

Marketing

Lead generation and list building: How to effectively target market

By **Marly Broudie**



Marly Broudie

(June 15, 2020, 10:40 AM EDT) -- If done right, online lead generation and list building techniques are effective strategies for lawyers and others in professional services. The idea behind generating a lead online is to take a prospect from curious (cold) to qualified (warm) and ultimately convert contact to client.

Traditionally speaking, lawyers would retain new clients from networking, word of mouth and referrals to drive their business forward. In today's digitally enhanced world, technology and the power of the Internet has provided us with an effective medium to:

1. Engage prospects;
2. Nurture leads; and
3. Convert prospect to client.

When it comes to effectively advertising, target marketing and establishing effective audiences are paramount to successful lead generation campaigns. Building that online audience is a critical component of a successful strategy. Even if your ads are well written and have some beautiful images, targeting the wrong audience will cost you.

We have outlined below four audiences to consider building prior to launching any ads.

Demographics

Demographics include elements such as age, geographic location, gender, job title, industry, company name, etc. Building your target demographic is paramount to your advertising campaign. For example, if you are an employment lawyer and you want to focus on generating leads on the employer side, you will may want to target specific companies, industries and job titles that include CEOs, presidents, founders, owners, etc. Another example would be real estate lawyers who want to build relationships with real estate agents. Targeting real estate agents, perhaps within a specific age range, across the GTA would be a good place to start.

Website page visitors

Did you know that Facebook and LinkedIn have a "tag" or "pixel" that can be installed on your website and as a result, you will be able to target website visitors via ads?

Why is this effective? Website visitors are in a way, a warmer audience, coming from an educated or informed place. They know about you, your service offerings and your practice. For example, if you are a commercial litigation lawyer and you want to target people who have visited your "service" page, you can retarget those individuals with further information about your services or successful cases.

Lookalike audiences

A lookalike audience is an effective strategy to reach new prospects who match the profile of your best (or warmest) audience. These audiences are created in a way to match the profile and mimic your best audience.

For example, website visitor lookalikes target people who match the profile of those who have navigated to your website. You can also upload a database that you have (say, an employer database) and then create a lookalike audience of that database.

Here are a few ideas of lookalike audiences that can be created:

- Client focused — your newsletter audience (upload the database and create a lookalike audience of that list).
- Web visitors — a lookalike audience of people who have visited your website.
- Forms for lead generation — for those who have already launched or played with lead generation ads, a lookalike audience of those who have previously submitted a lead generation form can be created.
- People who already engage — your engaged network are those who comment, share, like, etc., and consume your content on your social profiles. Creating a lookalike audience of people who engage on your page will match those who are active and interested.

Interest-based lookalikes

These audiences may not know of your firm or your name, or are what we consider, “brand unaware.” These interest-based audiences are used to introduce yourself and your services to those who are outside your ecosystem based on their interests. The strategy here is to get in front of people who are interested in services that you offer.

For example, if you are a personal injury lawyer, targeting key words or topics/themes such as motor vehicle accident, accident, brain injury, disability, spinal injury, injured, tort, etc., would be a good way to get in front of people who are interested in these topics.

Ad strategy is a very effective way to target a market and make sure that you are reaching the right audience.

Marly Broudie is the founder and CEO of SocialEyes Communications Inc., a digital marketing agency based in Toronto. Broudie started her career as a paralegal and then worked at a litigation firm in business development and marketing, where she honed her skills in social media, marketing, content creation and Internet marketing.

Photo credit / Olivier Le Moal ISTOCKPHOTO.COM

Interested in writing for us? To learn more about how you can add your voice to The Lawyer's Daily, contact Analysis Editor Yvette Trancoso-Barrett at Yvette.Trancoso-barrett@lexisnexis.ca or call 905-415-5811.