



“WHAT IS PPC?”

The Ultimate Guide to Paid Advertising in the Legal Sector

Legal Marketing Has Changed...Forever.

Marketing and advertising for a legal services used to be simple.

The a law firm could lease a billboard or mail some letters to a few different neighborhoods and—BOOM—new clients would walk in the door. But those days are gone, and they aren't coming back.

Now law firms are challenged at every turn by competitors, tightening budgets, and overbooked schedules. And with those challenges, small to mid-sized firms face a tough road ahead.

WHERE LEGAL MARKETING IS TODAY

The advent and rapid adoption of the Internet (coupled with mobile technology) has transformed the way law firms approach marketing. Firms not only need a presence online, they need a presence that breaks through the noise of the Internet.

And what is the noise of the Internet?

For example, did you know that every 60 seconds there are...

- **275,000 Tweets**
- **40,000 Facebook Posts**
- **70 Hours of Video Uploaded**
- **570 New Websites Created**
- **2 Million Web Searches on Google**

THAT is the noise law firms have to deal with.

Potential clients not only want to access general information about local law firms, they want quick, accurate answers to specific questions.

The reality of the situation is clear:

Prospective clients have moved their eyes and ears to the digital space—a space that is incredibly crowded.

The only viable solution? **Paid advertising.**

Like a FASTPASS at Disneyland on the 4th of July, paid advertising is how savvy law firms “**skip the line**” of the Internet and get directly in front of potential clients.

That “direct placement” is what leads to results in the form of **new clients, new revenue, and a leg-up on the local competition.**

FIRST, WHAT IS PPC?

Pay-Per-Click (PPC) advertising is a method of paid advertising where a digital ad is placed on a search engine results page or a social media timeline.

With the former (**Paid Search**), your law-related advertisement is displayed to potential new clients based on the keywords (the words people type when they’re searching for something on google.com) used by that client in a search engine like Google.

With the latter (**Paid Social**), your law-related advertisement is displayed to potential new clients based on the demonstrated interests of those clients on a given social media platform like Facebook.

In both models, the principles of PPC remain the same:

When a potential new client clicks the ad, a small cost is charged to the advertiser.

ON PAID SEARCH ADVERTISING

The dominant Internet search platform in the United States is **Google**, which contains about 90% of the market, and Google's platform for paid search advertising is called **AdWords**.

AdWords gives advertisers the freedom to leverage specific **keywords** in targeting relevant prospects.

Here's a quick example:

Pretend you own a law firm that specializes in working with DUI cases. For years business has been great, but in the last 12-months you've noticed a steady decline in clients. As such, you decide to promote your reckless driving defense services.

To get the word out, you create a paid search advertising campaign targeting people who need representation for reckless driving charges.

But before you start the campaign, you need to ask yourself two questions:

- 1.) How do people who need this kind of defense search the internet?**
- 2.) What kind of keywords do they use?**

Knowing how to answer those questions is critical. The better you can answer them, the better keywords you can select for your paid search campaign. And the better keywords you select, the more new clients your practice will see.

In choosing keywords, you can go with **broad terms** (“criminal defense,” “traffic court lawyer,” etc.) or you can go with **narrow terms** (“reckless driving lawyer near me,” “reckless driving attorney,” etc.).

You'll get more exposure with broader terms, but you'll also get more competition for your keywords and a less refined (targeted) audience clicking your ads (which costs you money).

With narrower search terms, those problems don't exist.

So, instead of going with a broad term like “criminal defense,” try something super specific like a long-tail keyword which is a complete or partial phrase like, “defense lawyers for reckless driving in San Francisco.”

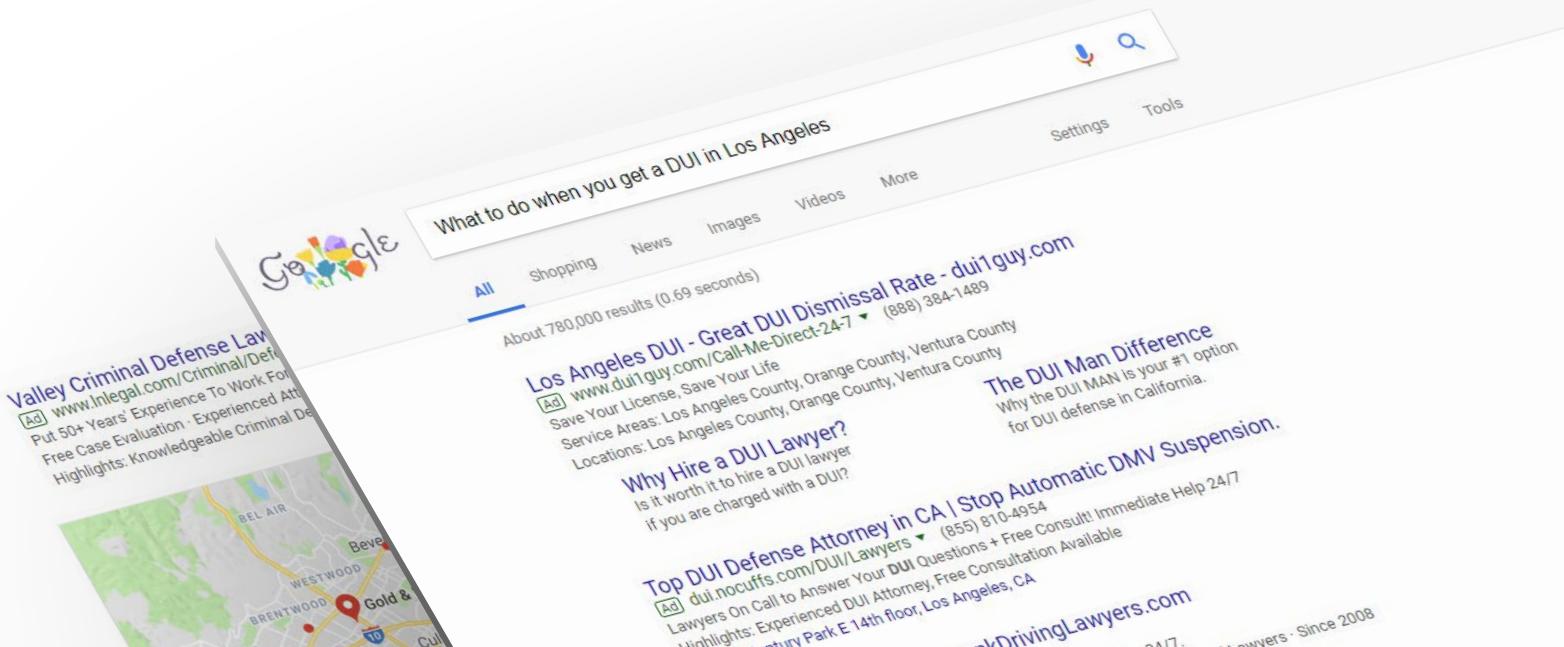
Create several long-tail keywords and package them together in an ad group (an umbrella of related ads targeting prospects within a specific category) to create an even more targeted—and effective—paid search campaign.

The long-tail keywords in your ad group might be:

- **Law firms for reckless driving**
- **Traffic court attorneys in San Francisco**
- **Where I can find a lawyer for traffic court**
- **Why should I hire an attorney for my reckless driving charge**

Although this degree of specificity will lower your overall audience reach, that's a good thing.

You want your paid search campaign to be precise. You want a small net designed to capture perfect leads that will become perfect clients. Moreover, the more specific your search, the lower your costs and the better your conversion rate.



ON PAID SOCIAL ADVERTISING

Paid social uses data (based on user engagement and interest) to help marketers find prospects and expose those prospects to ads.

Let's look at another example:

Let's say you want to market your law firm to promote its DUI defense services.

You might use **Facebook** to create an advertising **campaign** targeting local adults aged 18 to 45.

Or maybe you get even more specific by targeting unmarried or divorced men, aged 25-50, with a history of “liking” pages and posts about drinking alcohol.

In this example, your ads will only be displayed to individuals who fit the specific profile you've created.

Typically, the more specific the group you're targeting, the less clicks you'll get—but that's a good thing. If you didn't get specific, you'd be inundated with clicks from irrelevant prospects, and—remember—those clicks cost you money.

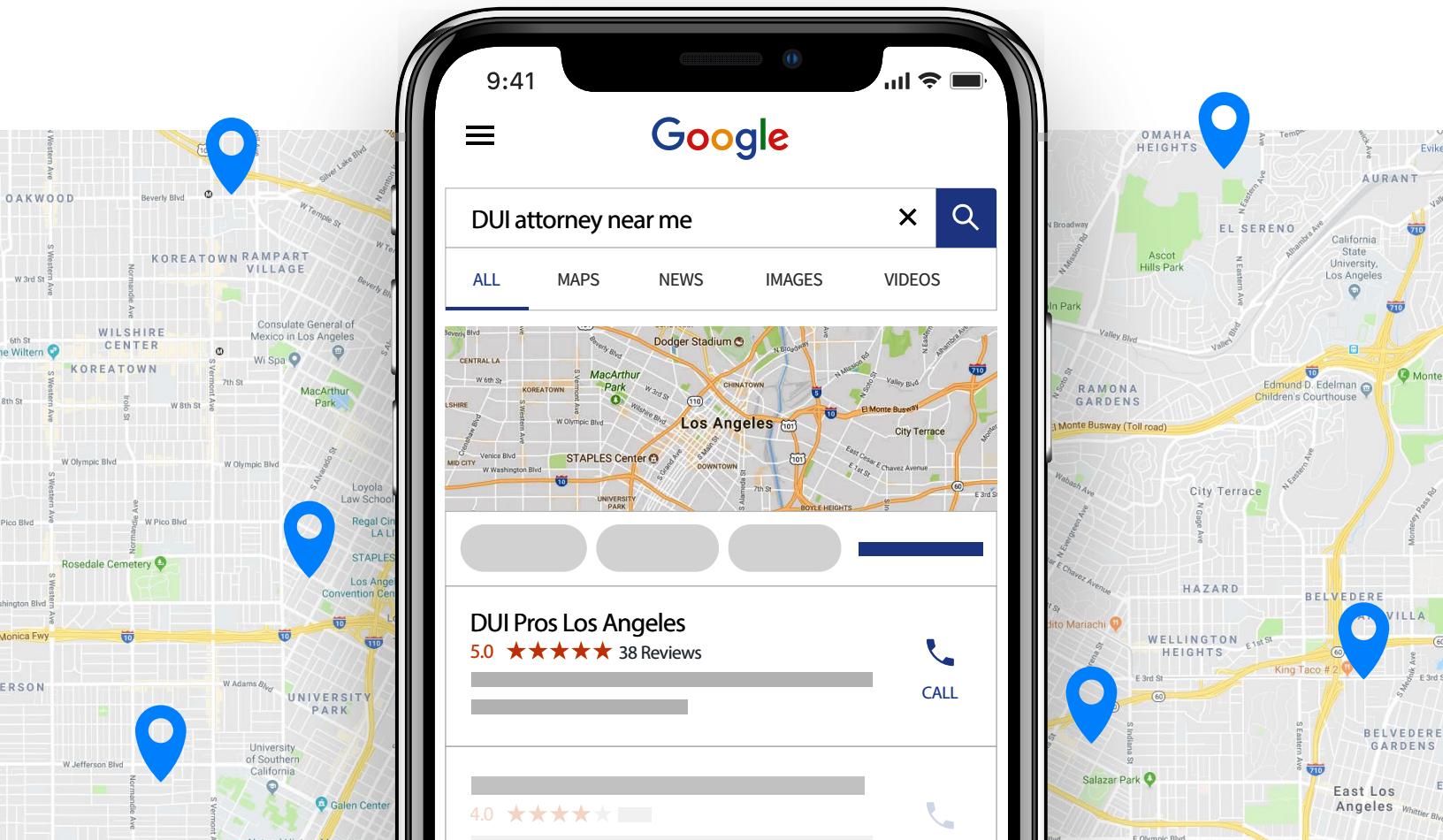


RECAPPING THE BENEFITS OF PPC IN PAID ADVERTISING

PPC allows law firms to...

- Target ads so they're only exposed to relevant eyes and ears
- Get their firm's website to the top of a search results page
- Enjoy incredible online exposure regardless of whether an ad is clicked or not
- Track ad results so resources can be quickly moved from ineffective ads to effective ads

Compared to “pay and spray” ad media (billboards, radio commercials, newspaper ads, etc.), online paid advertising offers incredible transparency. It allows law firms to know the ROI for every dollar spent, and gives them complete control in determining who sees an ad, where they see it, and when they see it.



Remarketing 101:

Display Advertising

Have you ever been shopping on Amazon, only to leave the website without buying anything? And then, as you're exploring another website, you see an advertisement for the very same item you were shopping for on Amazon?

Almost as if the product is following you around on the Internet?

What you're experiencing in this scenario is **remarketing**—a technique advertisers use to continue exposing products or services to potential customers in the form of a new advertisement.

The objective? To force prospects to reconsider the buying decision everywhere they go.

Through remarketing tools like the **Google Display Network (GDN)**, it's possible to target ads at a given demographic based on the websites visited by that demographic and the content on those websites.

Using the earlier example of a law firm looking to attract patients for reckless driving defense, a GDN campaign could display ads linking to the law firm's website on other law related sites like LegalZoom, Nolo, and Justia.

And it works—currently GDN campaigns account for 20% of all AdWords traffic and reach 92% of all internet users in the US.



Closing Thoughts

As it pertains to the legal sector, paid search and paid social are the wisest investments if the goal is capturing new clients.

However, display advertising (through remarketing) is becoming increasingly popular among law firms who face stiff keyword competition and high cost-per-click rates.

In the **second installment of this series**, you'll learn about more advanced paid advertising techniques that can help your law firm capture more of the clients (and the revenue) you want.

If you'd like a complimentary review of your site structure and marketing strategy, or if you're interested in learning more about our PPC service offerings, feel free to **give us a call at 866.344.2252 or reach out to us at www.ScorpionLegal.com**

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