

# ULTIMATE LAW FIRM MARKETING CHECKLIST

Make certain that your firm is prepared to attract new clients in the digital marketplace.

## Website

### Is your website up to today's standards?

- Mobile-friendly
- Horizontal page structure
- Clear and concise content
- Multiple calls-to-action
- Relevant high-resolution photos
- Detailed contact page with form
- Contemporary site design
- Links to social media profiles

## Search Engine Optimization

### Are you ranking on Google search?

- Content creation plan
- Keyword research and planning
- SSL certificate on website
- Fast-loading pages and photos
- Sufficient server size and speed
- Backlink development

## Google Ads

### Are you driving leads with Google Ads?

- Defined target search terms
- Landing pages for ad-driven leads
- Dynamic and fluid ad strategy
- Ongoing results analysis

## Email Marketing

### Are you staying top-of-mind?

- Email list of customers/prospects
- Email address acquisition tool
- Frequent and consistent schedule
- Custom email template matches website

## Social Media

### Are you reaching your clients regularly?

- LinkedIn/Facebook/Avvo profiles
- Content posting strategy
- Diverse subject posts
- Ongoing monitoring and engagement

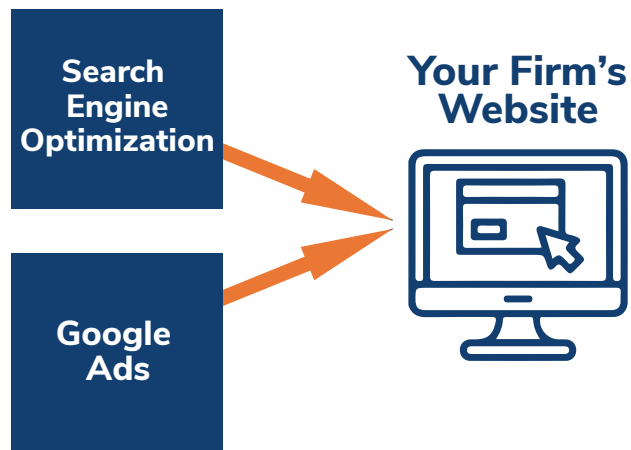
# Why is a Marketing Checklist important?

Successful marketing programs use a variety of marketing tools to perform basic functions like sending emails, getting found on Google, or connecting with your audience on social media. Much like an engine, when any part of your program is working at less than full strength, the entire system performs below expectation.

These tools work together to create automated chains of action, like automatically sending a welcome email to new subscribers, or showing specific online ads to people who have already visited your website. We call this Integrated Marketing, and it's our specialty.

## Lead Acquisition Tools

drive people to your website.



## Lead Nurturing Tools

keep your firm top of mind



Solutions for Growth has a wealth of experience in creating full-service marketing programs for law firms in New York and Connecticut. By combining marketing tools and creating an integrated marketing system, Solutions for Growth builds an automated and consistent qualified lead funnel for your firm.

Guide your potential client from "Who is the best attorney near me?" to your website, and then into your integrated marketing machine. Keeping you top-of-mind all the way until it's time for their decision.

## Call or email today to learn more!

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