

Criminal Defense Marketing Trends During the Coronavirus

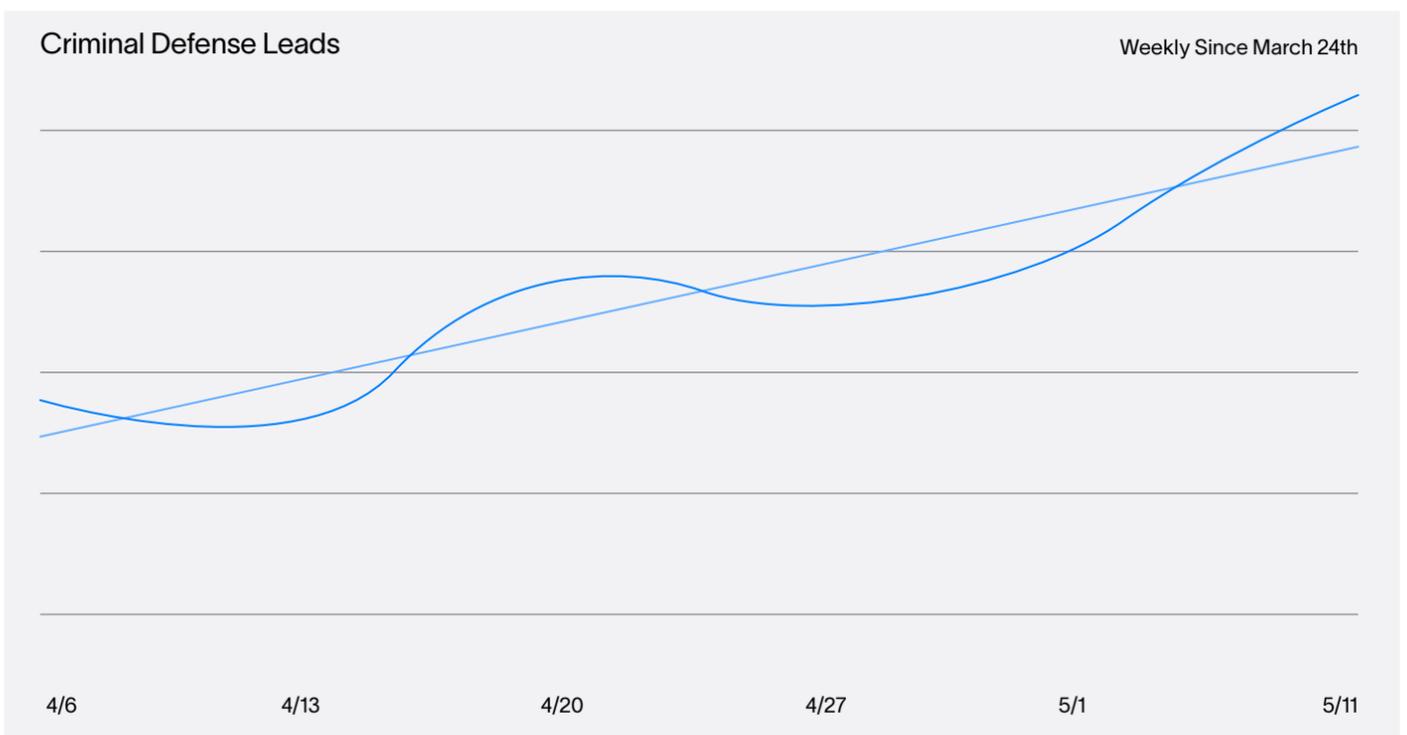
Americans have now spent months under shelter-in-place orders, and we're starting to see the tide turn as states begin to reopen their economies. With that in mind, it's important to be aware of changing crime and marketing trends that are impacting your industry. The good news is that online interest in criminal defense is continuing to climb, as are opportunities for defense attorneys to attract new leads and cases.

Here's a look at the shifts we're seeing for the criminal defense law firms we serve at Scorpion:

The Impact on Criminal Defense Leads from Paid Ads

Leads: ↑31.2%

During the first full week of May compared to the last week of March (6 weeks prior).



Criminal Defense Services Seeing an Uptick in Demand

Some criminology scholars have predicted an increase in certain types of crimes as a result of the pandemic. "In-home" crimes like child abuse, battery, and domestic violence have risen with stress levels being unusually high and the opportunity for domestic conflicts to easily escalate with shelter-in-place orders. Additionally, many areas are seeing spikes in crimes driven by financial motives, considering the heightened levels of unemployment and financial instability.

Here are some of the areas for which many of our clients are seeing an increase in calls and cases:

- ★ Domestic violence
- ★ Child abuse
- ★ Looting
- ★ Theft
- ★ Vehicle theft
- ★ Price gouging
- ★ Burglary
- ★ Commercial breaking & entering
- ★ White-collar crimes
- ★ Cybercrime & fraud
- ★ License reinstatement
- ★ Drug trafficking
- ★ Hate crimes
- ★ Bond hearings
- ★ Jail release
- ★ Parole hearings
- ★ Compassionate release from federal prison
- ★ Self-defense, defense of property, necessity defense, etc.
- ★ The protection of gun rights
- ★ Expunctions & non-disclosures

For more information about the impact of the coronavirus pandemic on attorneys and helpful tips for your firm, visit www.Scorpion.co/Law-Firms/COVID-19