



Martindale  
a **NOLO** company

**The State of Online Marketing in the Legal Industry 2014**

*A Martindale Study*

*It's 2014. Law firms—and clients—are well into the Internet age. It's no longer possible to ignore that the Internet has permanently changed the legal industry.*

*At Martindale our mission is to help law firms of all sizes grow their businesses so we commissioned a study to get a real-time look inside the way the legal community approaches online marketing.*

*The result: a fascinating and insightful look at the current state of how law firms market their practices and develop new client relationships—and many valuable takeaways for all types of practices.*

## About the Data

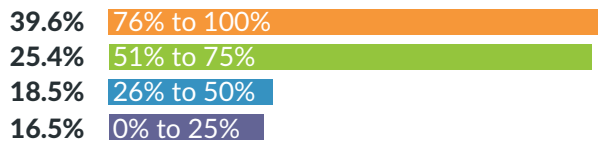
As part of this study, Martindale surveyed more than 300 clients regarding their firms' marketing initiatives. Survey respondents represented a wide range of practices, from solo practitioners to firms with more than 50 attorneys on staff. Virtually all areas of practice were represented.

## Online Marketing: All Grown Up

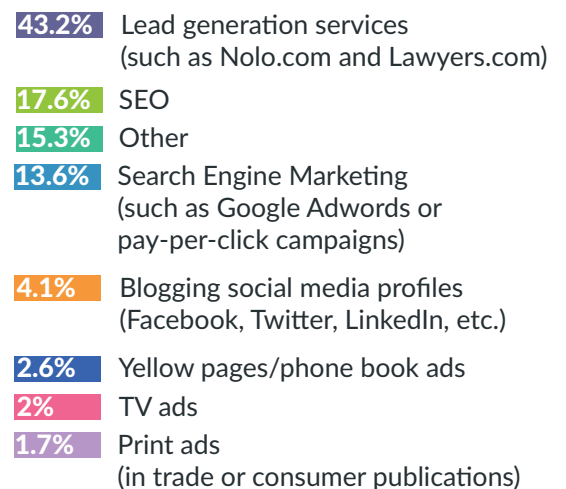
As the Internet has matured, online marketing initiatives have rapidly supplanted traditional marketing efforts (such as direct mail and phone book ads) in marketing budgets:

- 65% of respondents spend more than half of their entire marketing budgets on online initiatives
- 78.4% of respondents reported that online marketing techniques (including lead generation services, SEM, SEO, and social media) are their best performing advertising medium

How much of your marketing budget is spent online?



What is your best performing advertising medium?



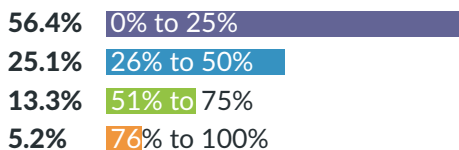
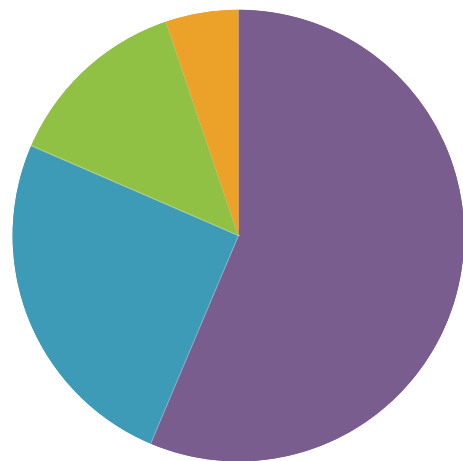
**Need to Know:** *The legal industry is well into the age of digital marketing, and online marketing resources have become essential tools for firms of all sizes and areas of practice. If your firm isn't utilizing online marketing techniques, you're likely not getting the most from your budget.*

## Lead Generation Is Cost-Effective—and Effective, Period

Online lead generation is the most cost-effective online marketing technique across a range of firm sizes and budgets, beating out other online marketing solutions:

- **43.6%** of survey respondents said online lead generation services account for more than **25%** of new business—and among that group, half report that lead generation services account for more than **50%** of new business
- On average, online lead generation services are **three times more effective** than search engine marketing initiatives, according to survey respondents

What percentage of your new business comes from online lead generation services?



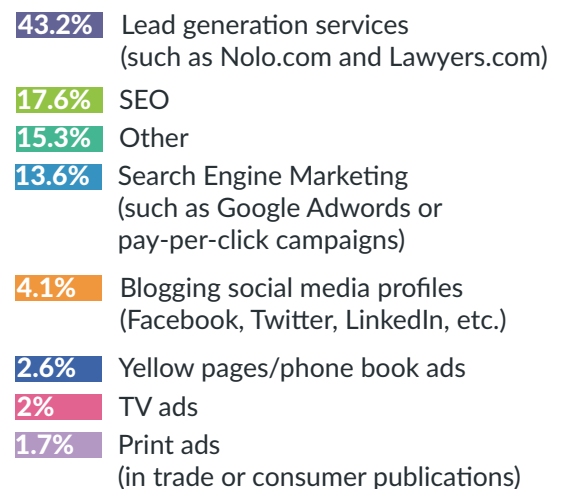
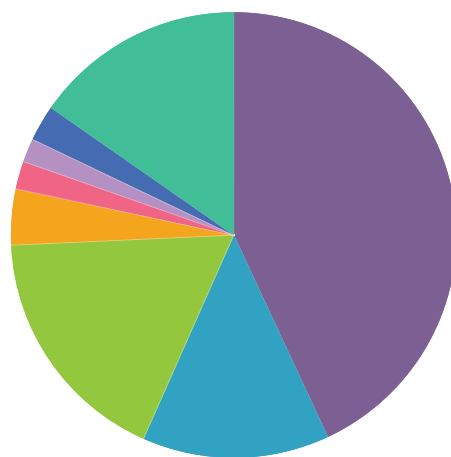
### Leveling the Playing Field

Due to its cost-effective nature, online lead generation is helping to level the playing field when it comes to practice development, providing unprecedented new opportunities for firms of all sizes to grow.

Historically, larger firms with bigger budgets could buy bigger ads or send more direct mail. But the comparatively low cost of online lead generation services puts smaller firms in a more equal position to develop their practices.

Additionally, online lead generation works for all phases of firm development: it's ideal for quickly establishing a client base for new firms and can help rapidly grow established firms.

What is your best performing advertising medium?



**Need to Know:** *Most attorneys can't solely rely on referrals for new clients. Lead generation services will give you constant exposure to a consumer base that is looking for an attorney in your area. If you haven't tried lead generation in the past, or even in a while, you should. It levels the playing field for small and large firms to grow their businesses.*

## You've Got the Leads. Now What?

The way firms handle and track inbound leads can vary widely—and there's room for improvement across the board:

- **70.7%** of survey respondents respond to leads within one hour, but only about half of those respond within 15 minutes
- Just **14.8%** of respondents attempt to contact leads more than three times
- **25.9%** of respondents do not track leads in any form



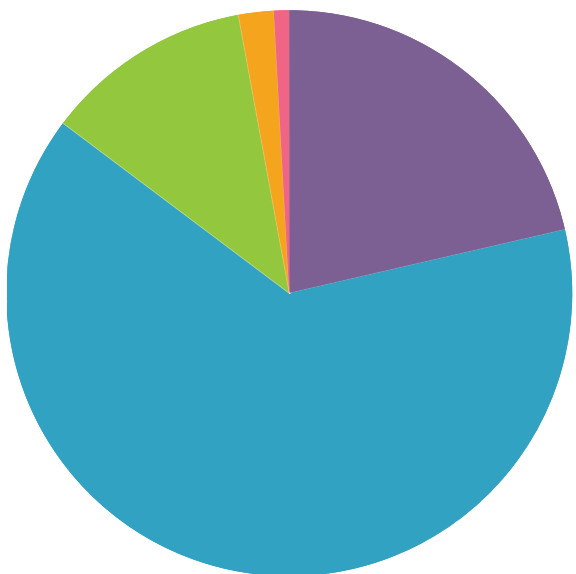
On average, how soon do you follow up on leads from lead generation services like Nolo?

- 36.8%** Immediately—within 15 minutes
- 33.9%** 15 minutes to 1 hour
- 18%** Within one day
- 10.4%** 2 to 4 hours
- 0.9%** One day or later

### ***Need to Know:***

*Response times longer than one hour should be considered missed opportunities. It's crucial to respond to leads as soon as possible, or another firm will likely beat you to the punch. Likewise, nurturing leads that could easily be written off as "dead" is equally important, as it can help firms engage new clients that would otherwise be left on the table.*

*If you do any sort of advertising or marketing online, chances are you will get some leads that are not going to be great cases. It's important to take enough time to evaluate your return on investment and to not expect every lead to convert to a paying client.*



On average, how many times do you attempt to contact a lead before giving up?

- 63.9%** 2 to 3 times
- 21.4%** 1 time
- 11.9%** 4 to 6 times
- 2%** 7 to 10 times
- 0.9%** 15+ times



How do you track your leads?

- 25.4% Other
- 25.4% My firm doesn't track leads
- 26.3% Excel spreadsheet
- 22.8% Case Management System/CRM system

## Lead Nurturing: Tips for Success

Martindale analysts recommend the following best practices regarding handling and tracking leads:

- Make every effort to respond to leads within 15 minutes
- Make a minimum of three to five attempts to contact each prospect
- Call every lead—the information included in the submission may not contain information that would qualify them
- If you don't receive a response after three to five attempts, check back with the leads in the future
- Track your efforts, even if you only use a simple spreadsheet; this can help you identify and resurrect dormant leads
- Martindale research has shown that you are more likely to have a higher ROI if you are committed to improving the speed and persistence of your follow up



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### **About Martindale**

Martindale is a powerful platform for attorneys to market their practices online, combining the strengths of Martindale-Hubbell's attorney-facing resources and Nolo's consumer-focused network of sites. Martindale is uniquely qualified to offer online services for law firms: by understanding the needs of attorneys focused on growing their practices and the practical needs of consumers focused on finding the best attorneys.

Martindale is a division of Internet Brands ([www.internetbrands.com](http://www.internetbrands.com)).