

8 DIGITAL MARKETING TRENDS FOR LAW FIRMS IN 2017



Savvy law firms and lawyers realize the importance of digital marketing and are using it effectively to generate new business and enhance their thought leadership positions.

Drawing on intelligence gained from working with a broad array of clients and observations about the industry, we put together a list of the digital marketing trends that will be front and center in the year ahead.

ANALYTICS MARKETING



Law firms now have the capability to collect information on digital interactions with their prospects and clients to glean actionable insights into which marketing and business development strategies are providing a strong return on investment — and, just as importantly, which are not.

Prediction: Law firms will begin to transform their traditional marketing strategies into analytics-driven, client-centric efforts that rely on data rather than on “gut” instincts.

PAID SOCIAL

“Paid social” or “social advertising” is becoming a more effective tool for law firms to reach and engage with their target audiences.

Prediction: We will see a significant increase in the number of law firms, both consumer and corporate-focused, investing in social advertising to enhance their social media efforts.



INEXPENSIVE AND LIVE VIDEO



Firms are also starting to experiment with live streaming video. Facebook Live, Periscope, Instagram and Snapchat allow users to easily stream live video to their contacts.

Prediction: As the technology improves and it becomes more widely accepted, we will see a substantial increase in the number of law firms and legal marketers who create and promote live video.

INTEGRATED CAMPAIGNS

Rather than market an entire law firm or even a practice area, some forward-thinking law firms are beginning to focus on creating and executing integrated campaigns around “hot topics” that they know their clients and prospects are interested in.

Prediction: This year we will see many firms adopt the integrated strategy, planning and launching three to four campaigns.



PODCASTS



One of the biggest disruptors in the digital marketing space last year was podcasting. The growth is being driven by mobility.

Prediction: Podcasts will continue to grow, especially as marketers look to differentiate their content and to find for new ways to demonstrate the knowledge and experience of their lawyers.

NATIVE ADVERTISING

Native ads can help law firms reach a much wider audience, and they have new interactive capabilities that enable advertisers to easily insert videos, images and interactive polls into their content.

Prediction: Savvy law firms will recognize the opportunities that native advertising can bring to their marketing and business development efforts and will add it to their digital marketing toolbox.



MOBILE ADVERTISING



Mobile is the fastest-growing digital advertising format in the United States, including the ability to target users in specific locations.

Prediction: The use of mobile advertising will continue to increase and law firms and lawyers will find additional ways to use these new technologies to grow their business.

E-BOOKS

It’s now easier than ever for lawyers to create, publish and promote e-books to establish authority in a subject matter or practice area.

Prediction: In the next year, many lawyers and law firms will create and publish more e-books to enhance their thought leadership positions.

