

The Easiest Way For Law Firms To Attract New Clients



Today

- Marketing fundamentals
- Easiest way to win new clients
 - Why it works
 - Why it doesn't work
 - PPC Bingo
- Your bespoke PPC review & Resources

Who am I?

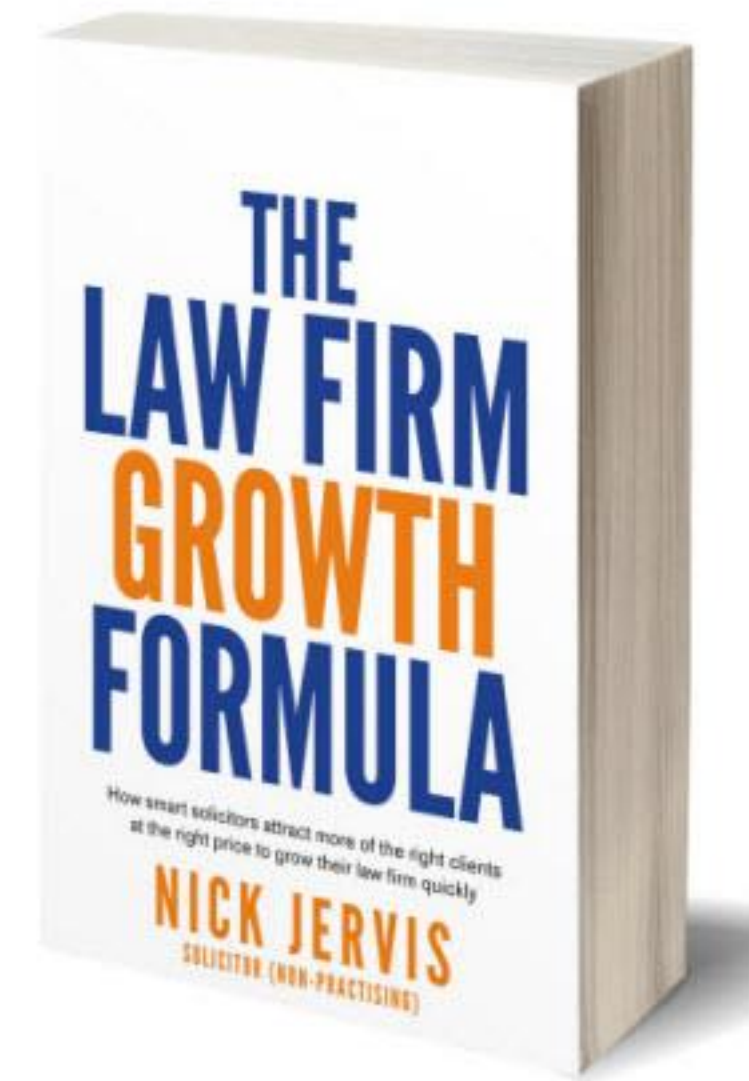
- 1991 – 2003 Solicitor
- 2003 – ongoing....



Nick Jervis
Solicitor (non-practising)

Who am I?

- > £250,000 own marketing budget
- > £2 million per annum marketing spend
- Consistent results for clients
- The Law Firm Growth Formula



amazon

#1 Best Seller

Marketing Fundamentals

- Easy life marketing
 - Clients find you at the precise moment in time that they are ready to engage your services

Marketing Fundamentals

- 'Easy life' marketing
 - Interruption
 - Attraction



Easiest Way To Win Clients

- Google Ads!
- What are they?

Easiest Way To Win Clients

Google

conveyancing solicitor reading



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Ad · www.conveyancingindex.co.uk/reading ▼ 020 8038 1355

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Our experienced property **conveyancing** team can support you at every step of your journey.

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Conveyancing Solicitors - Fixed Fee Conveyancing

Get An Instant Online **Conveyancing** Quote From Specialist **Solicitors**. Expert...

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Easiest Way To Win Clients

- Do they really work?
- Some numbers....


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solicitor



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Easiest Way To Win Clients

26,563 keywords Total volume: 255K

<input type="checkbox"/> Keyword	Volume ▼	Global
<input type="checkbox"/> + solicitor	28K	89K
<input type="checkbox"/> ✓ find a solicitor	15K	16K
<input type="checkbox"/> + law society find a solicitor	9.6K	9.9K
<input type="checkbox"/> ✓ solicitor near me	8.0K	9.6K

Easiest Way To Win Clients

Keyword	Volume ▼	Global
+ conveyancing solicitor	1.3K	1.7K
+ solicitor conveyancing	250	300
✓ conveyancing solicitor near me	250	250
+ find a conveyancing solicitor	60	80
+ solicitor negligence conveyancing	40	60

Easiest Way To Win Clients

Keyword	Volume ▼	Global
+ immigration solicitor london	250	250
+ immigration solicitor	200	300
+ immigration solicitor belfast	70	70
+ immigration solicitor near me	60	60
+ immigration solicitor birmingham	50	50
+ solicitor immigration	50	60
+ immigration solicitor uk	40	60
+ uk immigration solicitor	40	80

Easiest Way To Win Clients

Keyword	Volume ▼
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+ divorce solicitor	600
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+ divorce solicitor near me	150
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+ divorce solicitor london	100
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+ divorce without solicitor	70
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+ solicitor divorce	70
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+ divorce solicitor middlesbrough	70
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Easiest Way To Win Clients

Keyword	Volume ▼	Global
+ commercial property solicitor	200	350
+ commercial property solicitor jobs	60	60

Easiest Way To Win Clients

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 6. You can beat the big boys

Beating the big boys whilst spending a fraction of their budget

“I’ve been working with Nick for three years now, and in that time he’s had a fantastic impact on my business.

We focus on accident claims, and it’s vital for us to have a strong web presence, which we didn’t have before Nick got involved.

We did have a company working on our Adwords and website, but the truth of the matter is that they weren’t getting the results we needed them to get – we only had a handful of clients coming in from those efforts, making us highly reliant on buying in the leads from elsewhere.

And then I came across one of Nick’s books, was impressed by what I read and got in touch with him.

The rest – as they say – is history.

Adwords is hugely challenging in our sector, with some very big players bidding on some of the most common keywords, making it very difficult for any smaller firms to get a look in, and I’ve got to be honest and say that I didn’t know how Nick was going to make it work.

But he did, by analysing very closely what people were looking for and tailoring our Adwords efforts towards them.

It worked! We were competing with the big boys whilst spending a fraction of their budget, and the amount of work we got in was tremendous – we jumped

Easiest Way To Win Clients

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 9. You can test on a small budget before spending more
 10. You can expect a ROI from 3:1 to 100:1

Easiest Way To Win Clients

- Common misconceptions/problems
 - I don't click on them, so no one else does..
 - \$32 billion per quarter
 - Not generating enough clicks
 - 300 clicks per month tipping point
- DIY
 - Google Ads Express

Easiest Way To Win Clients

- The ideal result:
 - Google Domination



law firm marketing portishead



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Solicitors Marketing Ideas - Download Free Idea Guide Now

Free Guide: 6 Fastest Ways For Solicitors To Attract New Clients To Their Firm. Best Selling Author And Former Solicitor Shares Which Forms Of Solicitors Marketing Work. No Long Term Contracts. Law Firm Owner? Results Driven Marketing.

Established 2003

Former Solicitor Established Legal PPC Company in 2003

Law Firm Growth Formula

Author Of The Best Selling Book The Law Firm Growth Formula.

Beating The Big Boys

We Are Competing With The Big Boys Spending A Fraction Of Their Budget

UK & Ireland Service

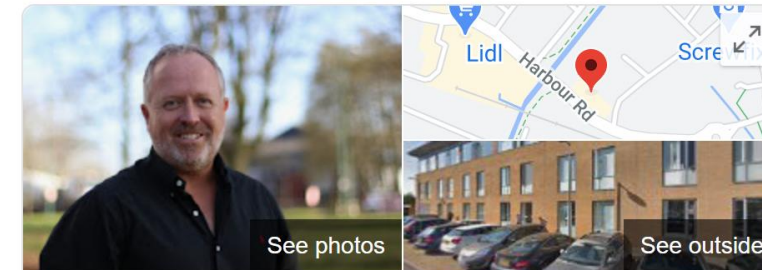
Geography Is No Barrier. I Have Clients Across UK & Worldwide.

www.samsonconsulting.co.uk › contact-us

Contact Samson Consulting Law Firm Marketing

Samson Consulting providing **law firm marketing** advice to solicitors across the UK. Start generating new business for ... Kestrel Court Harbour Road **Portishead**

Company: Company Number: 05180177; VA... **Email:** info@samsonconsulting.co.uk



Samson Consulting Law Firm Marketing

Website Directions Save Call

5.0 ★★★★★ 20 Google reviews

Marketing consultant in Portishead, England

You manage this Business Profile

Located in: Pure Offices Portishead, Bristol - Offices & Workshops to Rent in Bristol

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Hours: Open · Closes 6PM

Phone: 0117 290 8555

Appointments: samsonconsulting.co.uk

Hours or services may differ

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Basics of Google Ads

- Campaigns
- Adgroups
- Keywords
- Advertisements
- PPC Guide in resources (for the detail)

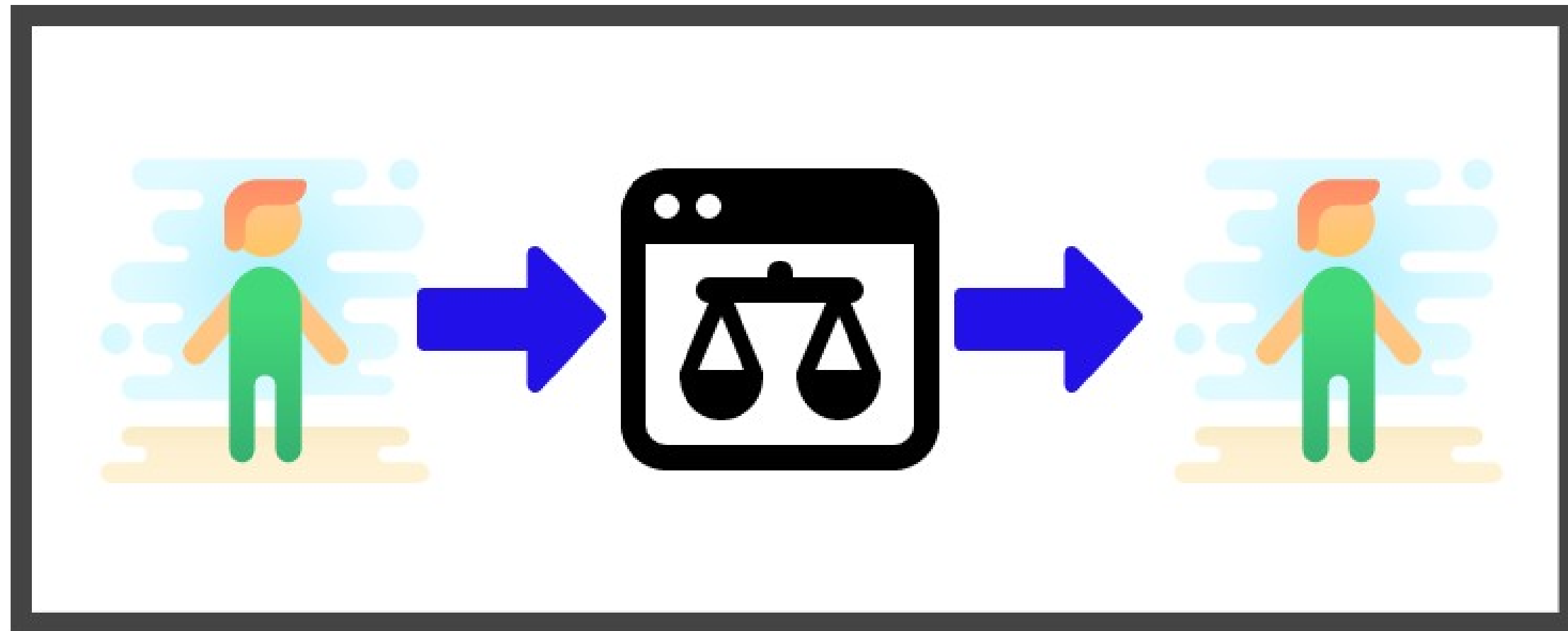


PPC Bingo

- Type in:
 - The service you provide
 - Your location (town/city)

Website – DNA Now

- What happens if you do not tell your visitor what to do at the end of each page?



Resources

- This slide deck...
- PPC for law firms book
- Bespoke PPC Review Call