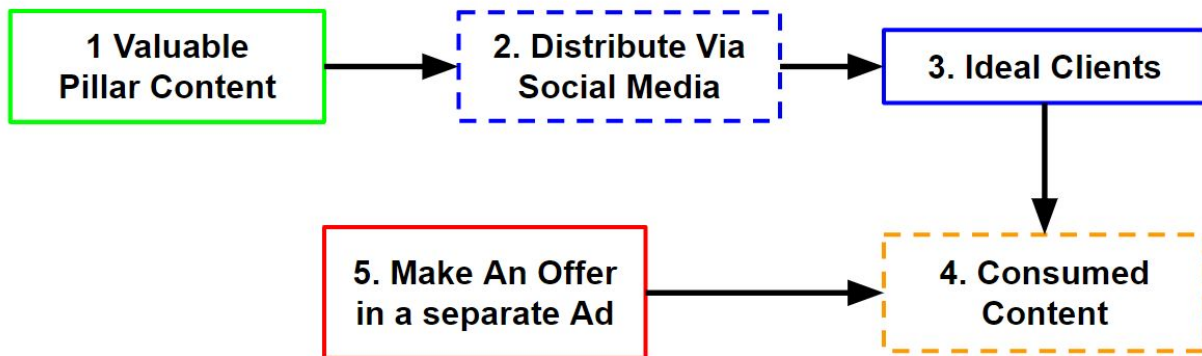
**Why it's important:** We use Facebook & Instagram Marketing as part of our Branding For Profits Strategy (Explained in the Lawyer Training here <https://www.gregranger.com/lawyer-training/>)

Almost everyone is on Facebook, including your target market. They are human after all, they do go on Facebook and Instagram to see pictures of their kids, grandkids, etc. Therefore, you can reach them with your marketing.

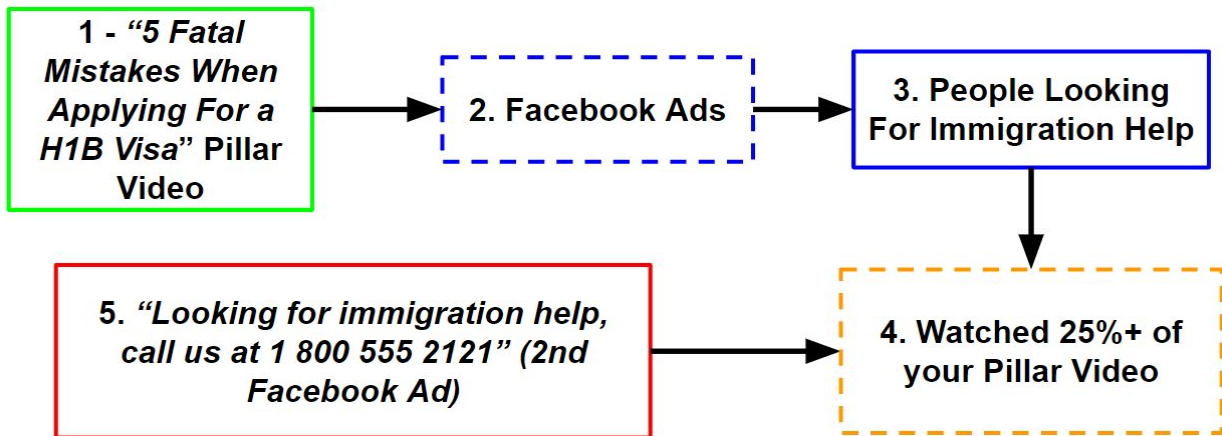
We use Facebook to distribute our Pillar Content (Video, PDF, Article).

Because it was actually valuable, it increases the trust, respect & goodwill your potential clients have in you. (AKA Your Brand). This eventually leads to more sales and less price resistance because you actually helped your ideal client upfront, without asking anything in return.

Here's How It Works at a high level:



Example:



You can really start to get traction, even with a small \$10-\$20/day budget.

## 5 - Email Newsletter

**Cost:** Low

**Why it's important:** Having an email newsletter is a great way to stay in touch with future and existing clients. It's extremely inexpensive to set up (Free at first, then ~\$10/month).

By sending 1 or 2 emails a month, with valuable content, you stay top of mind.

With email, you simply have to write a short article. No need to record and edit video. So it's less time-consuming.

The only downside to email is that you are competing with 100s of other daily emails for your client's attention.

Mailchimp is a software that allows you to capture email addresses and send out your emails/newsletter. It's free up to 2000 contacts. It's what I use. <https://mailchimp.com/>

**Topics to write about:** Current events that affect your clients (IE. New immigration law comes into effect in March, etc). Common questions, common fears. How To Guides (How to setup your will if you're on a tight budget)

How do you get people on your email list? You can create a valuable PDF, and in order to get it, your target market needs to provide you with an email address in a form. Mailchimp takes care of that.

Here's what a form can look like: <https://www.gregranger.com/more-law-clients-yt/>

## 6 - Video Content Creation & Distribution

**Cost:** Low to medium, high (if you do fancy videos)

**Why it's important:** You want to create valuable video content and distribute it.

It accomplishes several objectives:

1. It positions you as an authority (Reduces price objections, increase sales)
2. It builds trust (because your content actually helps people)
3. Creates familiarity (They get used to seeing your videos) which leads to more sales
4. Creates awareness. More people get to know you.
5. Virality potential: One of your videos might get shared 1000s of times, leading in a surge of new clients.

Let me **illustrate** with a story: I was on the first call with a new potential client. During the first few minutes of the call, he tells me he watched all my [YouTube videos](#), and he's ready to get started. There was no price objection, no hard questions, etc. He was good to go.

This is the power of video.

Now, you want to create valuable video content and put it up for free on all the major platforms.

You want to upload your videos on YouTube, on your Facebook page and post them on LinkedIn.

This is different than YouTube Ads (where you have to pay and your video shows up as an ad to your target market)

You want to put a link to your YouTube channel on your website. So when potential clients check out your website, they can also see your videos.

YouTube lets you host the videos for free. But you do need to spend some time to create the videos.

I recommend at least valuable 3 videos to start with.

**Topics to write about:** How You Got Started, Your Mission of Helping Your Clients, Success Stories, Testimonials, Current events that affect your clients (IE. New immigration law comes into effect in March, etc). Common questions, common fears. How To Guides (How to setup your will if you're on a tight budget)

The goal here is to offer value.

You don't need fancy equipment, you can use your smartphone to record your first videos.

You can also use inexpensive software to record your computer screen (<https://www.loom.com/>) while you're explaining your topic with PowerPoint slides.

You can then simply upload that video on YouTube, Facebook or LinkedIn directly.

## 7 - LinkedIn

**Cost:** Low

**Why it's important:** LinkedIn has reached critical mass in terms of organic content.

Organic content is when you post something for free (without boosting it with ads).

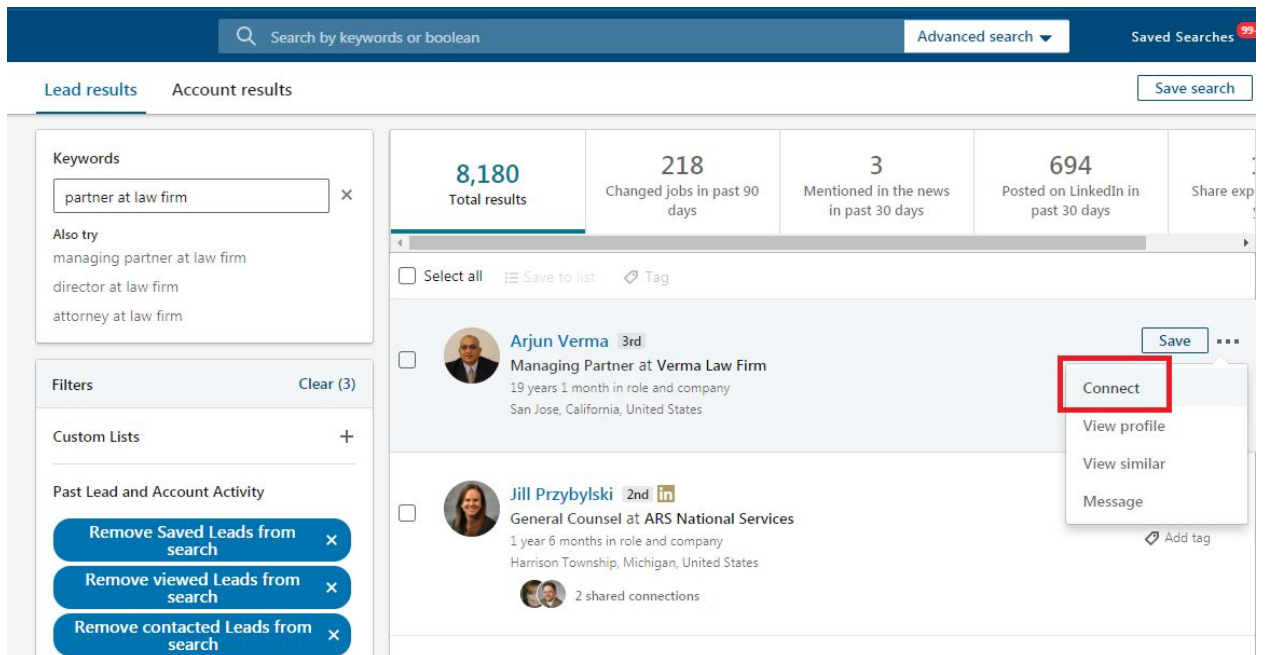
On Facebook, organic content is really NOT effective, you can only reach a few 100 people. (Facebook wants you to pay in order to reach the masses).

On LinkedIn, you can reach 1000s for free with organic content. (It won't be like this forever, however)

If you're doing B2B law (Business, Real Estate, IP Law, etc) it is an extremely effective way to reach your target audience.

The strategy here is two-fold:

- 1) You want to connect with your ideal clients using the free search or the paid Sales Navigator. You want to add 20-50 people a day. You don't need to add any text, just hit "connect." See



The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text "Search by keywords or boolean" and an "Advanced search" dropdown. Below the search bar, there are tabs for "Lead results" and "Account results". The search results are displayed in a grid format. On the left side, there is a sidebar with "Keywords" (partner at law firm), "Also try" (managing partner at law firm, director at law firm, attorney at law firm), "Filters" (Clear (3)), "Custom Lists" (+), and "Past Lead and Account Activity" (Remove Saved Leads from search, Remove viewed Leads from search, Remove contacted Leads from search). The main results area shows a total of 8,180 results, with 218 changed jobs in the past 90 days, 3 mentioned in the news in the past 30 days, and 694 posted on LinkedIn in the past 30 days. Two profiles are visible: Arjun Verma, Managing Partner at Verma Law Firm, and Jill Przybylski, General Counsel at ARS National Services. A red box highlights the "Connect" button on Arjun Verma's profile.



- 2) You then want to post good valuable content (articles, video) on your LinkedIn.

Not everyone will accept your connection request. But those that do will see your valuable content in the future, which leads to more business.

Also, use a hashtag when posting on linked in. Make sure you get a hashtag that has lots of followers. See




And

 **Gregory Ranger**  
Owner at Ranger MediaLab Inc  
4d • Edited • 

How To Increase New Law Client Intake by 20% or More (in 89 Days or Less)  
Without SEO, Daily Blogging Or Even A Marketing Agency <https://lnkd.in/eZ2QaXb>  
**#lawfirms**

**What You Are Going To Gain**



3 Secrets to Increasing Your Law Client Intake by 20% or More In 89 Da...  
youtube.com

The reason you want a popular hashtag is that it will increase your organic reach (More people will see your content).

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