

Data Analytics

Marketing for lawyers and law firms: Analytics are gold | Marly Broudie

By **Marly Broudie**



Marly Broudie

(March 10, 2020, 9:16 AM EDT) -- In the part one of this series, "Marketing for lawyers and law firms: The evolution," we discussed the evolution of legal marketing. Historically, lawyers and law firms were prevented from advertising or marketing themselves due to protection of the legal industry and power of advertising persuasion. Today, marketing strategy is mainstream and the use of digital marketing and social media is the norm.

As lawyers and firms adapt and innovate, a few common themes and questions keep surfacing. "How do we track return on investment?" "How are we doing?" "Is our strategy working?"

Historically, there may have been a lack of data to appropriately measure success or even readability. Sure, there are circulation numbers or distribution metrics, however, it is challenging to quantify the success of a traditional advertising campaign. For example, just because a person subscribes to a magazine or drives by the same billboard daily, there is no real way to verify that the ad in the magazine was in fact looked at or that the billboard was seen during commute.

With the advent of social media and digital marketing practices, data and analytics are presenting a whole new gold mine. Today, digital marketing tools can be optimized to match buyers to sellers, to nurture networks and to take prospective clients through a content journey using analytics and retargeting methods.

What exactly is data analytics?

Data analytics takes raw data and analyzes it as a means to infer suppositions and conclusions about the information. Today, online tools and digital marketing platforms process data analytics automatically and routinely based on algorithms.

Through analytics, we are able to recognize patterns, trends and actionable information, which provides businesses with insights on prospects and decision making. People in general are looking for answers online, gathering their own data and making purchase/retention decisions based on their findings. Therefore, data analytics are important to infer consumer behaviour.

Data analytics and legal practice

Lawyers conduct research, interpret laws and regulations and apply their knowledge and findings to represent their clients and navigate the legal process. There is a direct correlation between the practice of law and the practice of data analytics implementation. The practice of law includes fact-finding and implementation. The practice of data analytics and optimization also include fact-finding and implementation.

Analytical data is considerably changing how lawyers and law firms conduct business. Whether you are a lawyer at a large firm or a sole practitioner, you can use data analytics to make decisions and set goals and objectives for your practice. This data can assist lawyers in targeting and retargeting the ideal client and can also aid in the creation of content that is in line with what the ideal target

client is interested in.

Website and social media performance can further provide insights into topics that are of interest to your target market, to assist in the content journey.

For example, let's say there is one blog topic or service page that acquires considerably more page views and time spent on page than others, which is consistent with the most profitable practice area within the firm. Content can be strategized and ads can be targeted to specific people interested in those areas.

You could also retarget the people who have visited specific pages on your site with even more information that is relevant to those pages (e.g. you are an employment law firm targeting employers, and the most viewed page in the last month has to do with what employers should know about the coronavirus and its implications for the workplace. You could retarget those page visitors with more content about employer best practices).

When it comes to attracting business, the Internet provides you/your firm the opportunity and ability to generate and distribute content that your ideal client is interested in, simultaneously positioning you and/or your firm as a leader in the practice area.

The use of the Internet, your website and social media platforms have transitioned your prospect into an informed consumer who is seeking expert and credible advice. Data analytics and data-driven marketing provide lawyers and firms the tools they need to innovate, stay top of mind and optimize exposure among their ideal clients for greater returns.

This is part two of a two-part series. Part one: "Marketing for lawyers and law firms: The evolution."

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.

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.

© 2020, The Lawyer's Daily. All rights reserved.