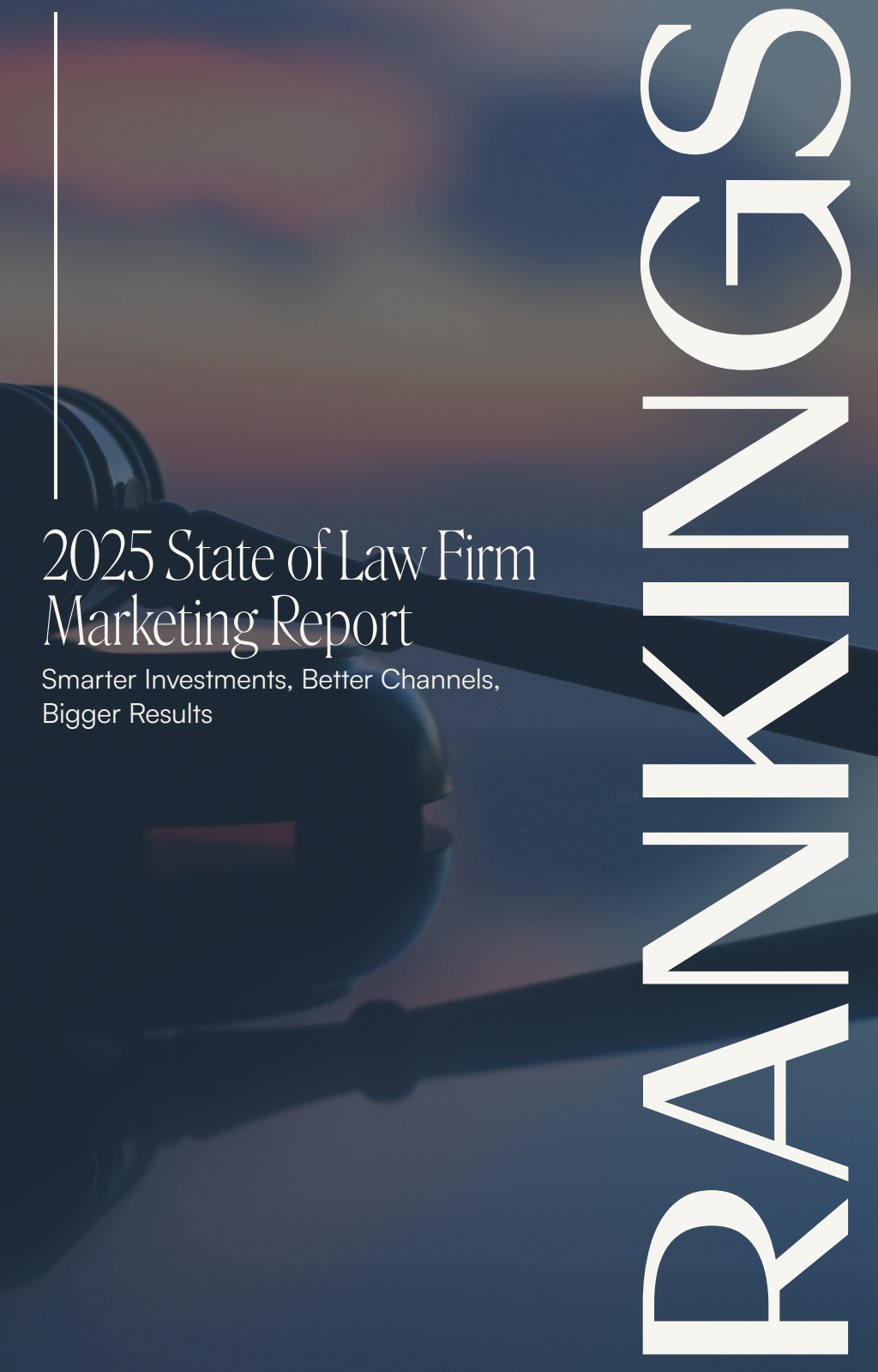




2025 State of Law Firm Marketing Report

Smarter Investments, Better Channels,
Bigger Results

RANKINGS

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Introduction

The legal landscape is evolving rapidly, and staying ahead requires law firms to adapt their marketing strategies to remain competitive. To understand the challenges and opportunities facing today's attorneys and law firm marketing professionals, we conducted an in-depth survey exploring their challenges, strategies, and outlook for the coming year.

We had over 280 responses from lawyers or law firm professionals:

- Attorneys: 34%
- Marketing: 31%
- Other: 35%

We also heard from a wide range of company sizes spread over 35 states in the US:

- Small (1-25 employees): 29%
- Medium (26-100 employees): 50%
- Large (101+ employees): 21%

Our 2025 State of Law Firm Marketing Report compiles these insights to provide a comprehensive snapshot of the current marketing landscape. From the digital channels driving the highest returns to the budgetary constraints hindering growth, this report uncovers what's working, what's not, and where firms are placing their monetary focus for the future.

Beyond tactical trends, this research also gauges industry sentiment—whether firms are optimistic or cautious about the next 12 months—and outlines actionable strategies that can help them navigate in an increasingly competitive market.

By delivering these crucial insights, we aim to empower law firms with data-driven strategies to enhance their marketing efforts and drive sustainable growth. Additionally, these findings provide us with a deeper understanding of our customers' needs, enabling us to better support them in achieving their goals.

Read on to discover the key takeaways and expert recommendations shaping the future of law firm marketing in 2025.



For law firms, the current positive market outlook offers significant opportunities. To thrive, firms must strategically invest in effective marketing channels to ensure growth and remain competitive.

Key strategies include expanding digital presence through great reviews and strong website rankings. On top of that, law firms will want to focus on optimizing client acquisition by maintaining an efficient lead intake process and maximizing ROI by tracking marketing effectiveness to achieve at least a 300% return.

By adopting a proactive mindset, firms can harness this momentum to secure a competitive edge and meet their growth objectives in 2025 and beyond.

Karen Moore
Broughton Partners

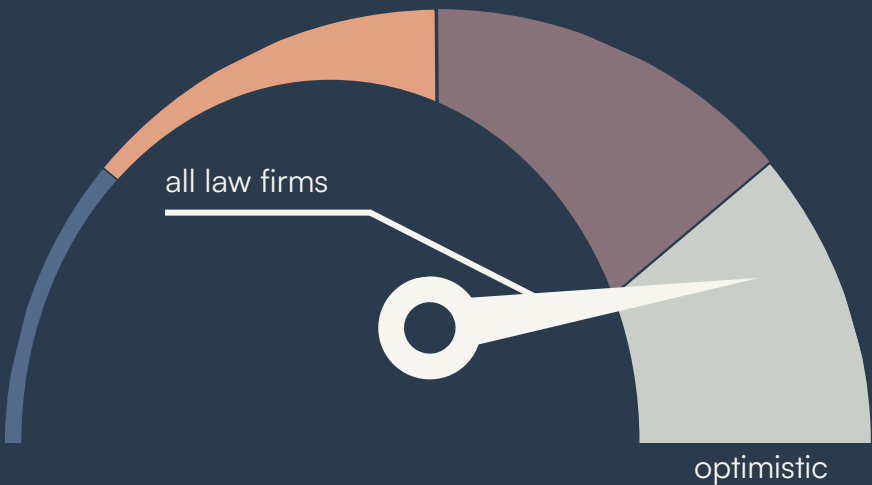
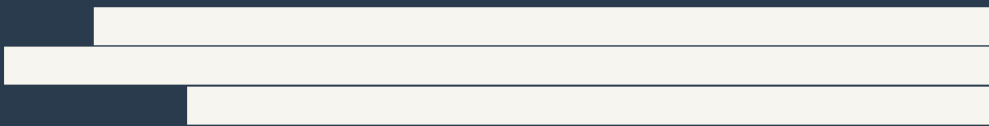


Section One

Understanding the
Overall Law Firm
Marketing Landscape

Law Firm Revenue

WHAT WE FOUND: When asked to rate the statement, “My law firm’s revenue will improve over the next 12 months,” all law firm sizes gave a fairly uniform “optimistic” rating of **4.2 out of 5** with **88%** of all respondents agreeing that their revenue will improve. This implies that, on the whole, the legal industry is pretty bullish on their market and that their revenue will improve.



Revenue Improvement (next 12 months)

WHAT THIS MEANS FOR YOU?

The Bottom Line

Bullish Markets = Highly Competitive, High Spending Markets

For law firms, this positive outlook presents both opportunities and challenges. Firms that strategically invest in high-performing marketing channels will be well-positioned to capitalize on growth, while those that fail to adapt may risk falling behind in an increasingly competitive landscape. Understanding which marketing strategies are driving success and aligning them with industry trends will be critical for sustaining long-term revenue gains.

As the industry moves forward, law firms should:

- **Expand your digital presence:** You need to be found on all relevant review sites (with high customer reviews) and your website must rank well in your metro area markets.
- **Optimize client acquisition strategies:** Every lead counts. Make sure your lead intake pipeline has zero leaks.
- **Maximize ROI:** Track each channel you market in and ensure it's giving you at least 300% ROI.

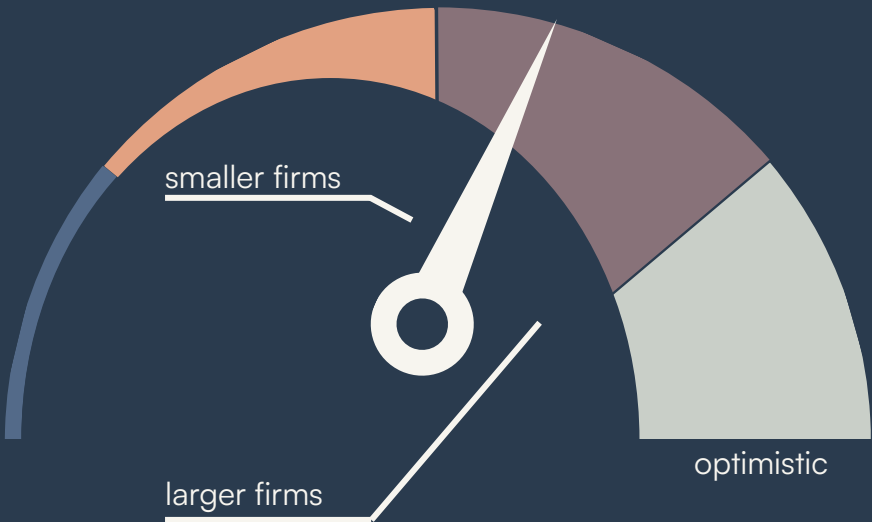
With a proactive approach, firms can leverage this momentum to secure a competitive edge and achieve their growth goals in 2025 and beyond.

Better Marketing than the Competitors

WHAT WE FOUND: When asked to rate the statement, “I have greater marketing exposure than the majority of my competitors,” we saw a decided split between smaller and larger law firms.

- Smaller law firms (1-25 employees): Optimistic rating **3.4 out of 5** with **54%** agreeing with the statement.
- Medium/Large law firms (26+ employees): Optimistic rating **3.9 out of 5** with **69%** agreeing with the statement.

What quickly becomes apparent is that larger firms are more optimistic about their position in their markets. But both are feeling the pressure of their rivals and it appears there is significant pressure for any size of law firm.



WHAT THIS MEANS FOR YOU?

For smaller law firms, this underscores the importance of:

- **Investing wisely in marketing strategies:** You should seek to maximize exposure without requiring enterprise-level budgets. Leveraging digital marketing channels such as SEO, paid search, and local optimization can provide high-impact results without the high costs associated with traditional advertising.
- **Building a strong referral network:** Word-of-mouth remains one of the most effective marketing tools for small firms. Actively seeking client reviews, engaging with local business communities, and forming strategic partnerships can help drive consistent, high-quality leads without significant marketing spend.

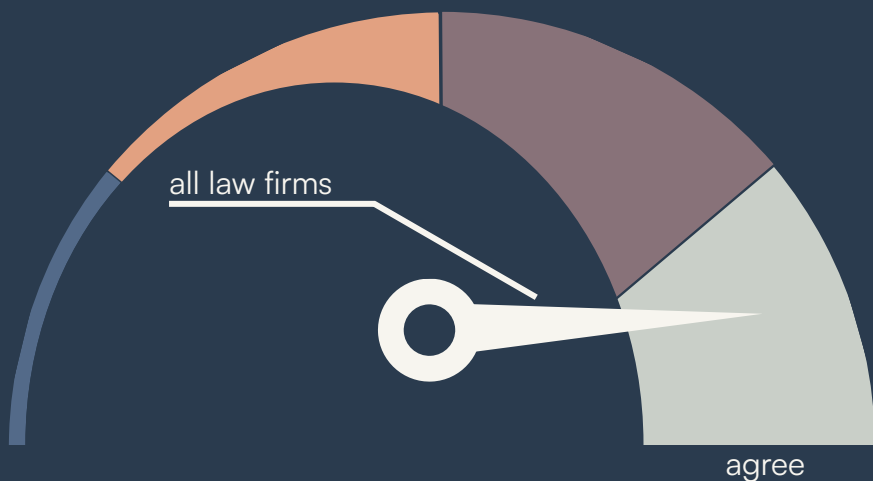
For larger firms, staying top-of-mind amongst competition should consist of:

- **Maintain competitive edge:** With more firms recognizing the importance of marketing, standing out will require continued investment in brand differentiation, thought leadership, and customer experience.
- **Expanding omnichannel marketing efforts:** Diversify your marketing mix by integrating digital, traditional, and experiential marketing. Leveraging a combination of SEO, paid media, high-quality content, industry events, and strategic sponsorships can reinforce brand presence and authority across multiple touchpoints.

The Bottom Line

**Pressure from Competitors = Need for Strategic Investing
and Evaluation**

Competitive Landscape



Increased Competitive Landscape

WHAT WE FOUND: What we found: When asked to rate the statement, “The competitive landscape for my firm has increased in the last 12 months,” all law firm sizes gave a fairly uniform “agreement” rating of 4.1 out of 5 with 81% of all respondents agreeing that the competitive landscape is heating up.

WHAT THIS MEANS FOR YOU?

The Bottom Line

Increased Competition = Re-evaluating Marketing Strategy

For law firms, this means prioritizing marketing channels that deliver measurable results and establishing a brand presence that resonates with potential clients.

Firms should maintain visibility by:

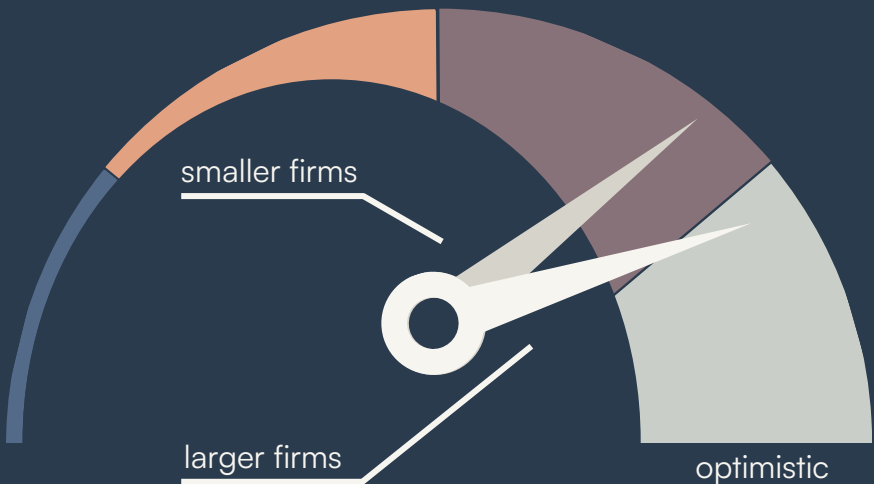
- **Investing in SEO, paid advertising, and content marketing:** Attract high-intent leads through a healthy marketing portfolio of multiple channels..
 - Conduct regular SEO audits to improve rankings and visibility in local search results.
 - Test and optimize paid ad campaigns to maximize conversions and lower acquisition costs.
 - Develop a consistent content strategy that includes blog posts, case studies, and video content to engage potential clients.
- **Focusing on client experience and referrals:** Reputation plays a key role in standing out from competitors (i.e., positive reviews).
 - Implement a streamlined intake process to ensure prospective clients receive a seamless and responsive experience.
 - Actively request and manage client reviews on platforms like Google, FindLaw, Super Lawyers, Avvo, and Yelp to build credibility.
 - Develop a referral program or partnerships with other legal professionals to generate more word-of-mouth leads.

Marketing Budget

WHAT WE FOUND: What we found: When asked to rate the statement, “My law firm's marketing budget will increase over the next 12 months,” we saw a split between smaller and larger law firms.

- Smaller law firms (1-25 employees): Optimistic rating **3.7 out of 5** with **69%** agreeing with the statement.
- Medium/Large law firms (26+ employees): Optimistic rating **4.1 out of 5** with **79%** agreeing with the statement

This means that smaller law firms face increasing pressure to do more with less but larger firms may be tightening the belts as well.



Marketing Budget Increase (next 12 months)

WHAT THIS MEANS FOR YOU?

For smaller law firms, focus on:

- **Utilizing high-ROI strategies:** Local SEO, content marketing, and referral programs are cost-effective channels that deliver measurable results.
 - Optimize your Google Business Profile to appear in local searches and map results.
 - Publish client-focused blog content addressing common legal concerns to drive organic traffic.
 - Develop an email marketing strategy to nurture leads and maintain relationships with past clients.
 - Actively participate in local networking events and bar associations to establish referral partnerships.
- **Leveraging marketing automation and technology:** Enhance outreach without increasing overhead:
 - Use AI-driven chatbots and automated email responses to engage leads quickly.
 - Implement a CRM system to track client interactions and ensure follow-ups happen on time.
 - Automate social media posting and content distribution to maintain a consistent online presence.
 - Utilize call-tracking and analytics tools to measure campaign effectiveness and refine strategies accordingly.

The Bottom Line

Tighter Marketing Budgets = Importance of ROI

WHAT THIS MEANS FOR YOU?

For larger firms, while budgets may be increasing, there is still a need to ensure marketing dollars are being spent efficiently.

Larger firms should:

- **Invest in data-driven decision-making:** Make informed marketing investments based on analytics to ensure budgets are allocated to the most effective strategies.
 - Use AI-powered analytics platforms to track campaign performance, measure ROI, and identify the highest-performing channels.
 - Conduct A/B testing on ad creatives, landing pages, and messaging to determine what resonates most with potential clients.
 - Implement marketing dashboards that provide real-time insights, helping leadership make agile budgeting decisions.
- **Refine ad targeting:** Enhance audience segmentation and targeting to improve engagement and conversion rates while reducing wasted spend.
 - Analyze user behavior and refine target audiences based on demographics, interests, and online activity.
 - Implement geo-targeting strategies to focus marketing efforts on high-value markets.
 - Optimize retargeting campaigns to engage potential clients who have previously visited your firm's website or interacted with your digital content.
 - Utilize PPC bid management tools and platform settings to automate ad spending based on performance data. Use a Maximize Conversion bid strategy on Google Ads to tell Google you want to focus on driving conversions for specific campaigns.

WHAT THIS MEANS FOR YOU?

- **Continually optimize campaign performance to maximize ROI:**

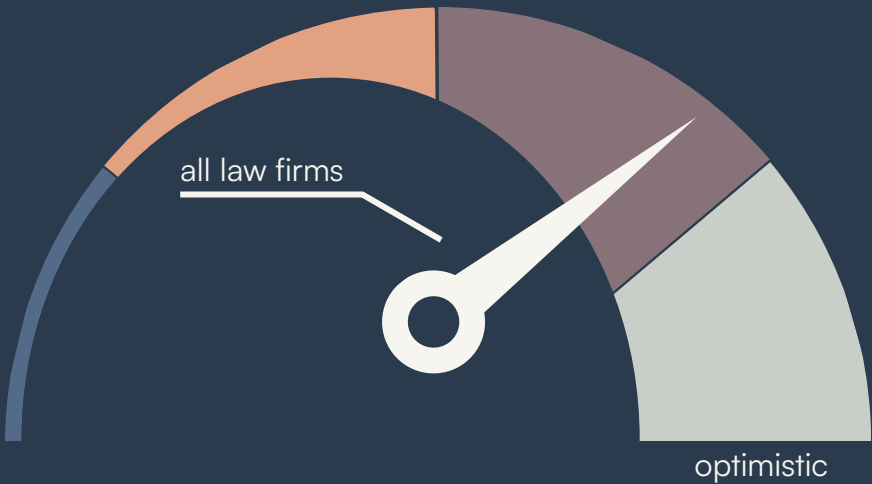
A proactive approach to campaign management will ensure that marketing dollars are spent effectively.

- Conduct regular performance reviews and budget reallocations to prioritize high-ROI campaigns.
- Automate ad performance tracking to detect underperforming campaigns and make real-time adjustments.
- Personalize ad messaging to improve engagement and conversion rates.

Regardless of firm size, success in 2025 will depend on making smart, strategic marketing investments that align with business goals and market conditions.



Budget Achieving Goals



Marketing Budget Achieving Set Goals

WHAT WE FOUND: When asked to rate the statement, “My current marketing budget is achieving my lead generation goals,” all law firm sizes gave a fairly uniform tepid “optimistic” rating of **3.8 out of 5** with **65%** of all respondents agreeing that their marketing budget is currently achieving their lead generation goals. This means that efficiencies in the lead generation process need to be found fast.

WHAT THIS MEANS FOR YOU?

The Bottom Line

Sub-par Marketing Performance = Opportunity to Refine Lead Generation

For firms looking to maximize their marketing budget, the focus should be on refining lead generation processes to ensure every dollar spent delivers the best possible return.

Law firms should assess the following:

- **Leveraging data:** Understand which channels produce the highest-quality leads for your team.
 - Use analytics (GA4) to track lead sources, client acquisition costs, and conversion rates across different marketing channels (e.g., SEO, paid ads, social media, email).
 - Set up call tracking and CRM integrations to determine which campaigns generate the highest-value cases.
 - Implement UTM parameters and multi-touch attribution models to understand the full client journey and allocate budgets accordingly.
- **Improve conversion rates on landing pages**
 - A/B test headlines, CTAs, and form fields to determine what resonates best with potential clients. Make sure to keep your form above the fold.
 - Use AI-powered chatbots to engage visitors, answer FAQs, and qualify leads in real time.
 - Ensure mobile-friendliness and fast load times, as slow or unresponsive pages can increase bounce rates.

WHAT THIS MEANS FOR YOU?

- Leverage video testimonials or case studies to build trust and increase engagement.
- Minimize form fields to only essential information, reducing friction for potential clients filling out a consultation request.
- **Improve follow-up strategies to nurture prospects effectively**
 - Implement marketing automation tools to send timely follow-up emails and reminders to potential clients who have inquired but not yet scheduled a consultation.
 - Use lead scoring to prioritize high-intent prospects and ensure timely outreach from attorneys or intake teams.
 - Personalize follow-up emails with relevant case studies, testimonials, or answers to common legal concerns.
 - Set up automated SMS reminders for consultations or follow-up calls to improve engagement rates.
 - Train intake teams on best practices for responding quickly and effectively to inquiries, ensuring no potential client falls through the cracks.

Firms that invest in smarter, more efficient lead generation strategies will be better positioned to sustain growth and maximize their marketing investments in 2025 and beyond.

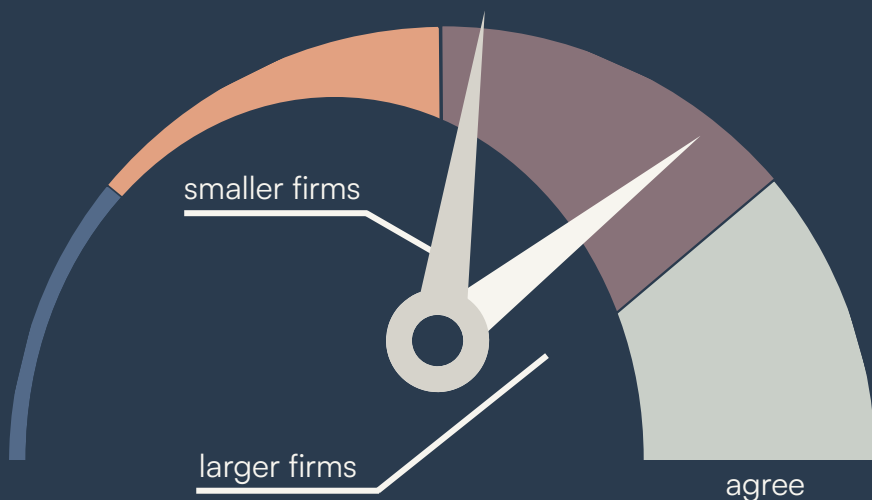


Using All Marketing Channels

WHAT WE FOUND: What we found: When asked to rate the statement, “My marketing strategy is currently taking advantage of all marketing channels at my disposal,” we saw a split between smaller and larger law firms.

- Smaller law firms (1-25 employees): Agreement rating 3.3 out of 5 with 45% agreeing with the statement.
- Medium/Large law firms (26+ employees): Agreement rating 3.8 out of 5 with 65% agreeing with the statement

It's no surprise that smaller firms can't take advantage of all marketing channels. But, even larger firms are appearing to struggle with being omnipresent.



Currently Using All Marketing Channels

WHAT THIS MEANS FOR YOU?

The Bottom Line

Omni-channel Marketing Mix= Ideal Strategy to Win

For smaller firms, this highlights the need to prioritize marketing channels that deliver the highest ROI while still experimenting with new platforms to expand reach.

ACTION STEPS:

- **Start with SEO & Local Optimization:** Optimize Google Business Profile, create location-based content, and encourage client reviews to enhance local search rankings.
- **Invest in Content Marketing:** Publish client-focused blog posts, FAQs, and legal guides to establish expertise and improve organic visibility.
- **Use Paid Search for Immediate Visibility:** Google Ads and Bing Ads can help attract high-intent leads quickly. Optimize campaigns based on lead quality and cost-per-acquisition.
- **Gradually Test New Platforms:** Once core strategies are performing well, experiment with platforms like YouTube (for video marketing), Meta Ads, or LinkedIn Ads to expand brand visibility.
- **Automate Client Follow-Ups:** Utilize email drip campaigns to engage leads without requiring constant manual follow-up.

WHAT THIS MEANS FOR YOU?

For larger firms, the challenge is ensuring that marketing efforts are fully integrated across multiple platforms to create a cohesive and effective strategy.

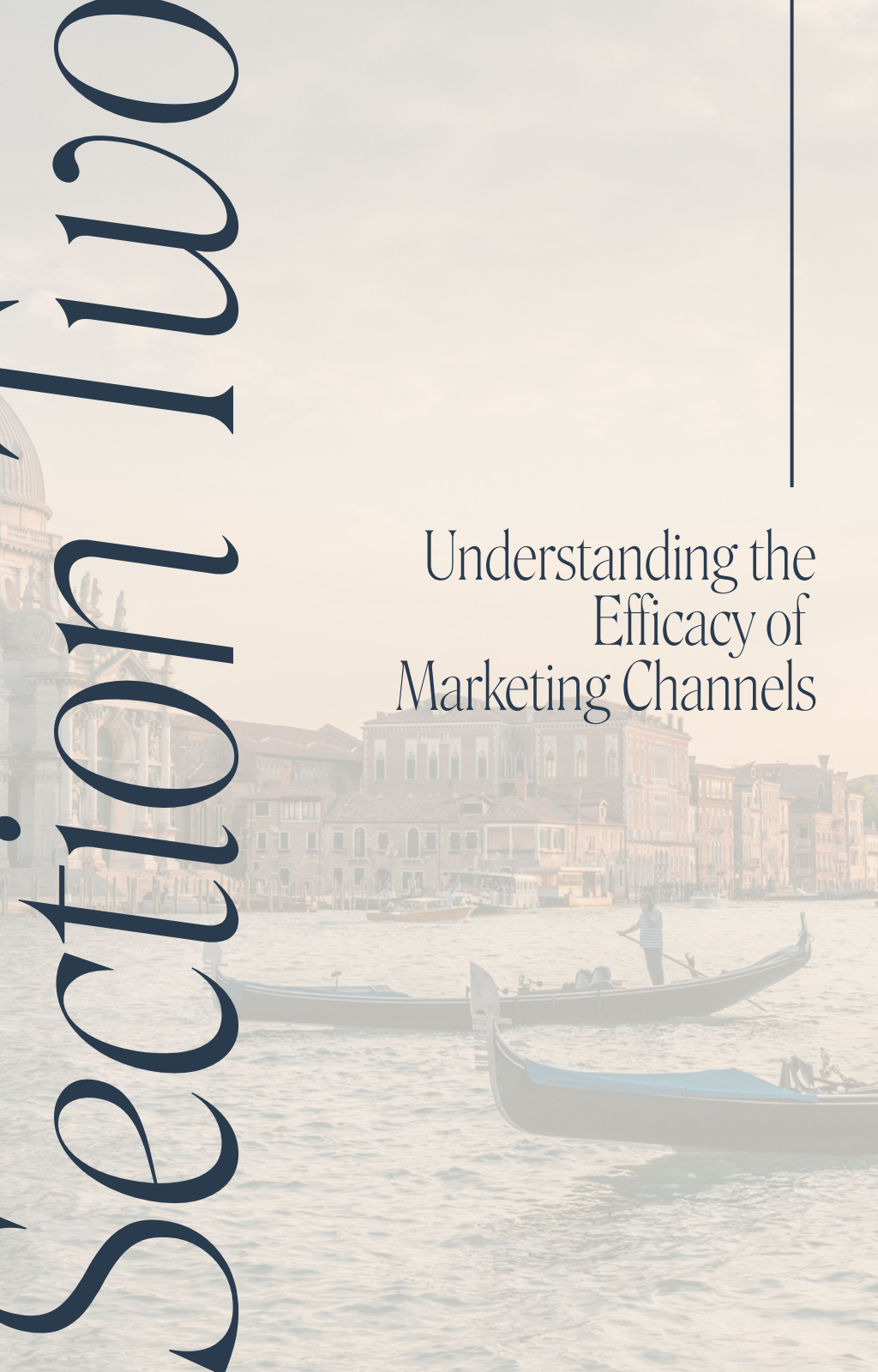
ACTION STEPS:

- **Maintain Consistent Brand Messaging:** Align website content, PPC ad copy, social media posts, and email campaigns to reinforce key brand messages.
- **Adopt a Multi-Touch Attribution Model:** Use analytics tools to track client interactions across platforms and adjust strategies based on conversion paths.
- **Implement Cross-Channel Retargeting:** Retarget website visitors through Facebook, LinkedIn, and Google Display ads to maintain engagement across multiple platforms.
- **Leverage AI-Powered Marketing Tools:** Use AI for predictive lead scoring, personalized email campaigns, and intelligent chatbots to streamline client interactions.
- **Use CRM & Marketing Automation for Seamless Client Journeys:** Ensure all marketing efforts feed into a central CRM to track leads, automate outreach, and personalize follow-ups.

Regardless of firm size, firms should continually assess their marketing mix and explore opportunities to expand into new, high-impact channels while optimizing existing efforts for better efficiency and reach.

Section Two

Understanding the
Efficacy of
Marketing Channels



Next, we looked at the value law firms are getting out of each marketing channel, how much they use them, and how expensive they are. We look at three broad categories of channels:

- Organic Digital Channels (green)
- Paid Digital Channels (yellow)
- Traditional Channels (orange)

*To stay competitive, law firms must prioritize smart, strategic marketing across digital and traditional channels. Organic efforts like SEO, content marketing, and social media deliver strong ROI but demand **consistent investment** and optimization.*

Paid digital channels, while valuable, require careful tracking, strong landing pages, and strategic budget allocation, especially given high costs in competitive areas like personal injury law. Traditional marketing still has a place but must be used wisely with clear attribution methods.

*Ultimately, **balancing organic, paid, and traditional efforts** — guided by real data — is key to maximizing marketing impact and return.*

Chris Dreyer
Rankings.io



We then mapped each channel onto two matrices with four quadrants.

- **Use Wisely:** Signifies channels that are either saturated, that law firms find difficult to quantify their value, or they find too expensive.
- **Reconsider:** Highlights channels that may be overlooked by some law firms and you should reassess if you're not currently using them. They could also be expensive, so watch out.
- **Experiment:** Notes channels that law firms are currently using but can't quite find the value. They're worth exploring to see if you can unlock their potential.
- **Optimize:** Shows the channels that folks find high value in, may be affordable, and most are using today. These are the most competitive channels and you will need to pay close attention to them in order to stay competitive.



Value vs. Expense Matrix



Value vs. Usage Matrix



WHAT THIS MEANS FOR YOU?

Organic Digital Channels (optimize): SEO, content marketing, and social media—are some of the highest-value channels for law firms. They offer strong ROI, are widely used, and remain essential for maintaining a competitive online presence. However, because they are so effective, they are also highly competitive. Firms that want to stay ahead need to consistently invest in optimization and innovation.

Action Steps

- **Prioritize SEO & Local Search:** Law firms should focus on ranking for high-intent keywords, optimizing their Google Business Profile, and ensuring their website follows best SEO practices.
- **Create High-Quality, Targeted Content:** Regularly publishing insightful, client-focused content can improve search rankings and establish thought leadership.
- **Leverage Social Proof:** Encouraging client reviews and testimonials can boost credibility and visibility in local searches.
- **Stay Consistent:** Organic digital channels require long-term investment. Firms should consistently monitor performance, update content, and refine strategies to maintain a strong presence.

WHAT THIS MEANS FOR YOU?

Paid Digital Channels (reconsider & optimize): Google Ads, paid social media, and display advertising, are valuable tools but require careful budget management. Some firms see high returns from these channels, while others struggle to make them cost-effective. This mixed sentiment suggests that paid digital channels should be approached strategically — optimizing what works and reconsidering investments that don't yield results.

Action Steps

- **Prioritize SEO & Local Search:** Law firms should focus on ranking for high-intent keywords, optimizing their Google Business Profile, and ensuring their website follows best SEO practices.
- **Create High-Quality Targeted Content:** Regularly publishing insightful, client-focused content can improve search rankings and establish thought leadership.
- **Leverage Social Proof:** Encouraging client reviews and testimonials can boost credibility and visibility in local searches.
- **Stay Consistent:** Organic digital channels require long-term investment. Firms should consistently monitor performance, update content, and refine strategies to maintain a strong presence.

COST DATA INSIGHT

In what we've seen, the average cost-per-click (CPC) in the Accident & Personal Injury Law space is a staggering \$93.85 — making it one of the most competitive and expensive categories in Google Ads. At nearly \$100 per click, personal injury attorneys need to approach paid search with a well-funded and highly strategic budget.

WHAT THIS MEANS FOR YOU?

Traditional Channels (use wisely): print advertising, direct mail, TV, and radio—are still in use but require a strategic approach. Many law firms find them expensive, difficult to track, or less effective than digital alternatives. However, in certain markets and practice areas, traditional channels can still be a valuable part of the marketing mix when used wisely.

Action Steps

- **Assess ROI & Attribution:** Traditional marketing is harder to track, so firms should use dedicated call tracking numbers, unique URLs, or QR codes to measure effectiveness.
- **Target Niche Audiences:** TV and radio ads may be less effective for broad audiences but can work well for specific legal services (e.g., personal injury or estate planning).
- **Combine Traditional & Digital:** Use traditional channels to drive traffic to your website or social media for better lead tracking and engagement.
- **Monitor Cost vs. Effectiveness:** If traditional marketing costs are rising without clear returns, it may be time to shift more budget toward digital efforts.

COST DATA INSIGHT

Here's a snapshot of what a \$30,000/month budget looks like for TV advertising across three distinct U.S. markets:



Dallas, TX

Highly Competitive Market, population 1.3mil

- **Verdict: Waste of Money**
- In a city like Dallas, \$30K won't even scratch the surface. To make a meaningful impact firms need to budget closer to \$360K+ per month.



Grand Rapids, MI

Mid-Tier Market, population 195,208

- **Verdict: Decent Start, But Not Enough**
- While \$30K/month might deliver solid impression volume, current competitive spend trends suggest that an ideal SOV would require at least \$100K/month to truly compete.



Utica, NY

Small Market, population 63,607

- **Verdict: Overkill**
- In smaller markets like Utica, a \$30K/month budget is excessive and could lead to oversaturation. A more modest investment would be more efficient and yield similar results.

Section Three

Understanding
Law Firm Priorities

In this section, we asked folks to stack rank their campaign, lead generation, and budget priorities. Both attorneys and marketers were in general agreement for first priorities but sometimes parted ways for secondary priorities. Here are the results.

“

To consistently meet ROI goals, law firms must embrace a data-driven, performance-focused marketing approach.

Success starts with **optimizing existing campaigns**, using tools like GA4 and HubSpot to track ROI, reallocating budgets based on performance, and **automating workflows** for efficiency. Before scaling efforts, firms should **audit and test campaigns** to minimize waste.

Equally important is earning buy-in from attorneys and leadership by clearly tying marketing strategies to business objectives and presenting clean, actionable data. By aligning marketing performance with firm growth priorities, firms can drive smarter, more sustainable results.

Chris Dreyer
Rankings.io



My Campaign Optimization Priorities

Both Attorneys and Marketers agree:

1 **First priority:** My overperforming campaigns are preferenced with more budget

2 **Second priority:** My underperforming campaigns are quickly detected

WHAT THIS MEANS FOR YOU?

The Bottom Line

Campaign Success = Properly Optimizing Campaigns

For firms looking to optimize their marketing efforts and increase budget on high-performing campaigns, this means implementing a data-driven approach to campaign management.

Prioritize Overperforming Campaigns

Maximize ROI by allocating more budget to high-performing campaigns.

- **Monitor Performance:** Set regular reviews to track key metrics like CPL and conversion rates.
- **Increase Budget:** Allocate more funds to campaigns surpassing performance benchmarks.
- **Leverage Predictive Tools:** Use AI tools to predict future success and scale top performers.



Quickly Detect Underperforming Campaigns

Identify and adjust underperforming campaigns quickly

- **Set KPIs and benchmarks:** Define metrics to measure success and set threshold values.
- **Use real-time analytics:** Implement dashboards to monitor performance and set up automated alerts.
- **Reallocate budgets:** Pause underperforming ads and shift resources to better-performing campaigns.

Use Data-Driven Decision Making

Data should guide campaign optimizations in real-time.

- **Conduct audits:** Regularly evaluate campaign performance and identify trends.
- **A/B test:** Test variations of ads and landing pages for optimal results.
- **Leverage Machine Learning:** Use AI to adjust bids and budgets based on performance.

Embrace Automation and AI:

AI and automation can enhance efficiency and scale optimizations.

- **Automate ad scheduling:** Set ads to run during peak performance times. For example, if you are seeing wasted spend in the middle of the night, set your ads to only run from 4am-11pm.
- **Predictive analytics:** Use AI tools to forecast campaign success and adjust strategies.
- **Automate reporting:** Set up automated alerts for performance changes.



By aligning budget allocation with performance metrics and making real-time adjustments, law firms can drive higher returns from their marketing investments while also eliminating low-performing campaigns.

My Lead Generation Priorities

1

First priority: Achieving my lead generation goals every month.

2

Second priority:

Marketers: Maximize leads, even if it means I go over my budget.

Lawyers: All leads are being worked properly by the intake team.

WHAT THIS MEANS FOR YOU?

The Bottom Line

Achieving Lead Goals = Balancing Lead Volume & Efficiency

For law firms, there is a need to strike a balance between lead volume and efficiency. Marketers should work closely with attorneys and intake teams to ensure that new leads are not only plentiful but also properly nurtured and converted into clients.



Achieving Monthly Lead Generation Goals

- **Set clear KPIs:** Define measurable lead generation goals (e.g., number of leads per month) and track progress regularly.
- **Use analytics:** Leverage real-time reporting tools to assess lead generation performance and adjust strategies if needed.
- **Automate lead capture:** Use forms, landing pages, and chatbots to capture leads automatically and reduce manual effort.

Maximizing Lead Volume

- **Increase budget for high-performing channels:** Allocate additional funds to top-performing channels (e.g., paid search, SEO) for sustained lead generation.
- **Test new lead sources:** Experiment with new channels (e.g., social media ads, referral programs) to discover untapped opportunities.
- **Optimize ad targeting:** Refine targeting and segmentation strategies to ensure ads reach the most relevant audiences.

Ensuring Proper Lead Follow-Up

- **CRM integration:** Implement a robust CRM system to track and manage leads through every stage of the pipeline.
- **Streamline intake processes:** Ensure intake teams are equipped to quickly follow up with leads. Use automated tools to schedule calls or send reminders.
- **Provide training:** Train your intake team on lead nurturing best practices to improve conversion rates.

Balancing Lead Volume with Operational Efficiency

- **Evaluate lead quality:** Focus on not just volume but also lead quality. Implement lead scoring to prioritize high-quality leads for follow-up.
- **Optimize lead allocation:** Ensure that your intake team has the capacity to handle the volume of leads being generated.
- **Assess budget sustainability:** Continually review your marketing budget to ensure it's sustainable while maintaining lead quality and intake capacity.

Foster Collaboration Between Marketing and Intake Teams

- **Regular meetings:** Hold consistent alignment meetings between marketing and intake teams to discuss lead quality, volume, and conversion strategies.
- **Clear communication:** Set up communication channels (i.e. Slack or Microsoft Teams) for quick feedback loops between teams to optimize lead management in real-time.
- **Continuous improvement (1% better everyday):** Adjust lead generation and intake strategies based on feedback from both teams to refine processes and maximize results.



My Budget Priorities

1

First priority: Ensuring I have ROI on my marketing budget

2

Second priority:

Marketers: My campaigns running efficiently before committing to more spend

Lawyers: Buy-in from my team is reached before committing to spend

WHAT THIS MEANS FOR YOU?

The Bottom Line

Meeting ROI Goals = Analyzing & Improving Performance

Marketing strategies must not only be data-driven but also clearly communicated and aligned with broader business objectives.



Achieving ROI on Marketing Spend

- **Focus on data-driven decisions:** Continuously analyze performance metrics and adjust strategies based on insights. Use tools like GA4 or HubSpot to measure ROI from different marketing channels.
- **Optimize existing campaigns:** Prioritize tweaking current campaigns for better performance rather than launching new ones. Focus on improving conversion rates and engagement (clicks, views, etc.).
- **Allocate budget based on performance:** Redirect funds from underperforming channels to high-performing ones to maximize ROI.



Running Campaigns Efficiently Before Committing More Spend

- **Audit current campaigns:** Regularly review campaign performance and identify areas of inefficiency or waste.
- **Test campaigns:** Use A/B testing and small budget trials to evaluate potential campaigns before scaling.
- **Implement campaign automation:** Utilize automation tools to optimize workflows, retargeting, and lead nurturing without additional manual effort.

Getting Buy-In from Attorneys and Firm Leadership

- **Align marketing with firm goals:** Ensure that all marketing efforts are clearly tied to the firm's overall business objectives.
- **Present clear results:** Use clean data and performance reports to demonstrate how marketing campaigns are directly impacting business growth and client acquisition. This means attribution must be properly in place for each marketing channel you are utilizing.
- **Hold collaborative meetings:** Regularly involve attorneys and firm leaders in discussions to align marketing strategies with their vision and get their feedback.
- **Address concerns proactively:** Be transparent about potential risks and benefits of marketing investments, ensuring all stakeholders feel informed and comfortable with decisions.



Marketers should focus on optimizing existing campaigns, leveraging analytics to prove performance, and demonstrating where additional investment can drive further results. At the same time, attorneys and firm leadership must feel confident that marketing efforts align with business goals and contribute to firm growth.

By aligning these priorities, firms can make smarter, more confident marketing investments that drive sustainable success.

Conclusion

As legal marketing evolves, law firms that embrace data-driven strategies will have the competitive edge. Our research shows that while attorneys and marketers align on key priorities, differences in secondary goals highlight the need for stronger collaboration between teams. Firms must balance campaign optimization, lead generation, and budget efficiency to maximize their marketing impact.

Organic digital channels remain essential but highly competitive, requiring continuous refinement. Paid digital channels offer opportunities but need strategic investment, while traditional channels must be used wisely to justify their cost. As competition intensifies, firms must prioritize high-ROI channels, track performance diligently, and ensure their marketing efforts align with business objectives.

By leveraging these insights, law firms can navigate 2025 with confidence—optimizing their marketing investments, refining their client acquisition strategies, and positioning themselves for long-term success in an increasingly competitive market. The key to growth lies in strategic execution, adaptability, and data-backed decision-making.

If you're ready to make every marketing dollar count and work with us as your newest legal marketing partner, contact [Rankings.io](https://rankings.io) today and let's grow your firm together.

Let's Talk

