

NetFly - High-Powered Law Firm Marketing

# Triple Your Law Firm's Revenue

By Getting New Clients to CHASE YOU!



## Our Philosophy

**We believe that having a marketing plan you can rely on is a lawyer's #1 catalyst to scaling their practice.**



# What are your goals?

1. How much revenue will your practice generate this year?
2. How much revenue does that equate to monthly? (Divide the annual by 12)
3. How many inbound inquiries will that require?
4. What is your average client value?
5. How many clients will you need to add to hit that goal?

Law Firm Growth Should Feel Easy.

**If you don't feel like your practice is PRINTING MONEY, something is wrong with the marketing, automations, and follow-up policies at play.**

# Law Firm Client Acquisition Model

**Attract** - using organic or paid traffic to a landing page

**Convert** that traffic with specific landing pages that speak to specific solutions using relevant wordplay

**Close** that traffic through straightforward sales calls and useful mass communication for maximum efficiency

**Delight** the client after delivering results, asking for a review at peak satisfaction



For law firms, it's this simple.

# Legal Keyword Cheatsheet

Your City + One Practice Area + near me  
Your City + One Practice Area + your city  
Your City + One Practice Area + attorney + your city  
Your City + One Practice Area + lawyer + your city  
Your City + One Practice Area + law firm + your city  
Your City + One Practice Area + help + your city  
Your City + One Solution + near me  
Your City + One Solution + your city  
Your City + One Problem + attorney + your city  
Your City + One Problem + lawyer + your city  
Your City + One Problem + law firm + your city  
Your City + One Problem + help + your city

One Solution + near me  
One Solution + your city  
One Solution + attorney + your city  
One Solution + lawyer + your city  
One Solution + law firm + your city  
One Solution + help + your city  
One Practice Area + near me  
One Practice Area + your city  
One Practice Area + attorney + your city  
One Practice Area + lawyer + your city  
One Practice Area + law firm + your city  
One Practice Area + help + your city

## Tips:

- NEVER send traffic to your home page!
- Group each practice area into a set of tight themes.
- These themes form your group of ads (Ad Groups).
- One Landing Page per Theme

# Realistic Marketing Progression for Law Firms

## Build Your Business

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- Paid Traffic**  
Google, YouTube  
Facebook &  
Instagram,  
Display
- Earned Traffic**  
Organic ranking,  
Social Media,  
YouTube channel

## Build Your Brand

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- Interest Groups  
Social Media
- Television
- Radio
- Billboards
- Speaking

## Build Dominance

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- PR Tours
- Sponsorships
- Write The Book
- Stranger Leads



# Relevant Messaging

## Prospect Traits & Features

Age:

Pains & Frustrations:

Sex:

Fears & Implications:

Income:

Dreams & Aspirations:

Personality traits:

Goals & Desires:

# What is your message?

**Why should someone hire you over the competition?**

1.

2.

3.

**What benefits do you offer that your target client will resonate with?**

1.

2.

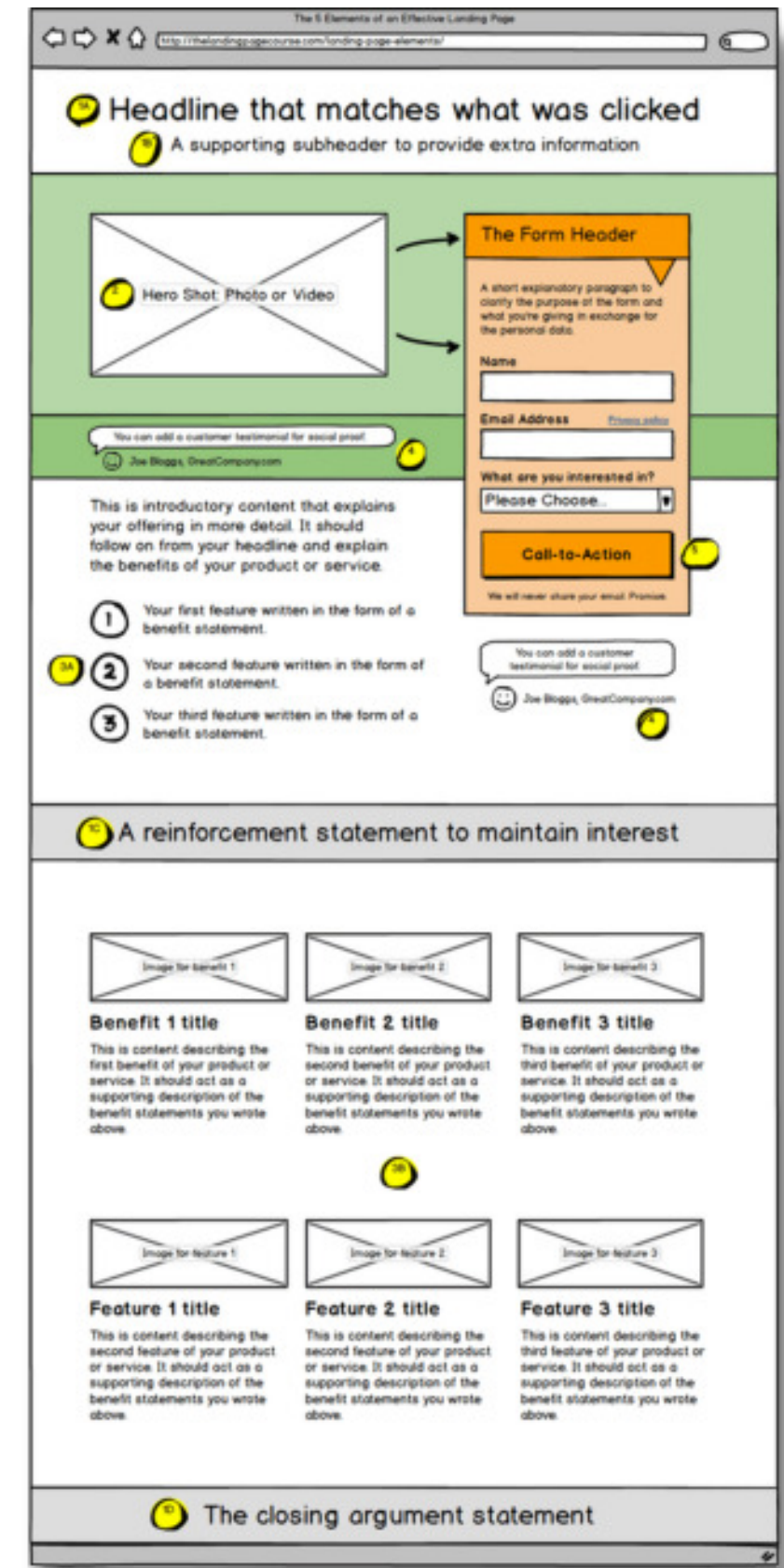
3.

a.) Avoid clichés like "customer service" or "I always answer my phone". What is actually unique about your practice?

b.) With a clear understanding of your customer avatar, you can focus on crafting messaging for your website and landing pages that resonate with the client.

# Landing Page Cheatsheet

- A headline that matches what was clicked
- Hero shot (Video or Photo)
- List of 3-4 core features
- Social Proof - testimonials/ratings
- Call-to-action - A submit button that describes exactly what will happen when it's clicked



# Avoiding Friction

1. Friction is a law firm's worst enemy
2. Luckily, attorneys are *terrible* at reducing friction
3. You must constantly optimize to reduce friction
4. The law firms with the least friction are usually the front-runners
5. Give prospects options, what matters to them is that they *feel* like you are the clear and obvious choice!

# Initial Messaging Sequence

- “Welcome” - Thank them for inquiring and make it EASY to schedule a consult
- “Handout” - Provide a simple one-sheet or bullet list of what will be covered in a call. Explicitly show them the value of their upcoming consultation
- “Watch Out” - Remind them of 3-4 pitfalls, avoidance measures, and an anecdote
- “FYI” - Inform them of any new or obscure facts that could make them unhappy
- “Test Close” - Ask for the appointment

- **Iterate this sequence via email & text**
- **Do not skip this, your competitors that do this will take your prospective clients away**
- **End each message with a schedule link and your phone number**
- **Test close your entire list**

# What Happens When You Nurture Prospects

List Size	Conversion Rate	Signups - \$2,000	Revenue Created
100	1%	1	\$2,000
500	1%	5	\$10,000
1000	1%	10	\$20,000
2000	1%	20	\$40,000

**\*All NetFly Client Acquisition Programs feature automated prospect nurturing for added simplicity, warmer sales calls, enhanced ROI.**

**Getting Clients to Want YOUR Firm.**

**Marketing is NOT about trying to impress people with your memberships, alma mater, or how much money you make. It's not even about you.**

**It's about guiding people's journey, giving them the intuitive sense that when they reached out to you, it was the right choice all along.**

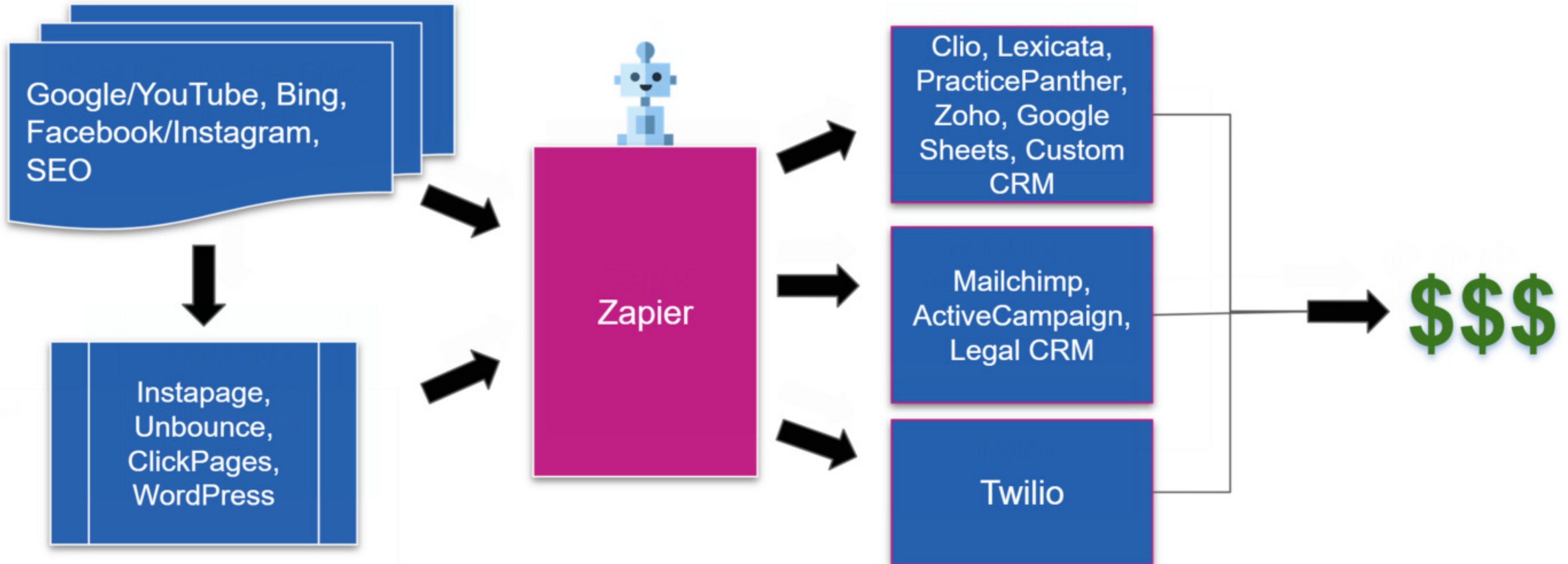
# KPI Tracking- Know Your Numbers

You should know these numbers like the back of your hand:

1. **Cost per click** - PPC AND SEO cost per visit
2. **Click-through-rate (CTR)** - denotes the efficacy of your ads
3. **Conversion rate (CVR)** - landing page metric; NOT your sales conversion rate - see below
4. **Cost-per-lead (CPL)** - The cost to acquire a prospect who is considering YOU
5. **Cost-per-email** - Monthly software fee / emails sent
6. **Cost-per-text** - Monthly software fee / texts sent
7. **Sales Conversion Rate (SCR)** - *internal* sales conversion metric; hold teams accountable
8. **Client Acquisition Cost** - Total Average Cost to generate each new client



# Sample Technology Stack - What We Use



# Get Implementation Help

Request a free 15-minute consultation with our legal marketing experts. No strings attached. Just Info.

**CALL: (866) 300-9191**

[www.netflydigital.com/schedule](http://www.netflydigital.com/schedule)





**Guide New Clients to Your Firm.**

**Good marketing leaves behind a trail of intuition.**

**You want people to intuitively feel like you are the obvious choice.**





# Internet Marketing Initiatives

What are the top 3 internet marketing initiatives to need to be working on?

1.

2.

3.

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

## SEO Strategy

SEO is not a 'set it and forget it' project. This is a problem many law firms face. They either try to implement a campaign on their own or they hire a company that may not be the best choice for their industry.

In order to succeed with a successful SEO campaign, you need an action plan.

1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?

# Paid Internet Marketing Campaigns

What are the top 3 internet marketing initiatives you need to be working on?

Although a good website and a solid SEO plan are important for a long-term plan, it's also beneficial to employ solid paid campaigns along the way.

## What paid initiatives will you implement?

## Why most pay-per-click campaigns fail

- You set-up only one ad group for all services (attorney near me, car accident attorney, etc.)
- You don't use specific text ads and landing pages for groups of keywords
- You don't have a strong call to action or offer on the landing page

\*We have included a pay-per-click marketing worksheet on the following page. Take some time to fill it out to ensure your campaign is the best it can be.

# PPC Marketing Worksheet

## Ad Groups you will set up

## What keywords go with each ad group?

Group 1 Title -

Keywords:

Group 2 Title -

Keywords:

Group 3 Title -

Keywords:

Group 4 Title -

Keywords:

## Ad group template

### Keywords

- List of keywords that pertain to that ad group

### Text Ad

- Should match the keyword, answer the question and offer a special incentive if possible

### Landing Page

- Should be linked to the specific page of your website that speaks to their specific search. Don't send all your ads to the homepage

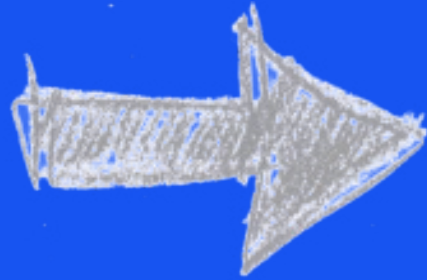
### Landing Page

- Relevant headline: Looking for an Divorce Attorney in the Dallas area?
- CTA: Easy web form for a free consultation at 554-555-5533 (click to call)
- State your value propositions
- Display 3 or 4 benefits to working with you in bullet or graphic form
- Web form
- Calendar link on the thank you page
- At least 1 reviews or star-rating underneath

### Thank You Page

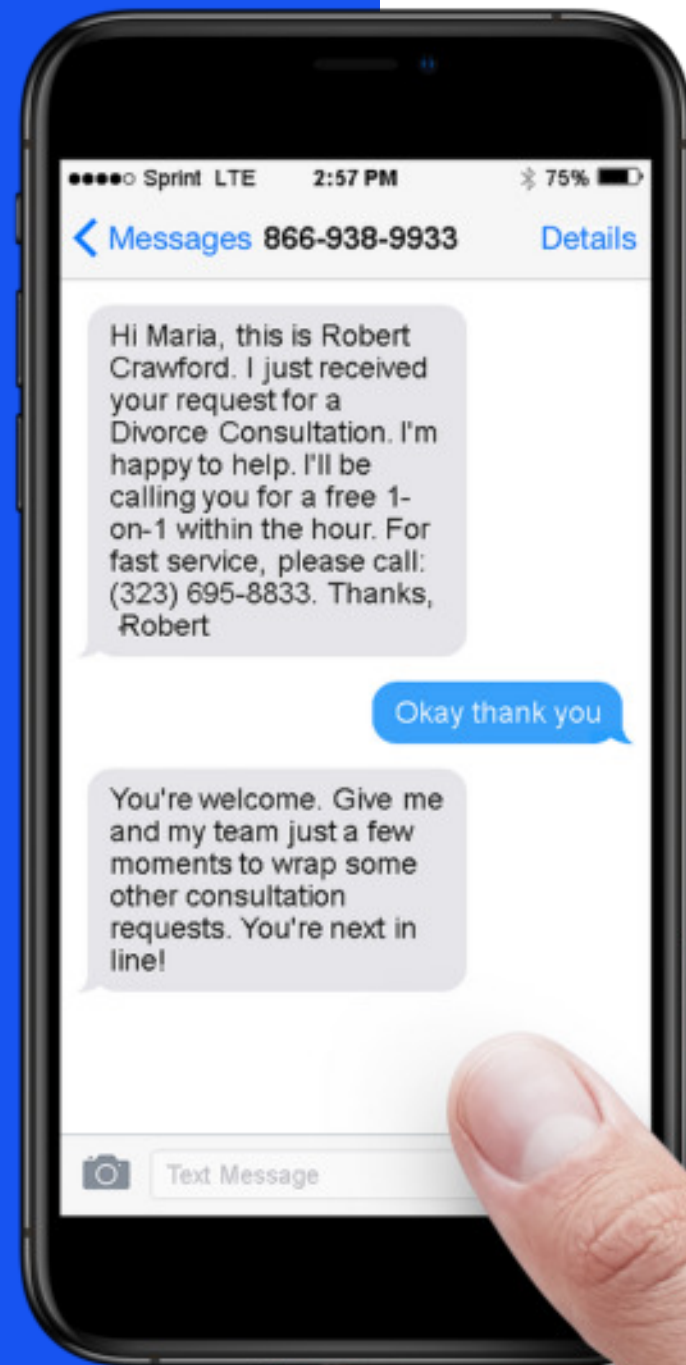
- Explicitly tell what happens next
- Calendar link
- At least 3 reviews, testimonials, and/or star-ratings
- Phone number: "For faster service call now" (click to call)

**automate  
this.**



**A web form  
submission is just  
the beginning...**

The **FIRST**  
communication your  
prospects receive  
should be an email &  
text, both accessible via  
smartphone.



**Text marketing has a  
98% open rate.  
When you text your  
prospect, they are  
reading your message.**

Make these opportunities count by automating your outreach. It helps you and your sales team approach each call without the unfamiliarity or hostility attorneys typically meet.



**Reduce friction, be accessible, & give-give-give.**

Law firms with modern approaches to client acquisition grow easily.

**People don't just whimsically choose you online. They compare your experience to other brands they interact with.**

*"As the world becomes increasingly modern--whatever that means for the period in question--so should the different ways we make engaging, powerful impressions. Attorneys are typically steps behind, and therein lies the opportunity to modernize and dominate."*

- Austin Irabor, Founder at NetFly



# Rated 5.0 Stars...Everywhere!

NetFly is rated 5 stars across multiple 3rd-party-verified review websites.



Nearly 60 reviews can't be wrong! Get a feel for what's in store for you when you take the smart step towards client acquisition. [Click here to read reviews](#)

# Join Elite Company.

NetFly clients hit marketing & revenue goals considered impossible by other law firms, and they do it consistently. Whether you are a solo just hanging your shingle, or working towards dominance, NetFly is the way.

**CALL: (866) 300-9191**

[www.netflydigital.com/schedule](http://www.netflydigital.com/schedule)