



How to **Build Your Caseload**  
with **Less Time, Resources and Marketing**  
and Be the Lawyer You Were Meant to Be

# How to Consistently Build Your Caseload



Building a caseload is a marketing initiative, not a legal one. Word of mouth is important, especially in a service-oriented field where the consumer checks out prospective providers for qualities like integrity, trustworthiness, and skill representing client interests. But you can't just sit on your legal behind hoping clients will refer you or your firm to their friends who need a lawyer.

In this age of social media and email, you have to proactively put in time and resources so that the word about your firm can spread online where prospective clients are trawling for legal representation. You could choose the do-it-yourself, or DIY, route which allows you to do things your way, but the fact is that you do not have the time, effort, or resources away from your existing cases just to advertise and promote your firm to build the size of lawyer caseloads.

According to the Executive Summary and Recommendations: Securing Reasonable Caseloads: Ethics and Law in Public Defense by Norman Lefstein, a publication of the American Bar Association Standing Committee on Legal and Indigent Defendants, if lawyers devote an average of 20 hours on Class 2 felony cases and have 1,800 of work hours at their disposal every year, then lawyers who handle only Class 2 felonies should be able to take 90 such cases per year ( $90 \text{ cases} \times 20 \text{ hours} = 1,800 \text{ hours}$ ). That's already 225 8-hour days. Allotting time for marketing to build a lawyer's caseload size would greatly shrink time that should be given to cases. Thus, marketing takes away your time as a lawyer to do what you do best, which is to be a lawyer.

In an article by Dave Bilinsky, Practice Management Advisor, it's stated that lawyers always say that they have no time to market yet seek to meet the communication and information needs of their clients on a very personal, one-on-one level. Bilinsky poses these questions to lawyers:

*Do you care about this particular client and his or her problems?*

*Or do you wish the client would just go away?*

Of course you don't want your client to leave. You make them stay through excellent communication, otherwise known as marketing. While there can be a lot of satisfaction from getting the marketing done your own way, your DIY accomplishments are in a field where you don't really belong for the simple reason that you're a lawyer, not a marketing expert. And if you are also a marketer, you simply don't have the time or the resources to pull it off.

**The answer: Outsource your marketing!**

# 7 Arguments for Outsourcing Marketing So You Can Be the Lawyer You Were Meant to Be

The Argument for...

## 1 Unique Messaging

Unique messaging has everything to do with branding. It involves the personality of your firm—its outlook, style, and anything that can be perceived by your market. It even includes your track record handling cases.

Unique messaging helps to distinguish you from competing firms and influence the decision of prospective clients about you. It has to be strong to make a lasting impact and to convince, but that doesn't mean it can't be subtle. As a dramatic example, think about the iconic legal TV shows like Law and Order, Boston Legal, LA Law, and The Practice. Merging any two of the casts would be odd; they are each distinct in a strong and subtle way. Their brands clash.

**DIY marketing:** Decide what makes your firm unique and try to project that.

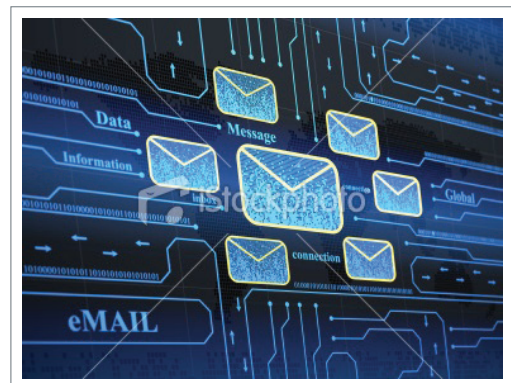
**Outsourced marketing:** Experienced outsourced marketing professionals know what to do to build your firm's brand so that your unique image and voice are identified and emphasized. BlueTreeDigital gathers exhaustive information about your firm to form the basis for the brand building process. This unique personality should be stamped on everything public about you-- your website, logo, press releases, and so on.

## 2 Building Relationships through Emails

Email is alive and well despite persistent predictions of doom. Want proof? The fact that Google's Gmail gave 'Promotions'—"Deals, offers, and other marketing emails"—its own built-in folder in the Inbox means that email is still an important business selling tool.

There's still nothing like correspondence, especially digital, to give a personal feel to advertising and promotions. Even social networks like LinkedIn and Facebook use email to draw attention and trigger response.

**DIY marketing:** Use email to correspond with clients and prospects.



**Outsourced marketing:** There's more to using email in business than flooding inboxes with mail, which is never a good idea. BlueTreeDigital will integrate email with other components in your online marketing campaign for brand consistency. Email addresses should ideally be obtained with permission from visitors to your site rather than cold-sourced. We can word your email in a way that will keep it from landing in Spam boxes. Email is the vehicle of our cart-abandonment control and newsletter services. We'll manage your firm's email nurture campaigns so you can focus on your practice. The operative word has always been "nurture."

# 3

## Relevance in Real-Time via Social Media



Everyone in your staff including you probably has LinkedIn, Facebook, and even Twitter accounts. The potential of social media to grow businesses like your practice goes beyond posting on walls or news feeds. There are opportunities for focused brand touting and niche marketing built into the various social media and new features regularly being rolled out. Utilizing hashtags, video ads, Facebook Ads, Twitter Ads, Promoted Tweets, LinkedIn Ads, and more lead to a strong brand. The pace is fast with info streaming past and attention spans to match.

Many law firms shy away from social media because of compliance issues. There is a way to take advantage of all social media has to offer without endangering the business. Avoid providing advice and focus on building an online community destination. Comment on relevant articles and current events. Law firms can get involved while remaining compliant.

**DIY marketing:** Get LinkedIn, Facebook, and Twitter accounts for your firm and start advertising right away.

**Outsourced marketing:** Social media can quickly sour on you if you stomp around online and crowd out other posts on people's pages. Keep in mind that in Facebook for example there is not only 'Like' 'Share' and 'Follow Post' but also 'I don't want to see this.' BlueTreeDigital first determines which of the social media platforms will work for your firm and best promote your brand. Then we gently roll out content that best speaks in your voice and interests others in what you have to say through social media, all while remaining compliant.

# 4

## Informing through Press Releases

Before social media posts there was the press release. This communication tool has successfully migrated online in PR sites like Vocus. Beyond the obvious advantages of getting press coverage, press releases these days also provide search engine optimization (SEO) opportunities. With every newspaper linking back to your law firm, search engine ranking has a chance to increase.

**DIY marketing:** Write and get your firm's press releases published online by a PR site.



**Outsourced marketing:** An online marketing outfit has formed relationships in the online media industry including with PR sites and knows the rules for approval of material. BlueTreeDigital optimizes text to ensure press pick-up of releases, plus search engine ranking improvements.

## 5 Search Engine Optimization

Credibility, even more than visibility, is one significant quality your firm acquires with search engine optimization (SEO). If your page naturally ranks high in a Google search, the impression is that you are a well-established law firm.

Not everybody can be top of the more general organic search lists, such as “law firms.” But with good, muscular SEO, your firm has a strong chance of figuring prominently in a prospective client’s organic search using a more specific string of keywords, such as “personal injury attorney Fairfax, Virginia.”

**DIY marketing:** Use Google’s Keyword Tool and Keyword Planner to help plan SEO.

**Outsourced marketing:** SEO is more than just fiddling around with keywords. If it were that easy, everybody would rank spectacularly without outside help. BlueTreeDigital performs competitive analyses and extensive keyword research to determine how best to set up website’s HTML tags for SEO.



## 6 Proper Analytics

What use are your firm’s online marketing efforts if you don’t track them? They’ll be no good for making informed decisions moving forward. Fortunately with tools like Google Analytics, you can thoroughly track and accurately measure results of your online business strategy, and you should do this on a monthly basis.

Google Analytics is dashboard-driven, making it very easy to use. With charts and graphs it offers you comprehensive info at a glance on the measurable results of your different online initiatives. It gives content analysis of site engagement, social media performance, traffic stats, shopping cart stats where applicable, even online visits to your site in real time. It offers you flexible reporting tools for intelligent decision-making, tying these in with AdWords integration.

**DIY marketing:** Install and explore the different features of Google Analytics.

**Outsourced marketing:** Being able to see at a glance and discuss with your staff how your firm's online engagement measures up is great. What BlueTreeDigital can give you is an expert eye that sees the significance of all the numbers and accurately interprets the data. We can set Google Analytics up correctly for you to generate accurate results. We can inform your decision making. We will dedicate time and effort to regularly monitor through Google Analytics the different components of your online campaign so you and your staff can focus on your clients. And of course, we are also able to carry out the different online campaign initiatives that we determine will help your firm's brand.



## 7 Get Tech Savvy

You already know that your website is the online business front for your law firm. Here's what may be a shocker: How your website looks on mobile devices like smartphones and tablets is just as important. According to Search Engine Land, more than half of mobile searches lead to conversions in one hour or less. You've got to make sure your website is mobile-friendly!

Check for yourself: Pull up your website on a smartphone (iPhone, Android, etc.). Does your full, normal website appear? Is your text too small, forcing you to zoom in to read? Can you clearly read everything? Is the content arranged in a more practical way for reading on a small phone rather than a computer screen? If the answers to those questions are alarming, it's time to invest in responsive design!

Another way to show prospects your tech savvy is with mobile apps. Kim Tasso, a legal consultant with LegalTechnology.com agrees that app technology has potential for firms "to add real value, enhance the client experience, lock clients into their systems, enter or create new markets, truly differentiate their service, and generate new sources of revenue and profit." A customized app for your law firm is technologically advanced method of attracting new clients and retaining the current ones.

**DIY marketing:** Contact a developer to help you figure out the nuances of HTML and application development to complete these tasks.

**Outsourced marketing:** Responsive design is a way of coding your website so that the design responds to the displaying device—whether that is a computer screen, smartphone, or tablet—and still looks great. It's a sure-fire way to impress potential clients and attract new business. BlueTreeDigital specializes in responsive design and can create the apps that will take your marketing to the next level.

# In. Closing



A law firm's reputation rests on both the quantity and the quality of its clients, who form the human face of its caseload. Conversely, as the firm's reputation improves, the higher the likelihood it will attract more and better clients. Building a firm's caseload is too important to leave to organic chance or ad hoc efforts.

While there are some initiatives where a DIY approach won't hurt, marketing your firm online is for the most part not one of these. A digital marketing agency worth its salt exists not just to bring in a steady stream of leads, but to transform those leads into conversions. It does this through branding and strategy resulting in the creation of a marketing campaign tailored to fit your firm's goals and capabilities.

Good digital marketers should also be able to shoulder the requisite campaign management and maintenance so you don't have to. All you have to do is turn leads into satisfied customers of your legal services.

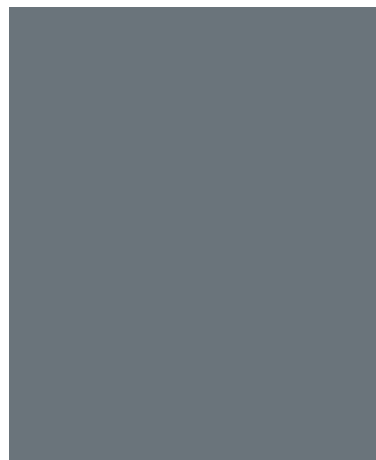
## **BlueTreeDigital: The Lawyer's Outsourced Marketing Department**

BlueTreeDigital, based in Leesburg, VA, is branding and direct response working together. With BlueTreeDigital, your law firm can have the strong brand and strategy of a Fortune 500 mind and the inbound marketing brain of a start-up digital expert.

Our team of marketing specialists provides all the marketing services your law firm needs to get found, establish trust, and build caseloads for its lawyers. The benefits of BlueTreeDigital as an outsourced marketing department of your law firm include the following:

- A full service team that saves lawyers' time and energy
- Built up lawyer caseloads as the return on your marketing investment
- Access to specialized marketing knowledge and resources
- A unique marketing approach to building lawyer caseloads
- Access to a team for less than the cost of one legal expert

BlueTreeDigital is the perfect blend of content + design for building caseloads. Contact us today to learn what we can do for the lawyers of your firm.



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