



WSSFC 2023

Practice Management Track – Session 1

Business Analytics for Your Law Firm

Presented By:

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Lindsay Marty, Above the Bar Marketing, Madison*

About the Presenters...

Marc Cerniglia is the Founder of Spotlight Branding, a content marketing agency focused on law firms. He started the agency over a decade ago, which specializes in social media, blogging, video, and more. Marc has experience working with hundreds of law firms, from marketing to business development, operations, and more. He is an entrepreneur at heart, and while he enjoys marketing, his true passion is building businesses.

Lindsay Marty, founder, and CEO of Above the Bar Marketing is a digital marketing expert with over a decade of experience working exclusively with law firms. She is passionate about helping her clients develop and implement online strategies that improve their online reputation and increase the return on investment of their marketing dollars. Lindsay is a highly skilled and knowledgeable digital marketer. She is an expert in all aspects of online marketing, including search engine optimization (SEO), social media marketing, pay-per-click (PPC) advertising, (LSA)s and content marketing. She is also a skilled strategist and analyst and provides her clients with resources to develop and implement data-driven marketing campaigns that deliver results.

Business Analytics for Your Law Firm

Lindsay Marty, Above the Bar Marketing

Marc Cerniglia, Spotlight Branding

Training Overview

"Business Analytics for Your Law Firm" is an indispensable training course designed specifically for legal professionals who aim to supercharge their firms' marketing performance metrics. This comprehensive program delves into the core principles of data analytics, empowering attendees with actionable insights to optimize client relationships, workflow efficiency, and revenue growth. Master the art of leveraging data through hands-on tutorials, real-world case studies, and expert-led workshops. By demystifying complex analytics tools, we enable law firms to make data-driven decisions that contribute directly to business success. Elevate your practice through the transformative power of analytics.

Training Outline

- *How lawyers feel about what gives them the best ROI: Data point from the trends report.*
 - According to Spotlight Branding's 2023 Legal Marketing Trends Report, 33% of the lawyers surveyed indicated that networking gave them the best ROI when it came to their firm's marketing. Content marketing (social media, email, etc) came in second place at 16%, followed by SEO and PPC at 13% and 12% respectively. The fact that networking and content were the top two responses is no surprise considering the two go hand-in-hand. Your networking efforts build your audience of referral sources, and the content you put out keeps you top-of-mind and acts as the main driver of your firm's referrals.
- *Tangible vs intangible results*
 - In the realm of digital marketing for law firms, understanding the dichotomy between tangible and intangible analytics is crucial for a nuanced strategy. Tangible analytics are concrete metrics like click-through rates, conversion rates, and ROI, which offer direct measures of campaign success. They're the hard numbers that can be directly tied to business goals. Intangible analytics, on the other hand, are more abstract and cover areas like brand awareness, customer satisfaction, and overall engagement. While these metrics are harder to quantify, they offer invaluable insights into client relationships and long-term loyalty. Both types are essential for a well-rounded, effective marketing strategy.
- *How to determine your marketing ROI 1: How to Analyze Data and What it Means*

- This section of the training breaks down the essentials of analyzing marketing data to calculate return on investment (ROI). Tailored for legal professionals, this program elucidates how to sift through key performance indicators like click-through rates, cost per acquisition, and client lifetime value to measure campaign success. Using real-world case studies, you'll learn to interpret these metrics, link them directly to firm revenue, and consequently make data-driven adjustments to your strategy. This course aims to demystify the numbers, empowering lawyers to gauge the efficacy of their marketing investments comprehensively.
- *How Law Firms Can Analyze GA4 Data to Determine ROI of Their Marketing Dollars*
 - Google Analytics 4 (GA4) is a powerful tool that law firms can use to analyze their marketing data and determine the return on investment (ROI) of their marketing dollars. GA4 provides a comprehensive view of user behavior across all channels and devices, giving law firms the insights they need to optimize their marketing campaigns and improve their bottom line.

One of the most important ways that law firms can use GA4 to determine ROI is by tracking conversions. Conversions are specific actions that users take on your website, such as filling out a contact form or scheduling a consultation. By tracking conversions, you can see how many leads are being generated from each of your marketing campaigns.

Once you have tracked conversions, you can use GA4 to calculate your cost per lead (CPL). CPL is the total cost of your marketing campaigns divided by the number of leads generated. To calculate your ROI, simply divide the total revenue generated from your marketing campaigns by the total cost of the campaigns.

In addition to tracking conversions and calculating ROI, law firms can also use GA4 to analyze their marketing data in other ways, such as:

- Identifying the most effective marketing channels: GA4 provides detailed insights into where your traffic is coming from. You can use this information to identify your most effective marketing channels and allocate your marketing budget accordingly.
- Tracking user behavior: GA4 allows you to track user behavior across your entire website. This information can be used to identify popular pages and content, as well as areas where users are dropping off.
- Creating detailed reports: GA4 provides a variety of reports that can be used to analyze your marketing data. You can create custom reports to track specific metrics or to compare different marketing campaigns.

By using GA4 to analyze their marketing data, law firms can gain valuable insights into how their campaigns are performing and how they can improve their ROI.

- *Dynamic Number Insertion (DNI), Call Tracking and Form Tracking*
 - Law firms can utilize dynamic number insertion (DNI), call tracking, and form tracking to determine their return on investment (ROI) of their marketing dollars by tracking where leads are coming from and how they are interacting with the firm's website and marketing materials.

Dynamic number insertion is a technology that allows law firms to display a unique phone number to each visitor on their website. This number is tracked, so when a visitor calls the firm, the law firm knows exactly where the lead came from, such as which marketing campaign, keyword search, or referring website.

Call tracking software records and analyzes all inbound calls to a law firm. This software can provide valuable insights into the quality of calls, the length of calls, and the specific needs of callers.

Form tracking software tracks all form submissions on a law firm's website. This software can provide valuable insights into the types of leads that are visiting the website and the specific areas of law that they are interested in.

By combining DNI, call tracking, and form tracking, law firms can get a complete picture of their marketing ROI. For example, a law firm can see which marketing campaigns are generating the most leads, which leads are converting into clients, and how much revenue each lead is generating.

Here is an example of how a law firm might use DNI, call tracking, and form tracking to determine their ROI:

- The law firm runs a Google Ads campaign for the keyword "divorce lawyer."
- A potential client clicks on the ad and visits the law firm's website.
- The law firm uses DNI to display a unique phone number to the visitor.
- The visitor calls the law firm and schedules a consultation.
- The law firm uses call tracking software to record the call and track the visitor's contact information.
- The visitor meets with a lawyer at the firm and hires the firm to represent them in their divorce.

- The law firm uses form tracking software to track the visitor's contact information and the fact that they hired the firm.

By using DNI, call tracking, and form tracking, the law firm can see that their Google Ads campaign is generating leads and converting those leads into clients. The law firm can also calculate the ROI of their Google Ads campaign by dividing the revenue generated by the campaign by the cost of the campaign.

Law firms can use the insights from DNI, call tracking, and form tracking to improve their marketing campaigns and increase their ROI. For example, if a law firm sees that a particular marketing campaign is not generating leads, they can stop running that campaign. Or, if a law firm sees that a particular landing page is not converting visitors into leads, they can update the landing page.

By using DNI, call tracking, and form tracking, law firms can make data-driven decisions about their marketing campaigns and maximize their ROI.

- Resource: [Above the Bar Marketing CallRail Case Study](#)

- *Analyzing results from Paid Ads - PPC, LSA, Legal Directories*

- To analyze the return on investment (ROI) of paid ads, such as pay-per-click (PPC), local search ads (LSA), and legal directories, law firms should track the following metrics:
 - Cost per click (CPC): The average amount paid for each click on an ad.
 - Conversion rate: The percentage of visitors who take a desired action, such as filling out a form or scheduling a consultation, after clicking on an ad.
 - Cost per lead (CPL): The average amount paid to generate a lead.
 - Cost per acquisition (CPA): The average amount paid to acquire a new client.

To calculate ROI, law firms can use the following formula:

- $ROI = (\text{Revenue generated from ads} - \text{Cost of ads}) / \text{Cost of ads}$

For example, if a law firm generates \$10,000 in revenue from its PPC campaigns and spends \$5,000 on those campaigns, the ROI would be 100%.

In addition to tracking these metrics, law firms should also consider the following factors when analyzing the ROI of their paid ads:

- The type of law practice: Some areas of law are more competitive than others, and this can affect the cost of ads and the conversion rate.
- The landing page: The landing page is the page that visitors are directed to after clicking on an ad. A well-designed landing page can increase the conversion rate.
- The target audience: Law firms should target their ads to the people who are most likely to need their services. This can help to improve the conversion rate and ROI.

By tracking the metrics above and considering the factors above, law firms can get a better understanding of the ROI of their paid ads and make necessary adjustments to improve their campaigns.

Here are some specific tips for analyzing the ROI of PPC, LSA, and legal directories:

- PPC: Use Google Ads reporting tools to track your CPC, conversion rate, CPL, and CPA. You can also use Google Analytics to track the behavior of visitors who come to your website from your PPC ads.
- LSA: Use Google Ads reporting tools to track your CPC, conversion rate, CPL, and CPA for your LSA campaigns. You can also use Google Analytics to track the behavior of visitors who come to your website from your LSA ads.
- Legal directories: Use the reporting tools provided by the legal directory to track the number of visitors to your profile page, the number of leads generated, and the number of new clients acquired.

By tracking these metrics, you can identify which paid ad campaigns are generating the most leads and clients at the lowest cost. You can also identify which campaigns are underperforming and make necessary adjustments.

Resource: [Lindsay Marty featured in Clio Blog](#)

- *Analyzing the results to determine true ROI*
 - Oftentimes law firms are spending money on a variety of different marketing tactics but they are not able to determine what is actually bringing in the new cases. By utilizing a combination of the tracking tools discussed in this course, it

is important to understand the need to create an intake system in the firm to accurately combine all of the analytics into meaningful reports. A dedicated person at the firm to track this information is essential to determining the true ROI of your marketing dollars.

- Resource: [ROI Tracker Video](#)
- *It all starts with networking*
 - Networking is the foundation for your overall marketing strategy, especially regarding referrals and authority status. The four main keys to getting the most out of your networking endeavors is to 1) prioritize quality conversations over quantity, 2) educate the people you speak with on exactly how you help your clients, 3) make sure you reciprocate (and oftentimes make the first move) on referrals, and 4) have a consistent system to follow up. And you can do that through content!
 - Resource: [networking ROI](#).
- *Email Marketing*
 - Email is not dead! In fact, it's a great tool to keep you top-of-mind and create consistent touch points with your audience with just a few clicks. And while there are metrics available to track your email's performance (open rate, click rate, unsubscribes), make sure not to get too obsessed with those data points AND instead to focus on the real ROI of those things. Marc can elaborate more on this.
 - Resource: [HERE](#)
- *Social Media Marketing*
 - Social media is what allows you to reach your target audience on a more focused and continuous basis. However, many marketers focus too much on engagement metrics (likes, shares, comments) as the barometer for success. Law firms oftentimes don't get much engagement due to the heavy and private nature of the content they share, so other metrics can be more helpful in determining your social media success (reach, impressions, click through rate).
 - Resource: [HERE](#)
- *The intangible ROI that numbers can't show you:*
 - While the data points from email, social, or Google are great, they don't tell the whole story. There are also intangible forms of ROI that need to be taken into consideration when making your marketing decisions. Things like: 1) easier conversions with prospects, 2) compliments on your marketing, 3) or more people turning to you for guidance/expertise.
 - Resource: [this article](#)
- *The real results of content marketing*
 - Content marketing provides ROI beyond the data points we've discussed here. It leads to things that you would need to track on your end like increased referrals and more of the right kinds of clients for your firm (this allows you to charge higher rates and take on more preferred cases instead of taking whatever comes

through the door—two key data points you won't be able to get from a Google dashboard). Content also provides a higher ROI on other marketing that you do. In other words, a website with a robust blog page or video library will convert more and perform better than a website without those things.

- Resource: [HERE](#)

- *Can AI enhance the business analytics of a law firm?*
 - AI has the potential to significantly enhance both tangible and intangible marketing analytics, providing a more nuanced, effective approach to digital marketing for law firms.
 - For tangible analytics, AI algorithms can automatically sift through massive datasets to identify trends, anomalies, and opportunities, which can be invaluable for campaign optimization. They can predict customer behavior, automate A/B tests at scale, and provide real-time adjustments to maximize ROI.
 - In terms of intangible analytics, AI technologies like sentiment analysis can gauge client sentiment across social media and other digital channels. This allows for a more accurate measure of brand perception, customer satisfaction, and overall engagement. Machine learning models can also analyze client interactions to identify key touchpoints for engagement, allowing for a more personalized marketing approach.
 - In summary, AI not only offers the ability to analyze data at a scale and depth that humans can't match, but it also provides the tools to turn those analytics into actionable insights. This enhances both the quantitative and qualitative aspects of digital marketing analytics, ultimately leading to more informed and effective strategies.
 - Resource: [Watch here.](#)



2023

WISCONSIN SSFC

MARKETING ANALYTICS FOR YOUR LAW FIRM



October 19-21 - Kalahari Resort, Wisconsin Dells



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TODAY'S SPEAKERS



Lindsay Marty

Founder/CEO



Marc Cerniglia

Founder/CEO



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TYPES OF MARKETING

LEAD GEN

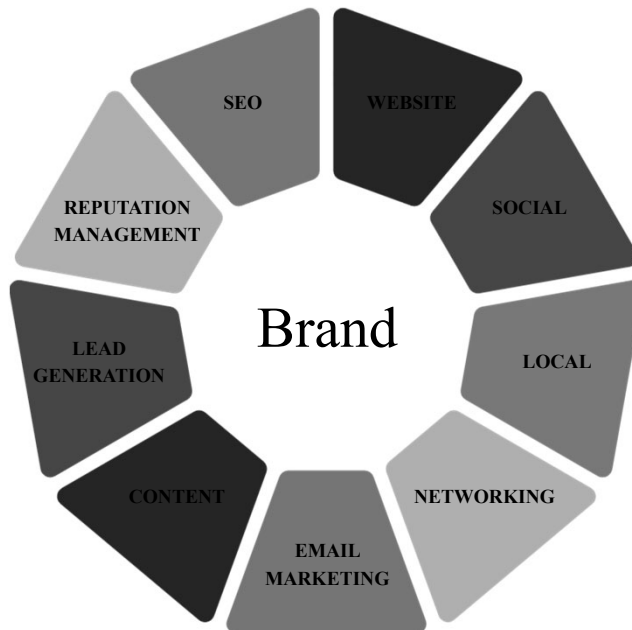
- PPC
- LSA
- Legal Directories
- SEO
- Events
- Local

LEAD NURTURE / BRANDING

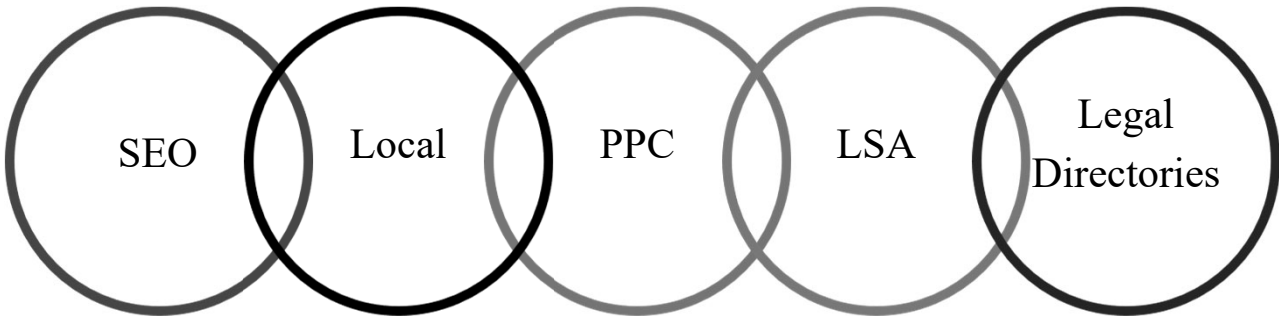
- Website*
- Email
- Social Media
- Blogs
- Video
- Podcast
- Offline (cards, calls, etc)



LAW FIRM MARKETING 101

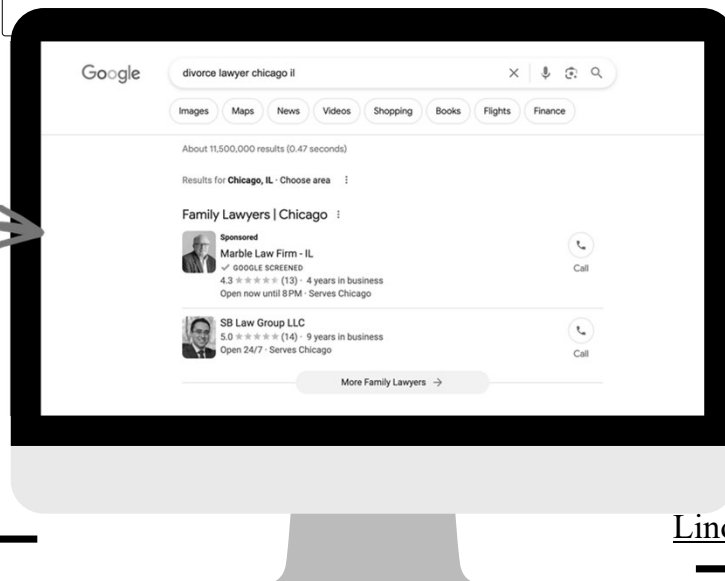


LEAD GEN FOR LAW FIRMS



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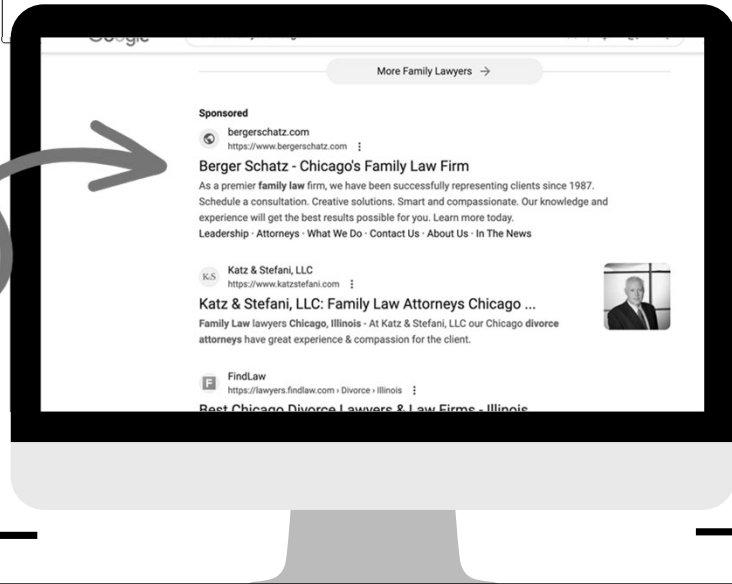
GOOGLE LOCAL SERVICE ADS (PAY PER LEAD)



Lindsay Marty ft. Clio

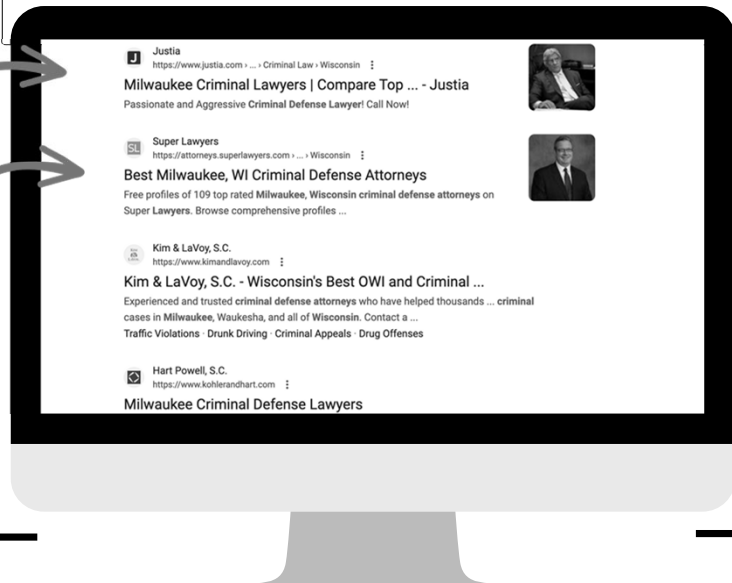
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GOOGLE PPC (PAY-PER-CLICK)



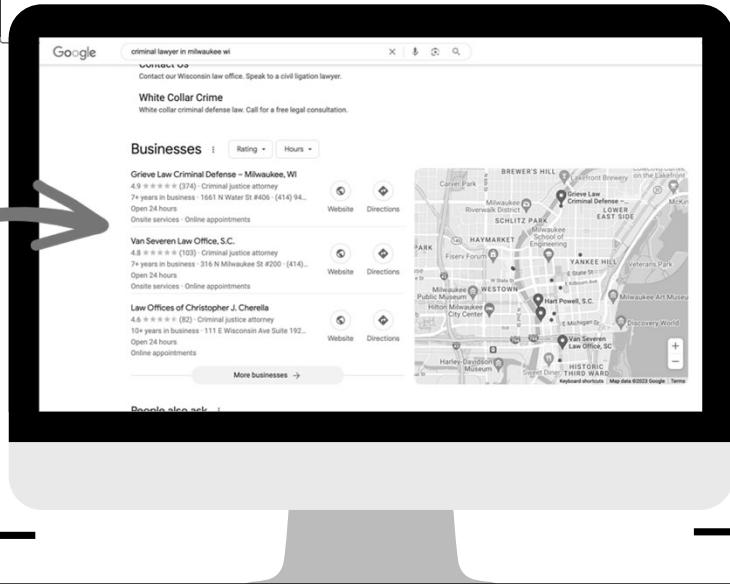
7

LEGAL DIRECTORIES (PAY TO PLAY)



8

GOOGLE LOCAL THE 3-PACK



9

TIPS FOR OPTIMIZING YOUR GMP FOR SUCCESS



10



WHAT IS SEO?

At its core, SEO, or Search Engine Optimization, is the art and science of making websites more visible and attractive to search engines like Google. It's all about optimizing your website so it appears higher in search engine results, which can lead to more people clicking on your site. Think of it like tweaking your website's "curb appeal" for the digital age.



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TRACKING THE ROI OF SEO

Tracking the return on investment (ROI) of SEO boils down to this: compare how much you spent on SEO efforts to the value of the traffic and business it brought in. Here's a breakdown:

Determine the Cost: Tally up what you've spent on SEO. This can include agency fees, software tools, content creation, and any other related expenses.

Measure the Value: Check out how much new business you've gotten from your website. This can be measured in terms of traffic, leads, conversions, etc.

Do the Math: Subtract the SEO cost from the value gained. Divide that by the SEO cost, then multiply by 100. This gives you the ROI percentage.



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Google Analytics 4 (GA4)

Better Tracking with Events: Unlike the older versions, GA4 focuses a lot on 'events' (like when someone clicks a link or fills out a form). This gives you a clearer picture of user actions, helping you determine which SEO strategies are leading to desired actions.

Life Cycle Reports: GA4 groups data into the user journey stages, from acquisition to engagement to conversion. This can help you see how your organic (SEO) traffic moves through your website and where it brings the most value.

User-centric Data: GA4 offers a more user-focused approach rather than session-focused. This means you can better understand how individual users interact over time, giving you insights into the long-term ROI of your SEO efforts.

Conversion Tracking: You can set up specific conversions (like form submissions or product purchases) and see how many of them are coming from your SEO efforts.

Enhanced Audiences and Retargeting: With GA4, you can create audiences based on user behavior and even predict which users are more likely to convert in the future. This can help fine-tune your SEO strategies to target high-value users.

In a nutshell: GA4 offers a bunch of new tools to help you see if your SEO game is on point. By understanding what's working and what's not, you can adjust your strategies and get the most bang for your buck.

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DYNAMIC NUMBER INSERTION (DNI) CALL TRACKING AND FORM TRACKING

Different Numbers for Different Sources: DNI assigns unique phone numbers to each marketing source. So, when someone calls after seeing your billboard, they dial a different number than someone who clicked on your Google Ad.

Auto-swap on Websites: Let's say someone finds your law firm through a Google Ad and lands on your website. DNI technology will "dynamically" change the phone number on your site to match the unique number for Google Ads.

Track Calls by Source: Since each marketing source has its own number, you can easily track which ones are generating the most calls. Maybe Facebook is your goldmine, while local newspapers aren't pulling their weight.

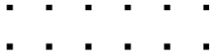
Better ROI Analysis: By seeing which sources generate the most client calls, you can better allocate your marketing dollars. Maybe it's time to boost that Facebook ad budget and reconsider the newspaper spend.

Deep Dive Insights: Some DNI tools also provide data on call duration, time of call, and more. If calls from one source tend to be longer, it might hint at higher quality leads from that channel.

ATB x CallRail Case Study

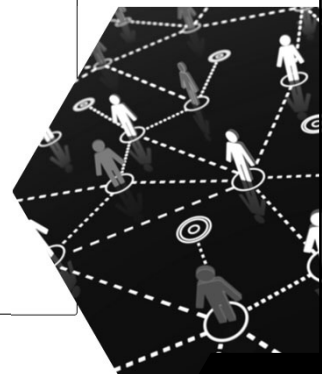
14

WHO TRACKS THE ANALYTICS AT YOUR FIRM?



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LEAD NURTURING AND BRANDING



16

ROI FROM LEAD NURTURING & BRANDING

MORE REFERRALS

- Referral Rate
- Repeat Business

BETTER CLIENTS

- Average Case Value
- Hourly Rate
- Case Diversity/Preferred Cases
- Pre-Qualified Clients (less time)

HIGHER ROI

- Lead Gen ROI
- Networking ROI
- Consultation Win Rates
- Strategic Opportunities



Resource

17

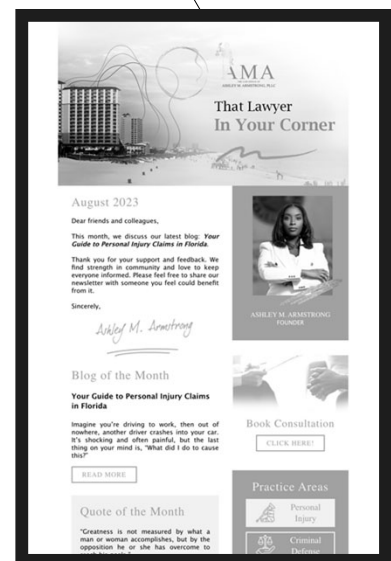
E-MAIL MARKETING

Incomplete Data: When Numbers Aren't Enough

- Open Rate
- Click Rate

Strategy

Stay in-touch with your network, reinforce your credibility, and remind them what you do. This ensures you stay top-of-mind when they need your services or have a referral.



Resource

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SOCIAL MEDIA

Incomplete Data: When Numbers Aren't Enough

- Followers
- Comments
- Likes
- Leads

Strategy

Stay connected with your network, establish yourself as an authority in your field, and share content that resonates with your target audience.



Resource

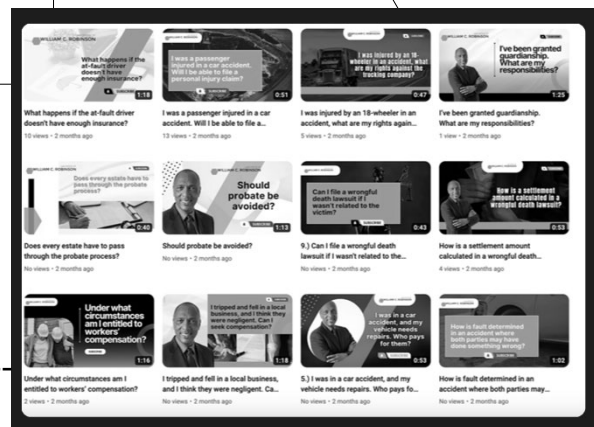
BLOG VIDEO PODCAST

Incomplete Data: When Numbers Aren't Enough

- Subscribers
- Views

Strategy

Develop content that can be shared across channels—website, social, and email, while providing valuable insights and education to your audience. More about branding and image than subscribers and views.



Resource

CAUSATION VS CORRELATION

The ROI from successful branding and nurturing is not as straightforward as it might seem. You need to look beyond surface-level data to find the meaningful connection between these strategies and the bottom-line results.



Resource

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CAN AI ENHANCE THE BUSINESS ANALYTICS OF A LAW FIRM?

AI not only offers the ability to analyze data at a scale and depth that humans can't match, but it also provides the tools to turn those analytics into actionable insights. This enhances both the quantitative and qualitative aspects of digital marketing analytics, ultimately leading to more informed and effective strategies.



Resource

22

THANK YOU



x

Spotlight
Branding



Lindsay Marty



Marc Cerniglia