

PROVEN DIGITAL
MARKETING AND
LEAD
GENERATION
STRATEGY FOR
LAW FIRMS



LILAC JAMES
CO LTD

CASE STUDY:

Toner Legal – Employment Law

300 Leads generated from Meta Ads
Questionnaire Marketing every month.

16 Organic SEO page 1 positions

408% Increase in organic search traffic year
on year!

**Here's how we did it 🙌
and how we can do it for you too!**



CONSIDER THE FUNNEL

Not every person who your legal services can help is physically looking for your services.

- 64% of adults encountered a legal problem within the last four years.
- Only 40% of people in the UK have a will. Everyone needs one.
- Many people don't seek professional legal help because they fail to recognize their issues as legal matters.

We help your prospective clients understand whether they have a legal case, and help you understand which of those prospective clients are the best quality leads.



In any given market only 3% of your total suitable customers are physically looking for your services. These people are the ones most likely to pay for your services. To win their business, you need to be visible.

There are two main ways these people will find you:

1. Referral.
2. Google.

So you have got to be on page 1, whether organically via SEO, or by paid advertising. We can help you with both.

A stylized graphic of a hand holding a globe. The hand is rendered in shades of purple and pink, with fingers curled around the bottom of a light blue and white globe. The word "Google" is written in its characteristic multi-colored font across the center of the globe. The background of the entire slide features a network of grey dots connected by thin lines, with a large, faint white circle behind the text.

Google

But what about everyone else, there are many thousands more people you COULD help, but they're not looking for your services, so how do you encourage them to get in touch?

This is where Lilac James has found a repeatable, and proven model for successful lead generation.

Create a customised and high-value digital asset, that would be of use to your target customer.

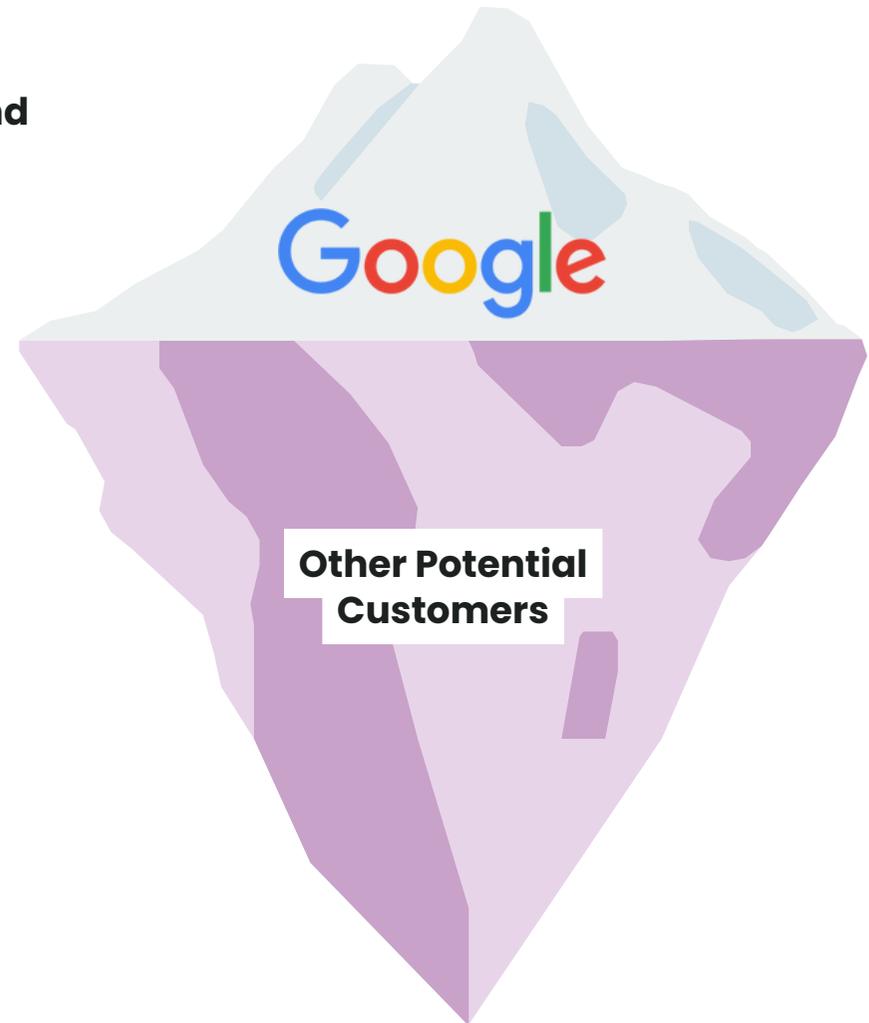
01

Give this away for free, in exchange for them completing a short questionnaire

02

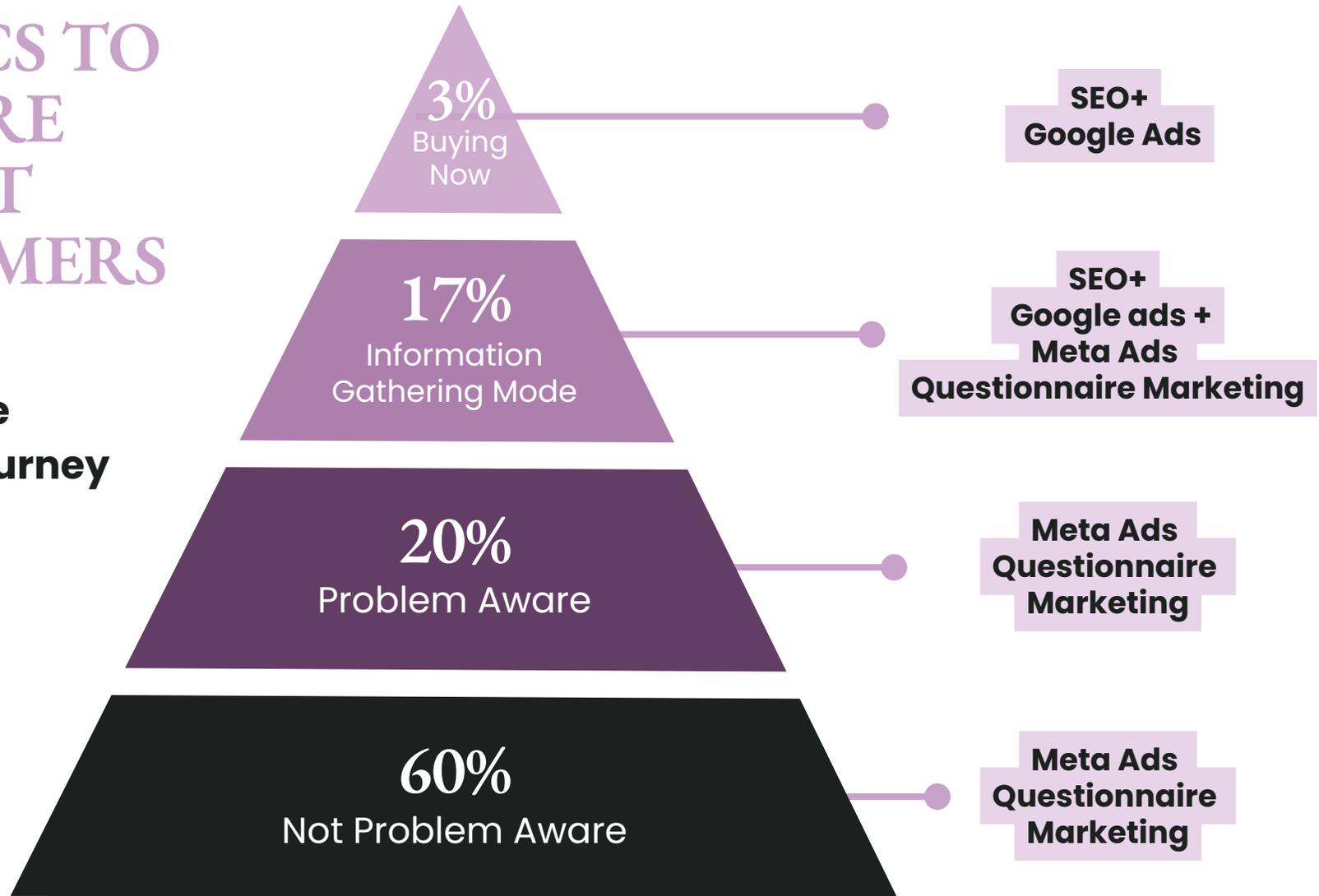
Drive people to the questionnaire with Meta Ads.

03



TACTICS TO ACQUIRE TARGET CUSTOMERS

At different stages of the customer journey



WHAT DIGITAL ASSET?

This has to be something compelling and of value to your target market, that helps them with the problem they are facing.

Examples can include:

- Instant report about your chances of legal success.
- Compensation calculators.
- Customised legal overview – specific to their case.
- Know your rights. Customised rights overview.

We have used these resources, and more to attract leads for our legal firm clients. The key is, to make it specific to your target customer's wants, needs and desires.



HOW TO CREATE THE DIGITAL ASSET?

and how can you customise it for readers?



Lilac James takes care of this for you, we use bespoke software to design a digital asset of high value to your prospective clients, and we make it automatically customisable depending on the questions that the target customer completes.

For example, if you specialise in divorce law, your target customer will be taken through a series of questions about their situation. At the end of this questionnaire, they will be provided a PDF of generic advice and case law specific to their situation.

WIDER CONSIDERATIONS AND DIGITAL ECOSYSTEM

Digital marketing fails without full consideration of your wider digital ecosystem. If your website is poor, or you have no reviews on relevant platforms, your target customer will unlikely transact with you.

Lilac James helps our clients build a successful digital ecosystem so that when customers check you out online, they get the best possible impression.



SALES PROCESS

If your sales process is poor, lead generation will make you a busy fool.

This process will bring you leads, lots of qualified leads, but for it to provide you a fantastic ROI, you still need to convert them.

Lilac James will help you develop your sales process so that you can win more business.



GET IN TOUCH



Jamie Stenton

Director
Lilac James



Contact us at info@lilacjames.com to arrange your free and no-obligation consultation.

We will discuss your current digital position, and identify the most suitable lead generation strategies for your law firm.

