
5 Marketing Mistakes

Criminal Lawyers Make

**That Cost Them Leads,
Cases & Revenue
(And What To Do About It)**

Chavelk De Los Santos
Harvard-Educated Marketing Strategist



JUSTCHARGED.COM™
CRIMINAL LAWYERS

INTRODUCTION

Today, many criminal law firms struggle to find consistent, qualified, and high-value leads. Often, this happens because they're narrowly focused on marketing channels which creates a liability and costs a small fortune.

With 57% of consumers searching for lawyers online, your firm may be **missing out** on a goldmine of leads who choose a competitor who isn't making the same common marketing mistakes.¹

To be clear, it's not necessarily your fault. As a lawyer, you've got a ton on your plate and can't be expected to keep up with ever-changing consumer marketing trends which can be a full-time job in of itself.

That's where we come in.



At **JustCharged** we've helped criminal law firms around the country for 20 years diversify their lead generation process and achieve **ROI** across their marketing. Along the way, we've been able to recognize the key mistakes most firms were making.

1. Source: 2019 Legal Trends Report - Above the Law

In this eBook you'll discover the **5 Marketing Mistakes Criminal Lawyers Make That Cost Them Leads, Cases & Revenue (And What To Do About It)**. By overcoming these mistakes, you'll position your firm at the forefront of qualified prospects who become clients.

Now, you may be thinking:

“Sure, I've heard this before and it *didn't* work.”

And we completely understand. There's a lot of noise in the marketing world with big promises that fall flat. In fact, you may have even been sold on one of these “blockbuster” methods that didn't produce the results you were misled to believe would work.

Whether an agency who made bold promises but didn't understand your niche, a costly (spray and pray) billboard campaign or anything in between, it's easy to discount the power of effective marketing.

However, when you get this right, you'll flood your practice with qualified leads and stay relevant across several marketing channels. Let's dive into the common mistakes and help you transform these mistakes into advantages.



Mistake #1: Fishing In Only One Pond (And Missing Out On Endless Opportunities)

Many criminal law firms are stuck on the good ol' days when it comes to marketing where a few traditional channels dominated, and consumers were limited to a few options if they needed your services.

However, times have radically changed.

Which is where the first mistake comes in: relying on only one or two lead generation strategies in a rapidly evolving digital landscape. Much like asset allocation when it comes to investing, law firms must **diversify their lead generation**.



In doing so, you're able to reach potential clients using various forms of communication through different channels and speak to them exactly at the decision-making stage they're in (instead of assuming they're ready for a consultation now).

For example, re-targeting allows you to speak to prospects who've raised their hand and need to be nudged along to take the next step while reducing the cost of conversions as long as you are in line with Google's privacy policies.

The fact is: the days of **exclusively** relying on Google's search algorithm or a website with lackluster lead capture are long gone. To remain competitive, law firms must be willing to adapt and stay on the cutting edge.

Today, consumers expect to be marketed to from different angles, including:

- **Targeted Landing Pages**

Instead of an outdated website with contact forms from the 90s, targeted landing pages speak **directly** to your prospect's current needs with minimal distractions and one very clear CTA (call-to-action).

- **Video Marketing**

Connection builds trust, which is the first ingredient to any relationship. It's why video marketing is one of the most efficient ways to create a memorable first impression and build personal rapport **before** a consultation.

Unfortunately, lawyers often neglect video marketing as it can take a lot of time and be cost prohibitive unless you do it right (more on that later). However, it's worth noting one study showed introducing yourself with video increases email inquiries by a whopping **127%**.²

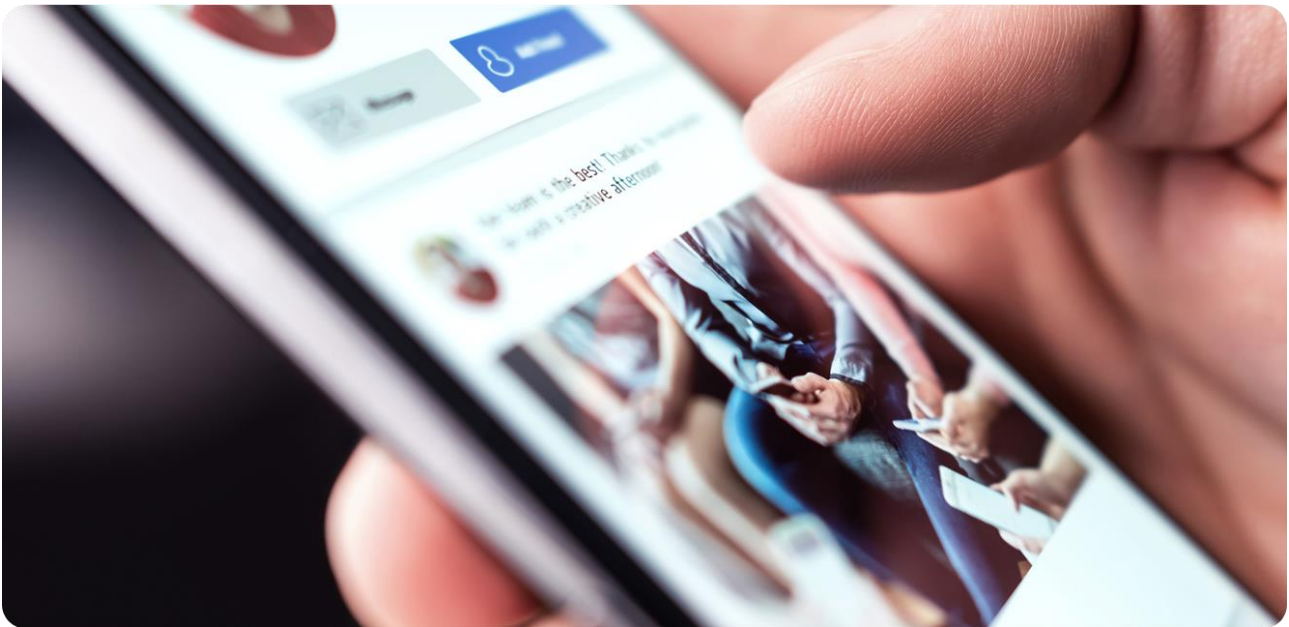


2. Source: The 2015 Video Marketing Cheat Sheet - Animoto

- **Strategic Social Media**

There are surprisingly **few** law firms taking social media seriously while consumers continue to rely on it for significant decisions, there's endless opportunity to get it right. The keyword here is strategic, of course.

However, getting social media to work for your firm requires a lot of time and energy you don't have, which makes it easy to skip entirely.



While these are only a few examples, the point remains: diversifying your lead generation efforts allows you to reach more prospects, speak to their **specific** needs and stay top of mind...while compelling them to take the next step.

Additionally, you'll reduce the liability that comes with being beholden to only one or two main sources of traffic.

Recommended Solution #1: Determine your core lead generation sources and examine how you could diversify your efforts. This is not about being everywhere, but rather strategically deploying innovative marketing angles to reach the right people, at the right time, in **their** medium of choice.

Mistake #2: Not Capturing Contact Data And Strategically Communicating With Prospects

Law firms fail to collect a prospect's email address 86% of the time.³

No, that's not a typo. Rather, it is a sign of **negligence** when it comes to most law firms' lead generation efforts and a lack of understanding of the client journey. Even after an initial conversation, only 45% of law firms collect their prospect's phone number.⁴



The problem here is firms are expecting and relying on their prospects to come to them when they're ready for a consultation, instead of **meeting them where they are** and nudging them along an education-based journey.

While criminal law prospects often need urgent help, there are still pivotal places where your firm can stay top of mind with strategic messaging. For example, consider the period of time between when a prospect is charged and their first court appearance to be a place where your firm can and should communicate with them.

3. Source: 5 Ways Email Marketing Can Amplify Your Legal Business - Attorney at Law Magazine

4. Source: The marketing rule of 7, and why it's still relevant in B2B - B2B Marketing

By collecting the right data, you're able to develop a strategic communication campaign that nurtures leads for the next 15 to 180 days. By doing so, you build the all-so-important *"know, like and trust factor"* while staying top of mind.



Remember: prospects need an average of 7 touches before they make a purchase or hire for services.⁴

And that number is only increasing with digital media.

Ultimately, those who capture data and communicate with their prospects close more cases and win over the long-term.

Recommended Solution #2: Make sure your firm prioritizes contact capture across all mediums and has one singular place to store data and/or actions taken. Look for a robust, yet easy-to-use CRM (or listing directory, which we'll cover later) that is constantly being updated and used by you and/or your staff.

Mistake #3: Only Speaking To 3-5% of Your Prospect Base

By the time a prospect reaches out to your criminal law firm, they're close to what renowned marketer Gary Halbert called a "bleeding neck" problem. In other words: they needed your services **yesterday** and urgency is at an all-time high.

Urgency compels action, which is fantastic. However, this only represents a tiny **fraction** of your prospect base: possibly only **3% to 5%** at any given moment. Now, here's the problem: the other 95% are still valuable leads for your firm.



So, what does this mean?

Fighting **exclusively** for the tip of the iceberg is not only incredibly competitive, but also the most expensive segment to target. And sure, they're ready to make a decision which makes them inherently valuable.

Depending on what the criminal charge is, it can be valuable to balance your efforts out with an often-neglected approach: speak to leads that exhibit less urgency but can be **influenced**. In doing so, you not only capture the attention of a new source of leads, but you're able to target them at exceedingly **competitive rates**.

Now, to be clear: some prospects will be in a panic and will stop looking the moment they find a lawyer depending on what they're charged with. Consider this to be case dependent and be willing to ask yourself: what kind of messaging has your firm created to speak to the 95% who aren't ready to make a choice regarding counsel today? Most firms aren't and that's okay. It's why you're reading this eBook.



This is where “softer” content that doesn't exclusively tell prospects to book a consultation works well. Rather, it's about getting to know your firm, showcasing testimonials and case studies and even introducing yourself through video as a trusted authority.

This means you can position your firm as the solution to their future needs when they're ready to take the next step depending on the severity and urgency of their charge(s).

Recommended Solution #3: Take inventory of your current messaging for potential clients. Do you vary the communication channels, the style of the messaging and the CTA (call-to-action)? Examine your offering from the eyes of the prospect and find one place to improve.

Mistake #4: Underestimating the Value of Rigorous, Yet Simple Tracking

26% of law firms do not track their leads at all.⁵

While your firm may be in the clear, a significant majority of those who do track their lead generation efforts barely scratch the surface. They're missing out on key data that becomes a **competitive advantage** to secure more cases and add to their bottom line.



For example, law firms need to track which days they get the highest volume of inbound calls and form submissions. Most criminal law firms don't realize that Mondays and Tuesdays are their busiest days and they need to make sure they have the manpower to handle the volume.

The fourth mistake is not having a rigorous (and yet simple) way to track leads that facilitates campaign optimization across all marketing efforts. This includes knowing what to track, when to track and where to track as well as knowing how to deploy the collected data.

5. Source: The State of Online Marketing in the Legal Industry 2014 - Martindale

When you get this right, you'll know exactly how much it costs your firm to get a lead through the door as they become a paying client...sometimes down to the exact dollar amount!

So, what are some of these crucial numbers that often go underutilized?

- Leads Generated
- Emails Captured
- Open Rates
- Cost Per Click
- Cost Per Initial Consultation
- Cost Per Client Acquisition
- Interactions Garnered
- Dropoff Points

When you effectively measure these key performance indicators, you're able to see significant differences in your marketing efforts over time instead of merely guessing. For example, imagine if you knew that for every:

- \$300 you spend on digital media; you get exactly 2.1 appointments with a prospect.
- 3 networking events you attend, you generate 1.5 referrals for your firm
- Acquired client you're paying \$1,017 today versus \$1,902 from the year before



By having access to these numbers and realizing what types of charges are most lucrative, you're able to make **strategic** decisions based on real data, not assumptions. Best of all, you can double your efforts and budgets on the aspects of your lead generation that's working, while reducing (or even eliminating) marketing techniques that's not producing results.



In other words, you're able to harness the power of clarity across your marketing efforts.

And if you're partnered with a marketing firm that is worth their salt, they should be able to give you access to data that monitors your progress and sends automatic reporting.

Recommended Solution #4: Identify the places you're currently tracking your marketing efforts. Then make a list of any additional KPIs (key performance indicators) that may be relevant, and create a process for tracking each conversion metric.

Mistake #5: Trying To Do Marketing 100% On Your Own

As a criminal lawyer, you've already got a ton on your plate. Which means the last thing you should be doing is trying to **spearhead** your firm's marketing efforts which is like adding another full-time job to your workflow.



The last mistake can be quite common: law firms attempting to run their marketing with less than stellar results. It's one of the reasons **42%** of law firms take 3-plus days to respond to leads.⁶

Think about the missed opportunity in a world where people expect nearly instantaneous responses. Now, one of the common things we hear from our clients is the following:

"I tried delegating our marketing and it didn't work."

Much like any industry, there are **real players** and there are others who sell firms on the volume of leads they can achieve without focusing on how qualified they are and what kind of potential you're able to identify with their case.

6. Source: ABA Benchmark Study on Law Firm Intake Process: Part I - Law Technology Today

At JustCharged, we've developed a process that has helped many clients experience an average of 281% return-on-investment from their marketing efforts. Most importantly, they stay with us long-term. Throughout our 20+ years of experience, here's what we've discovered is important to look for:

- **Focused exclusively in your niche**

As a criminal law firm, you have **specific** needs that should be focused on by finding partners or service providers who understand the intricacies of your firm.

- **Simplified process to streamline marketing**

Many agencies add to their client workload with endless onboarding, meetings and unnecessary **friction**. Look for a simplified process and turn-key solution that makes your life easier. **Remember: Simplicity scales, fancy fails.**

- **Diversified marketing for lead generation**

As we've mentioned, diversifying your efforts plays a crucial factor in the success of your campaigns. Look for a service that can **blend** essential elements such as SEO, contact capture, landing page development, etc.

When you get the above right, you're able to streamline your marketing with systems that simplify your efforts so you can focus on what you do best: practicing criminal law and getting your clients the best possible outcomes.

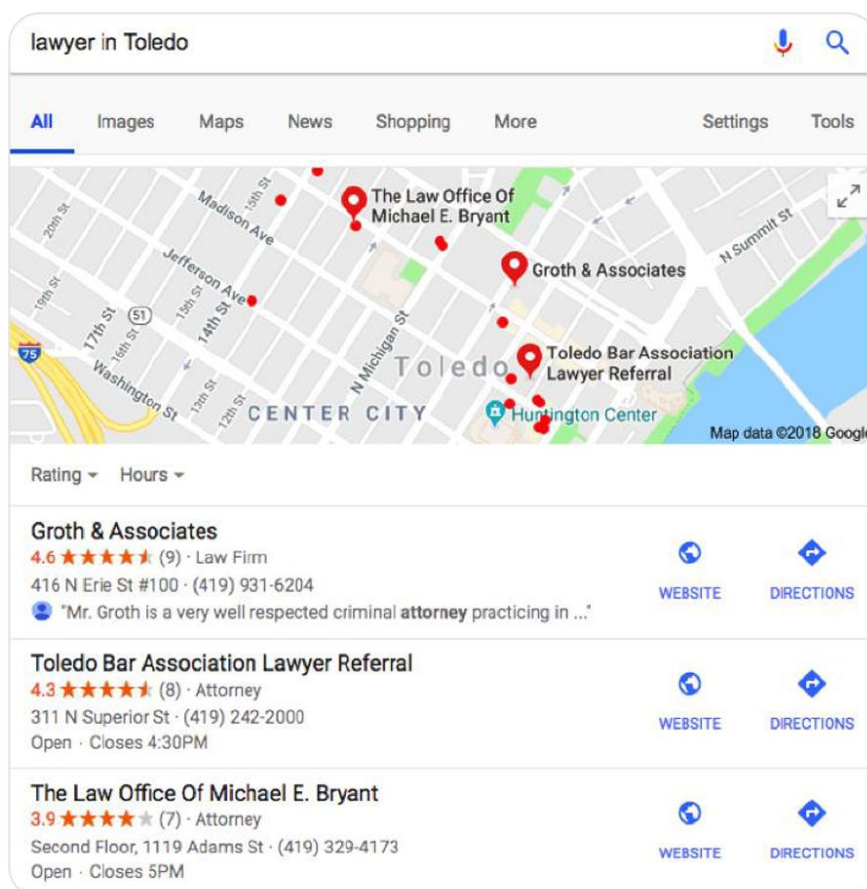
Recommended Solution #5: Look for a proven solution with proven ROI that encompasses several key components for your firm's marketing efforts while helping position your firm to as many qualified prospects as possible.

Bonus: Optimize Your Google Business Profile And Increase Views By Over 400%

As a law firm with a physical location, maximizing your local SEO is one of the most crucial ways to stand apart from your competition and bring an influx of inexpensive (or free) leads into your firm. To maximize this prized real estate, you'll need to create a compelling **Google Business Profile** for your firm.

In fact, a recent study shows that being featured on Google's local "3-pack" during search translated into a 113% increase in user clicks and a 400% increase in views.⁷ In other words, quite a big deal.

Here's an example of what it looks like:



7. Source: The Importance of Google 3 Pack & Why It's an Absolute Necessity to Local Businesses – Squawkia

Besides boosting your local SEO efforts, an optimized **Google Business Profile** comes with other benefits, including **increased status** and **authority**.

By having up-to-date information, and various ways to contact your law firm, you'll ensure your firm stays on the cutting edge for years to come. Ultimately, you don't want to leave this to chance if you're wanting to increase your visibility and lead generation efforts.

Bonus Recommended Solution: Take the time and effort to build out your **Google Business Profile** and optimize it with up-to-date information, pictures, as well as convenient ways for prospects to contact your firm.



How To Transform These 5 Mistakes Into Competitive Advantages Using JustCharged

Regardless of these common mistakes, there's good news.

Criminal law firms who take a proactive approach are able to transform these mistakes into **competitive advantages** to generate authority, bring in high-quality leads, and turn clicks into clients quickly and efficiently.



At JustCharged, we're an exclusive community of criminal lawyers and directory designed to help you gain the most amount of traction with your marketing in one easy, simple to use dashboard, including:

- 100% exclusive for criminal law attorneys
- Dynamic profiles with video and contact capture to elevate your status
- An easy-to-use, discoverable dashboard for prospects

- Promoted profiles to get in front of your specific target audiences
- Warm leads directly sent to your email inbox in real time

Unlike many unseasoned and unproven law firm marketing agencies, we work **exclusively** with lawyers whose practice is devoted to at least 80% or more on criminal law. Our purpose is to provide a reliable way for people to find skilled criminal lawyers who know how to get their clients the best possible outcomes.

And that's where you come in.

For a limited time, you can add a new reliable lead source when you get started free with your JustCharged profile as you position yourself to a highly curated audience who is **specifically** looking for criminal lawyers like you.

Best of all?

Our robust, yet easy-to-use platform integrates **everything** from SEO searchability, done-for-you video marketing, effortless contact capture, showcasing testimonials, and much more.

Here's a snapshot of what it looks like:

JUST CHARGED.com
Criminal Lawyers Online

Welcome back!
Scott Boldman

- Lawyers
- Cities
- Categories
- Languages
- Videos
- Sites
- Submissions
- Site reviews
- Users


Edit Lawyer

First Name: Byron Last Name: Ketcham


Company Name:

Languages I speak

- English
- Spanish
- French

Profile Image  [Delete Profile Image](#)

Replace Profile Picture (400x400) [Choose File](#)


Company Logo  (400x400) [Choose File](#)

Username & Password

Login Email:

Password:

Leave empty if unchanged

About me 

B I [] [] [] []

My name is Woody Ketcham and I was born and raised right here in Alabama. I am passionate about helping those who have been accused of a crime. Navigating the criminal justice system is a scary process and can be quite intimidating and confusing. Ketcham Law is here to give you access to the legal system and I would be honored to help you or those close to you who are faced with a criminal law matter.

So don't wait - claim your free trial today for a limited time to streamline your marketing efforts and turn prospects into paid clients with an engaging network.

Click the button below now to start a free trial and set up your own robust profile at JustCharged.

 [Click Here To Start Free Trial](#)

