



Family Law Marketing Trends During the Coronavirus

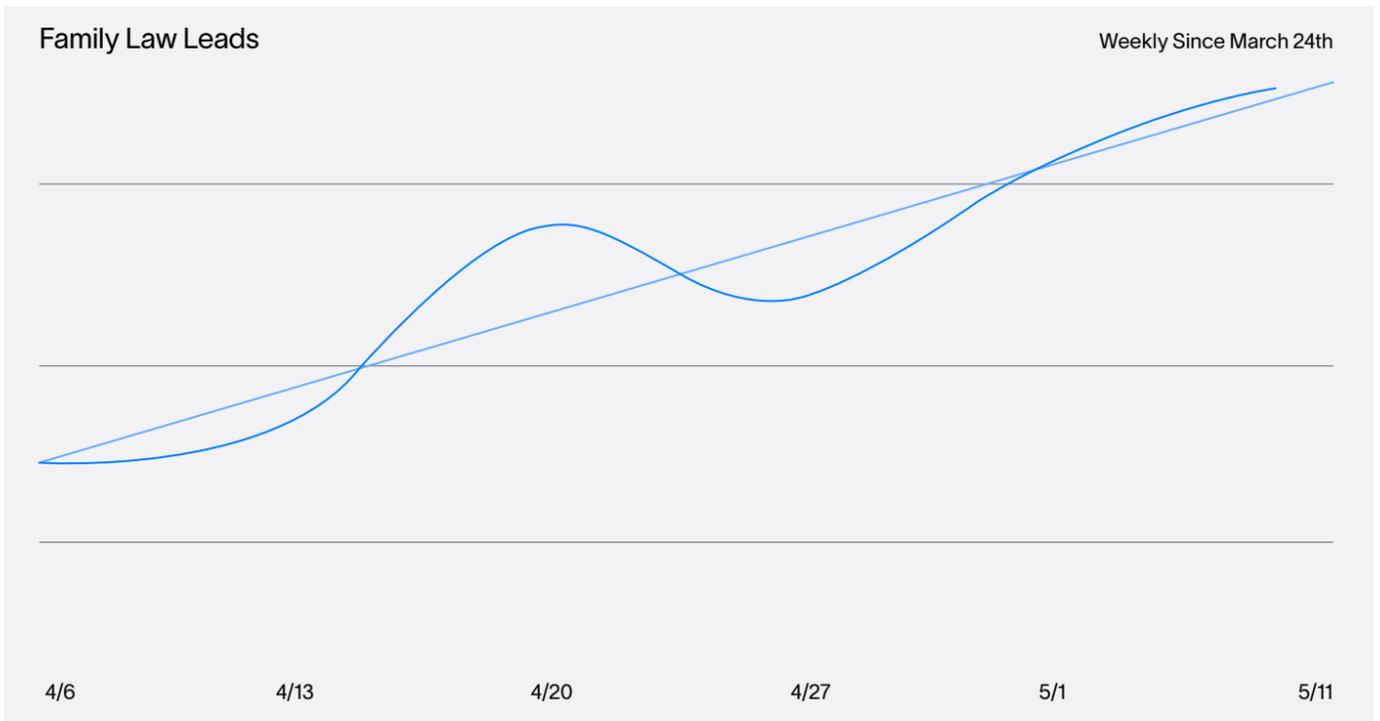
With shelter-in-place orders putting additional strain on already-rocky relationships and co-parenting arrangements, the need for family law attorneys is only growing. While the coronavirus outbreak has put a damper on business as usual for family law firms, we're nearing an outpouring of pent-up demand as states across the US begin transitioning out of the lockdown phase and courts start planning for reopening.

To give you a better idea of how COVID-19 is impacting your industry, here's a look at the marketing results our family law clients have been seeing, as well as some big-picture trends.

The Impact on Family Law Leads from Paid Ads

Leads: ↑37.7%

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



Family Law Trends

Record-high numbers of divorce filings were reported in China after the end of their quarantine period, serving as an indicator of what's to come in other countries. Certain geographic areas in the US are already feeling the impact.

Mediation hearings are on the rise due to the ability for attorneys to perform these services online through video conferencing.

COVID-related drivers for divorce and custody issues include escalating tensions due to increased time together at home, higher awareness of mortality and personal happiness, and disagreements between parents about safety protocols for their children during quarantine.

Family Law Search Trends

Search interest for the terms "family law attorney" and "divorce attorney" dipped in March in alignment with the COVID-19 outbreak, but they have stabilized to near-normal levels since then (compared to the same period last year).

From February to April 2020, there was an increase in "near me" searches related to family law:

"family court lawyers near me" +60%

"best divorce lawyers near me" +100%

The pandemic has introduced brand-new COVID-related searches:

"custody during coronavirus"

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