

# Cost Effective Leveraging of the Digital Age



## *The Digital Age is the Great Equalizer*



Stephen Mabey, CPA, CA  
Principal & Managing Director

Historically, large law firms could use their financial clout to out-market smaller firms, blocking access to lucrative clients.

When leveraged correctly, the digital age has become an equalizer, allowing small and mid-size firms (the "Group") to access these clients.

Several marketing trends are in vogue, and there are a few that I would draw your attention to that enable the Group's cost-effective leveraging of the digital age. These include:

- **Social Media Marketing:** Law firms can leverage social media platforms to connect with their audience and promote their services. They can leverage existing or new content, share updates on legal developments, and use platforms like LinkedIn and Facebook to foster relationships with potential clients.
- **Voice Search Optimization:** With the rising use of voice assistants such as Siri, Alexa, and Google Assistant, law firms can optimize their online presence for voice searches. Firms incorporate long-tail keyword search phrases that typically contain three or more words. Long tail keywords aim to attract a smaller, more relevant, interested audience. Firms are

also including conversational language in their website content and advertising campaigns.

- **Influencer Marketing:** Law firms are partnering with influencers in the legal industry to expand their reach and credibility. Law firms can tap into their existing audiences and establish trust by collaborating with respected legal professionals, bankers, industry experts, and accountants.

Perhaps just as important is the selection of digital platforms to place their content on so that it doesn't cause the Group to have to mortgage the firm.

Three platforms that enable firms to use their digital efforts cost-effectively include:

- **LinkedIn** is a professional networking platform where law firms can establish their presence, share updates, engage with potential clients, and connect with other professionals in the legal industry. It's an ideal platform for showcasing expertise, publishing thought leadership articles, and building relationships.
- **Google My Business** is a free tool allowing law firms to manage their online presence on Google. It helps firms appear in local search results, collect reviews, provide contact information, and showcase their services.
- **YouTube:** As a video-sharing platform, YouTube can be an effective way for law firms to engage with their audience and showcase their expertise. Creating informative and educational videos can help firms establish credibility and reach a broad audience.

Not all firms can afford a full-time digital marketing group to manage the timeliness and relevancy of their content; several consultants out there can help you develop a program that your existing personnel can execute. A couple of such consultants on either side of the border who come to mind include:

- **Rita Chaires** (US) founded Chaires & Associates, a legal marketing agency. She is known for her expertise in building successful online marketing campaigns for law firms. Rita often shares her knowledge and insights through conferences, webinars, and blog posts.
- **Mark Homer** (US) is a legal marketing expert and founder of the GNGF (Get Noticed, Get Found) agency. He has a strong presence on social media and shares valuable content on topics like SEO, website design, and digital marketing strategies tailored specifically for law firms.
- **Sandra Bekhor** (CAN) is a Canadian marketing consultant specializing in professional service firms, including law firms. She offers strategic guidance and practical advice on marketing and business development through her consulting firm, Bekhor Management.
- **Natasha Chetty** (CAN) is a Toronto-based digital marketing strategist with expertise in the legal industry. Through her consulting firm, Bellwether Strategies, she helps law firms leverage digital channels effectively to attract new clients and enhance their online presence.

What gets measured gets done right! Adapting the long-standing business truth applies to a firm's digital marketing effort. Digital marketing effort should not be a static effort but instead needs to be continuously monitored and adapted.

Some key metrics and methods to measure effectiveness can include:

- **Social Media Engagement:** Tracking the number of followers, likes, comments, shares, and clicks on social media platforms to measure audience engagement and brand visibility. Monitoring social media metrics helps gauge the effectiveness of content and social media

campaigns.

- **Online Reviews and Reputation:** Monitoring online reviews and ratings on platforms like Google My Business. Tracking the number of positive reviews, overall ratings, and client testimonials can indicate the effectiveness of reputation management efforts.
- **Website Analytics:** Tracking website traffic, user behaviour (i.e., time spent on site and bounce rates), conversion rates, and goal completions using tools like Google Analytics. This data provides insights into website performance, user engagement, and call-to-action effectiveness.

By regularly analyzing these and other metrics and adjusting the firm's digital marketing strategies accordingly, law firms can measure the effectiveness of their online campaigns, optimize their efforts, achieve better results, and level the playing field of client access.

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### Who is Stephen Mabey?

Stephen Mabey is a CPA, CA, and Applied Strategies, Inc.'s Managing Director. His credentials include the following:

- Fellow of the College of Law Practice Management (one of 19 Canadians);
- Author of *Leading and Managing a Sustainable Law Firm: Tactics and Strategies for a Rapidly Changing Profession*, and *Key Performance Indicators An Introductory Guide* (Amazon);
- Over 25 years in a senior management role with Stewart McKelvey, a 220-lawyer, six-office Atlantic Canadian law firm;
- Over 14 years providing advice and counsel to small to mid-size law firms on a broad range of issues;
- A panelist and facilitator of the Managing Partner Information Exchange ("MPIE") at the annual Managing Partner Forum Leadership Conference held in Atlanta, Georgia, each May;
- Runs a group mailing list that circulates articles, directly and indirectly, impacting law firms.

Stephen has advised law firms on a wide range of law firm issues, including - strategic action planning, leadership, understudy (succession) planning, business development, capitalization of partnerships, partnership agreements, lawyer & staff engagement, marketing, key performance indicators, competitive intelligence, finance, mergers, practice transitioning, compensation arrangements, organizational structures, and partnership arrangements.

Stephen can be reached by email - at [smabey@appliedstrategies.ca](mailto:smabey@appliedstrategies.ca) or by phone at 902.499.3895.

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