



Countdown to Victory:

Year-End Legal Marketing Predictions 2023

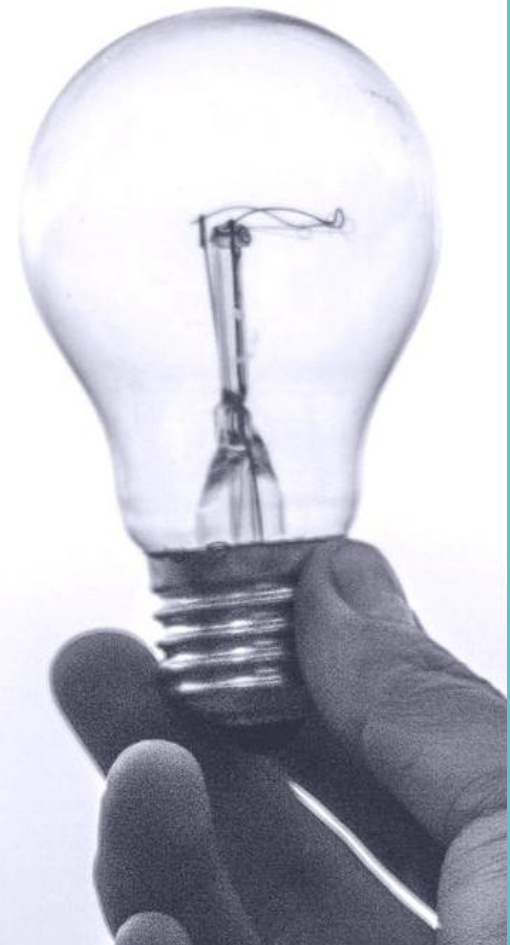
As the curtains of 2023 begin to close, we reflect on an eventful year that has redefined the landscape of legal marketing. **(Yes, all things related to AI, law management, and marketing are included in this incredible resource!)**

In an era marked by unprecedented shifts, legal firms have had to adapt, innovate, and re-strategize, creating a remarkable interplay of traditional marketing wisdom and the application of emerging digital tools.

The ripple effects of these changes have not only reshaped how law firms communicate with their clients but have also revolutionized their client acquisition and retention strategies.

This is the countdown to victory - an exploration of how law firms have navigated the currents of change in 2023 and a forecast of the trends that promise to shape the coming year.

Brace yourself for a deep dive into a pivotal year that has reshaped the contours of legal marketing.



Web Design Beyond the Aesthetics

What do you do when you're looking for the best physician, the most highly-rated restaurant in the vicinity, the most experienced personal trainer near you, or pretty much any professional?

The vast majority turn to online searches.

Web design will continue being a key player in your firm's digital success. [ABA](#) finds the percentage of law firms poll respondents reporting a website remains steady from last year at 94%, up from 86% since 2019.

**Check Out The Law Firm
Websites Design Portfolio**

Because your website is like your digital home, it is one of the most valuable assets supporting all your marketing investments.

Users demand websites:

- + Have pages that load quickly
- + Have an up-to-date appearance
- + Are optimized for mobile, etc.

This brings us to one of the first trends, **User Experience.**



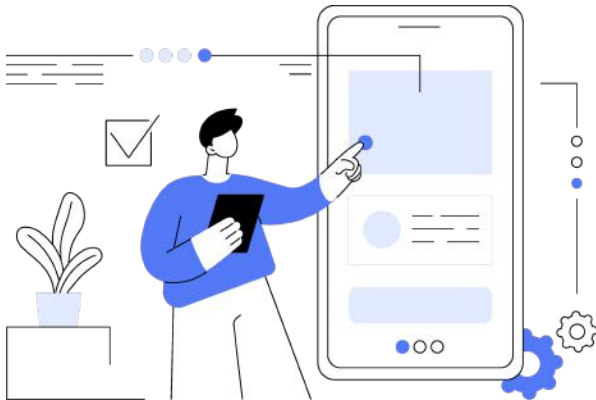
User Experience (UX): Design As Data

The concept behind 'design by data' was highlighted by [Itai Vonshak](#), the Head of Google Design Platform during the '[UX Evening at Google: Design Systems](#).'

According to Google, design as data can be broken down into 2 trends shaping how we design:

+ How we build

+ What we build



• How we build •

What Itai means by this is, *'talking about this idea that we can start encoding design and design decisions as data.'*

Before, designers focused on sketches while developers took on the rest. Usually, there's a hand-off between designer and engineer, etc. Now, there's availability of design to code, which means designers and developers will be able to work together better .

• What we build •

Marketers can amp on two-way experiences with fresh content like:

- + Interactive infographics
- + Quizzes
- + Calculators
- + Assessments
- + Interactive maps and videos

How to do it:

- + Designers should participate directly with developers and define elements like: spacing, colors, "blanding" on intrusive pop ups, two-way experiences, etc.
- + Use design to code platforms like: [Figma](#), [Wix Editor X](#), [Anima](#), and [Webflow](#).

Watch Google's UX Webinar Here



Anti-Design Aesthetics

If you're making wise use of white space, aka negative space, then you're on the right path but... Don't be afraid to try anti-design. For years, designers have been proponents of the 'less is more' concept, but that's changing.

Anti-design bucks all conventional design 'rules' and strives to focus on overstimulation through experimental layouts, in other words rejecting traditional aesthetics.

Here's an example:

[Source: <https://www.fontspace.com/anti-design-endeavour-font-f88765>]



How to apply it:

- + Learn about the basic [web design elements your firm needs](#).
- + You can stick to the typical clear, clean, symmetrical layout or focus on experimental layouts.
- + Experimental layouts include loud colors, sometimes crowded and asymmetrical layouts.

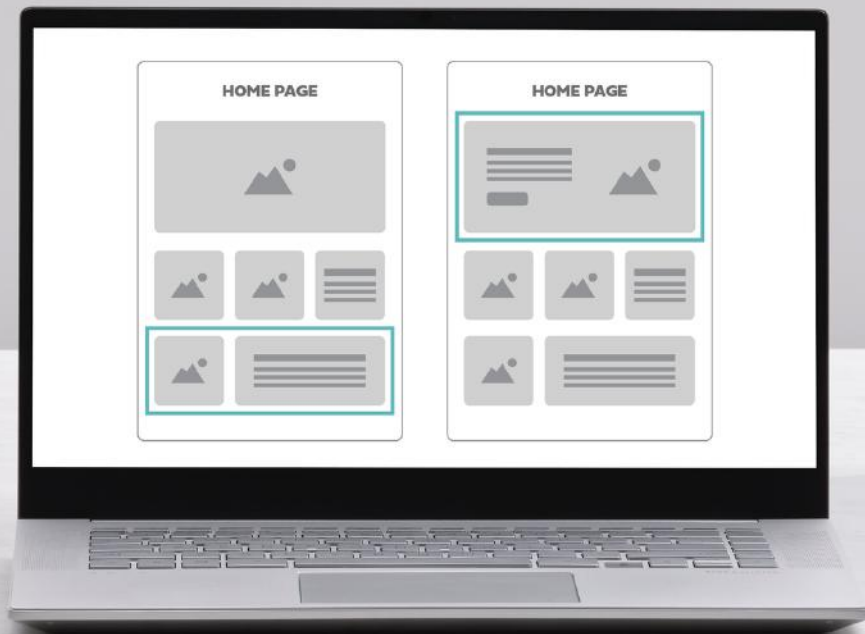
Please note:

Anti-design doesn't mean design principles aren't used, but it's a way of thinking outside the 'design' box.

Designing With Purpose

*The benchmark continues to be the same—have a dynamic site that keeps up with your users' needs: **Easy navigation, branded design and relevant content.***

Part of this process may require occasionally revamping the visuals (or even overhauling them altogether) to make sure your firm's digital presence reflects current trends, whatever they may be. We recommend you think of your website as evolutionary rather than as something that's "done" or "not done," and as one that requires consistent yet incremental steps to ensure your firm keeps up.



How to apply it:

- + A/B test (split test) different designs. Try different layouts and positions of your content in the homepage.
- + Test different content ideas, e.g, revamp older content with the latest information.
- + Try different headlines, text and fonts.

Provide Accessibility by Being ADA Compliant

According to the [CDC](#), 1 in 4 of adults in the U.S. have some type of disability - **that's 25% of your potential market**. As technology evolves, so do the responsibilities of web designers.

Today, they have to consider each element on a web page and adapt to the needs of users with disabilities, and that's where ADA comes in.

The ADA, [Americans with Disabilities Act](#), prohibits discrimination against those with disabilities. In conjunction, there's the ADA for Accessible Design.

It's considered best practice to be sure that everyone looking for legal services is able to perceive, understand and navigate your firm's website.

Discover How to Design an ADA Compliant Website

How to apply it:

- + Make sure the color contrast is balanced and not harsh and the text is not difficult for your sighted visitors to read and see. [WebAIM](#) offers a free color contrast checker.
- + Apply [alternative text](#), alt text, to your images. This is a brief description of their content and appears if the image fails to load or if the user is using a screen reader.
- + Add descriptive labels in your fillable forms. Take a look at this [example](#):

The image shows two side-by-side form examples. The left form is marked with a green checkmark icon, indicating it is accessible. It has the text 'Fill out the form below to talk to a member of our team.' followed by two input fields. The labels 'First Name' and 'Email' are positioned to the left of their respective input fields. The right form is marked with a red 'X' icon, indicating it is not accessible. It has the same text and input fields, but the labels 'First Name' and 'Email' are placed inside the input fields, which is not accessible for screen readers.

- + The Web Accessibility Initiative's [Web Content Accessibility Guidelines](#) are also a great place to get a better idea of the ways you can increase accessibility on your website.

Prioritizing First-Party Cookies

Google is phasing out support for third-party cookies in 2023, which means that it's critical to [prepare your firm for a cookie-less world](#).

Firms should begin preparing to gather their own website data (first-party cookies) rather than depending on third-party cookies from Chrome and other browsers.

The push of first-party cookies means businesses will have to test new marketing methods.

How to apply it:

- + Add user registration forms on your website.
- + Test the other channels linked to your website, such as social channels.
- + Send targeted and personalized emails.

Designing for Transparency & Protecting Data

This is related to the previous point.

Cookies need a user's personal information, such as name, last name and email, which may be willingly provided by many users. But, users today are smart and (a little) skeptical which explains why [68% of users believe most companies aren't transparent about how their data is used](#).

Therefore, it's critical you are transparent about what the data is for, how it'll be used and how you protect it. In other words, designing with full transparency.

How to apply it:

- + Showcase how you safeguard the user's privacy.
- + Explain how the shared data relates to the value they'll receive in return.
- + [Learn about the types of cyberattacks and how to protect yourself](#).

Page Speed is Still King!

One element that is a constant in design concerns a website's loading time. Ideally, you want your website to load within two to three seconds. After that, at around 4 seconds, **1 in 4 of all visitors** will abandon the site.

How to apply it:

- + Optimize your images and videos. If possible, compress some of the images and larger files.



- + Minimize the amount of redirects, which is when visitors on one page get forwarded to another.

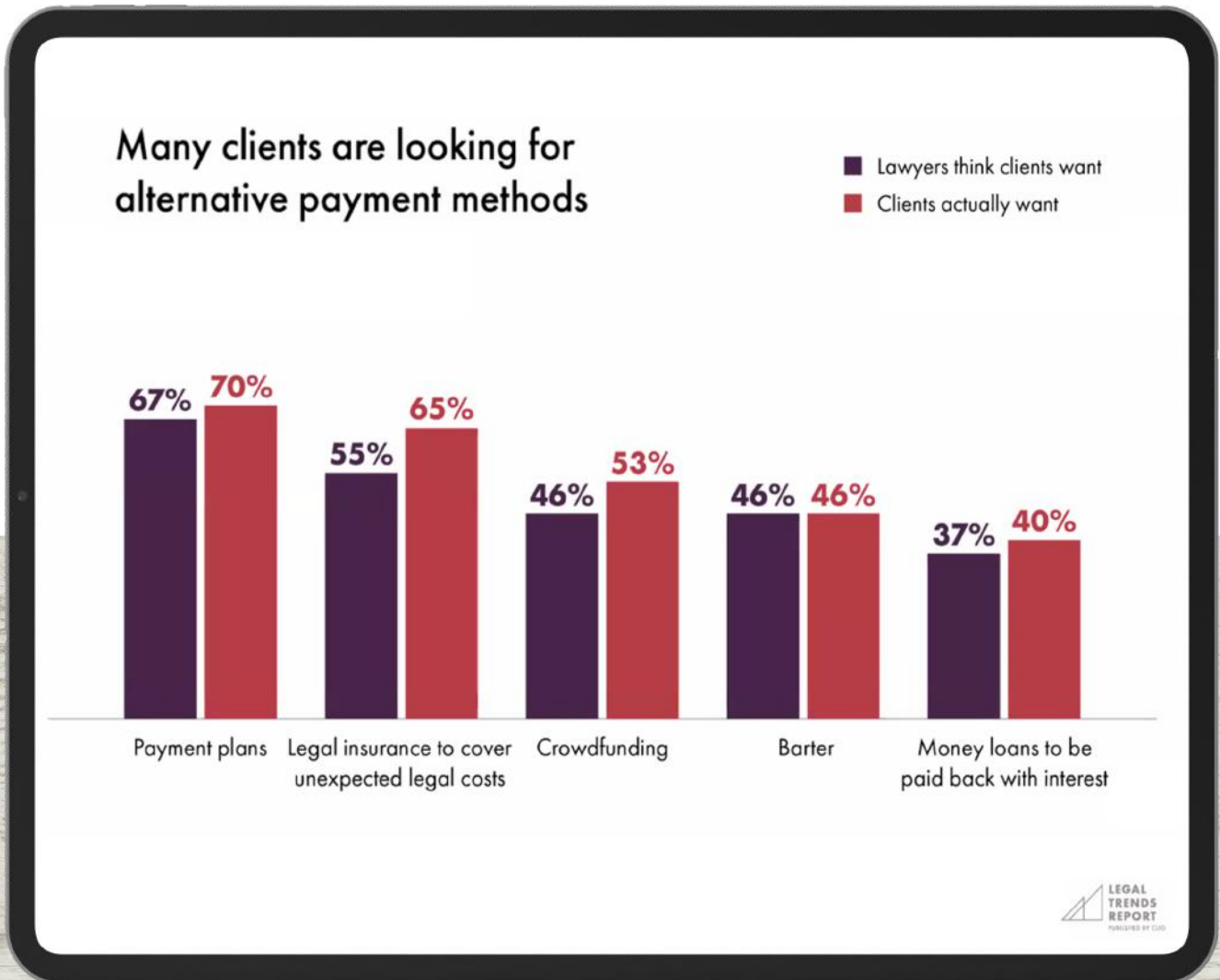
[Download Your New Page Speed Strategy](#)



Alternative Payment Methods on the Website

Since the pandemic, many industries went from 'cash only' to digital wallets. Firms, it's time to rethink digital transactions, as [66% of consumers prefer online lawyer payment methods](#).

One of the [top things clients look for in law firms](#) is alternative payment methods:



Strategize Your Lawyer Payment Plans

- + What payment methods do your clients want to see? Is it similar to what's listed above?
- + What kind of payments can your firm handle?
- + What are the rules regarding digital payments in your legal jurisdiction?



How to apply it:

Once you have a strategy, it's important to choose a credit card processing solution carefully.

Here are a 3 options:

+ [Clio Payment](#)

Built-in credit card processing system that automates billing workflows and collects credit card payments.

+ [Scoro](#)

Automates reminders, recurring payments, customized invoices, etc.

+ [Invoice2go](#)

Covers expense - tracking tools, reports, billable hours, etc.

SEO Beyond The Metrics

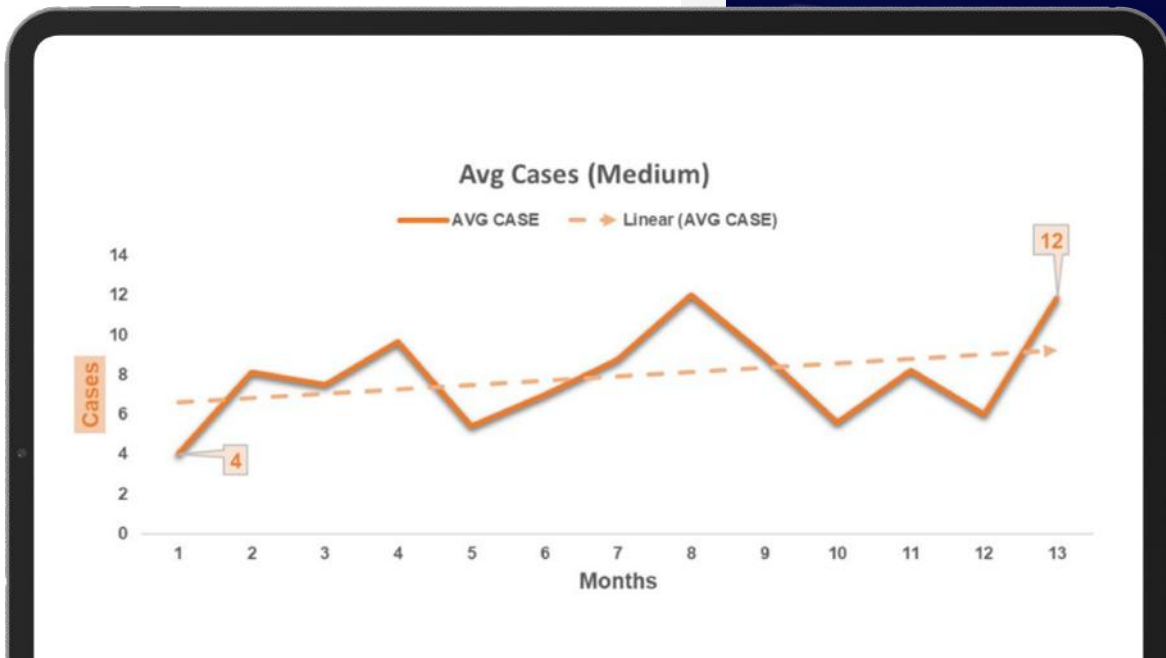
SEO will continue to be one of the most important marketing investments for long-term sales activation.

SEO is more than just placing keywords; it's dynamic and competitive. This is especially the case in practice areas like family law, criminal law and personal injury, with other practice areas like bankruptcy and employment law competing and rapidly closing in.

All firms partnered with Consultwebs have proven ROI with SEO. On average:

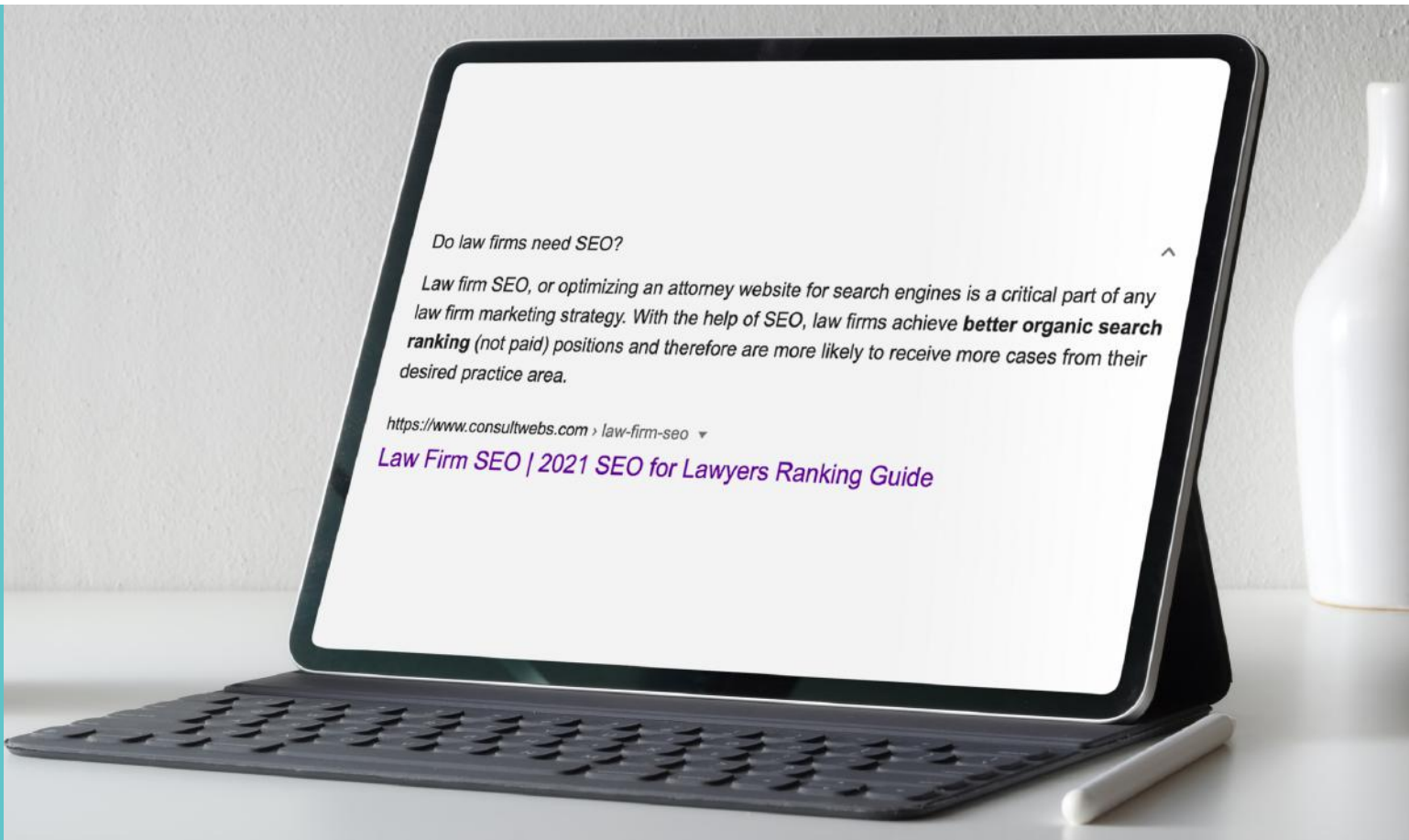
- + The cost per case decreases by 56%
- + The total number of cases increases by 266%

Here's a sneak peak of what we mean:



Proven SEO ROI for Law Firms Here

Getting the Featured Snippet



The featured snippet is also called position zero for a reason: it's above the paid ads in the search results and everything else. **It is essentially a box that appears in the search results and provides the most relevant information according to Google.** Here's an example:

The beauty of taking advantage of this snippet is that it is already there and up for grabs.

When a user searches: "what's the difference between contingency fee and hourly rate?"

The answer that Google prioritizes isn't based on who pays the most but rather who provides the most relevant and robust content.

How to apply it:

- + Answer specific questions - **the more specific, the better!**
- + Know what your users are asking
- + Create high-quality content
- + Optimize your FAQ page regularly

Boost Rankings by Following Google's Quality Guidelines

In December 2022, Google made significant updates to its Quality Rater Guidelines, and these guidelines have a great impact on your firm's rankings.

The criteria for evaluating websites is based on E-EAT principles and **how closely you follow E-EAT principles has a direct impact on your firm's search engine rankings.**

1. Experience: This is the newest element to the Google E-EAT acronym. Experience signifies that the content provides firsthand knowledge.

While there's a big push to use AI platforms like ChatGPT, and that is great it is still critical to focus on quality and providing value above all.

2. Expertise: Expertise encompasses the content creator's knowledge, skills, qualifications, and proficiency in their field.

3. Authoritativeness: Authoritativeness focuses on the credibility and reliability of a website and its content. For law firms, this means (again) publishing quality legal content, managing law firm reviews, acquiring testimonials, etc.

4. Trustworthiness: Trustworthiness emphasizes the reliability of the content. It involves factors such as accurate citations and references, and transparent sourcing.



How to apply it:

- + Focusing on quality above quantity
- + Always referencing, sourcing, giving credit where it's due
- + Providing your first-hand expert
- + Follow our E-EAT guidelines specifically designed for law firms

Content Focused on Value, Not Just Selling

Nowadays, content should focus on quality and not necessarily quantity. **This means that above all else, content should provide value.** In fact, one of [the reasons why law firms fail to grow](#) is because they neglect their client's needs.

To help combat this, here are some questions that'll help you strategize for value:



Questions to Develop More **Value-Driven Content:**

- + What are your clients looking for?
- + How did your previous calls and cases find you?
- + Why did they choose you and not the competitors?
- + Are prospects looking at who has the most experience?
- + Do prospects want to know if you solved a case similar to theirs?
- + Do they go for the firm that has the most online reviews?
- + Are prospects looking for a law firm closer to them?
Or would they go out of their way?

Content Focused on Value, Not Just Selling

Remember the pointer we shared on Google's quality rater guidelines above? This ties back to this section, too! According to Google, boosting your firm's perceived trustworthiness is key:



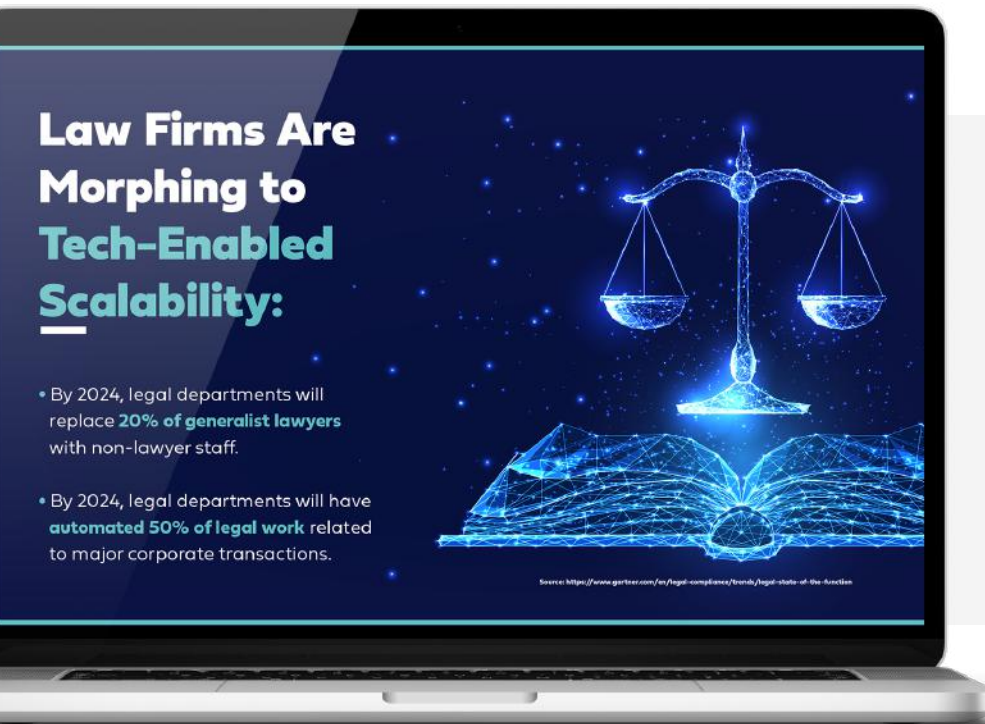
How to apply it:

- + Create a bubble map with answers to the questions above
- + Pick and choose repeat topics and any other relevant topics
- + Did you create a piece of content? Now it's time to recycle content.

[The 7 Clever Ways Firms Can Recycle Content](#)

Shifting to Signal-Based Marketing With the Help of Marketing Automation

The best kind of marketing continues to be...data-driven, which is why this year, there's a shift in mindset from technical-based marketing to anticipation marketing. Thus, we'll see [more firms pushing tech-enabled scalability](#).



What does this mean for law firms?

- + Marketing will help firms foresee what customers want and then feed that information into automation processes with the help of data analysis
- + Data analytics will help with personalization

How to apply it:

- + Start by [downloading our Marketing Metrics Checklist for Law Firms](#)
- + With the checklist in hand, set apart weekly or monthly time to review your marketing analytics
- + See which internal processes need to improve and rely on automation tools [more on this later]

Leveraging Artificial Intelligence and Latest AI Technology:

ChatGPT-4

AI, artificial intelligence, is here to stay!



AI can boost your marketing efficiency and results by:

- + Helping you understand customer behavior
- + Developing more targeted marketing campaigns
- + Automating processes e.g. writing content
- + Saving time

It is worth looking at some of the AI communication tools to stay up to date with digital marketing trends in 2023, 2024 and the years to come. There are many, but we'll start with a powerful one: [OpenAI](#).

ChatGPT: the Potential and the Pitfalls

The New Capabilities of ChatGPT-4

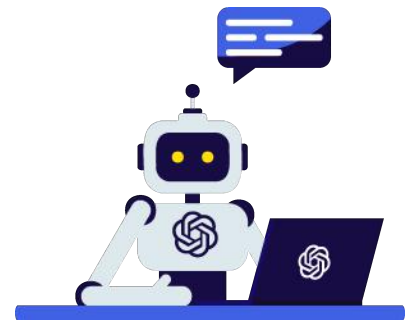
OpenAI unveiled its impressive multimodal model, ChatGPT 4, on March 14, 2023. This model marks a substantial shift from its predecessors, GPT-3 and GPT-3.5, by not only processing text inputs but also handling images.

As per ChatGPT, here are the distinctions between their preceding model (GPT-3.5) and the most recent iteration:



Key features of ChatGPT-4

- + Enhanced precision in understanding and processing natural language
- + Faster and more efficient performance
- + Capability to create a wider range of inventive responses
- + Increased awareness and comprehension of context
- + Capacity to interpret humor and sarcasm
- + Better multilingual support



Revolutionize Your Law Firm with GPT-4 AI-Powered Solutions

ChatGPT Constraints: A Simple Reminder

Just like any tool, ChatGPT has its own set of limitations and potential risks.

Keep in mind that ChatGPT's knowledge base only extends until 2021. That's why as a legal professional, it's crucial to ensure the veracity and reliability of the information. You should still check other sources and references to make sure all information is correct.

Your expertise, discerning judgement, and soft skills are irreplaceable when it comes to making informed legal decisions. So always remember to consider the ethical aspects of employing AI in legal work. Maintain client confidentiality at all times, and refrain from sharing specific case details with ChatGPT.



**Discover the Impact of AI
in the Legal Industry**

How to Utilize ChatGPT-4

To get the best out of an AI tool like ChatGPT, first, you need to learn that using the right input or prompt is the key to get the best out of the AI tool.

ChatGPT Input or Prompt is a statement or a set of keywords you feed into AI generators, such as ChatGPT. This serves as an instruction for the desired output. ChatGPT then utilizes its vast knowledge to interpret this trigger and deliver a suitable response.

Download The Top 20 Legal Marketing ChatGPT Inputs

Other AI tools:

There are many, but we'll focus on 3 related to content creation and personalization:

- 1 **Bard** is an experimental AI chatbot developed by Google, designed to operate much like ChatGPT. However, the key distinction is Bard's ability to draw information directly from the web.
- 2 **Jasper** is an AI-powered copywriting tool that provides customized copywriting advice.
- 3 **Campfire AI** helps marketers create engaging chatbots.

Do you want to stay ahead of the latest news and trends in the legal field?

Look no further!

We've meticulously compiled the Ultimate List of 20 Essential Websites and Newsletters. This resource will keep you updated on the latest developments in AI and legal marketing, arming your law firm with a competitive edge.

Do you want to become an early adopter of AI? Learn more? Get inspired? Find the best and latest updates?

We've got you.



[Download The Top 20 Legal Marketing ChatGPT Inputs](#)

Adding Advanced Chatbots and Conversational Marketing

Marketing today is more conversational than ever, and this is achieved largely through personalization.

Nowadays, [82% of people expect an immediate response to their sales and marketing questions](#), and one way to enhance the customer's interaction is through chatbots.

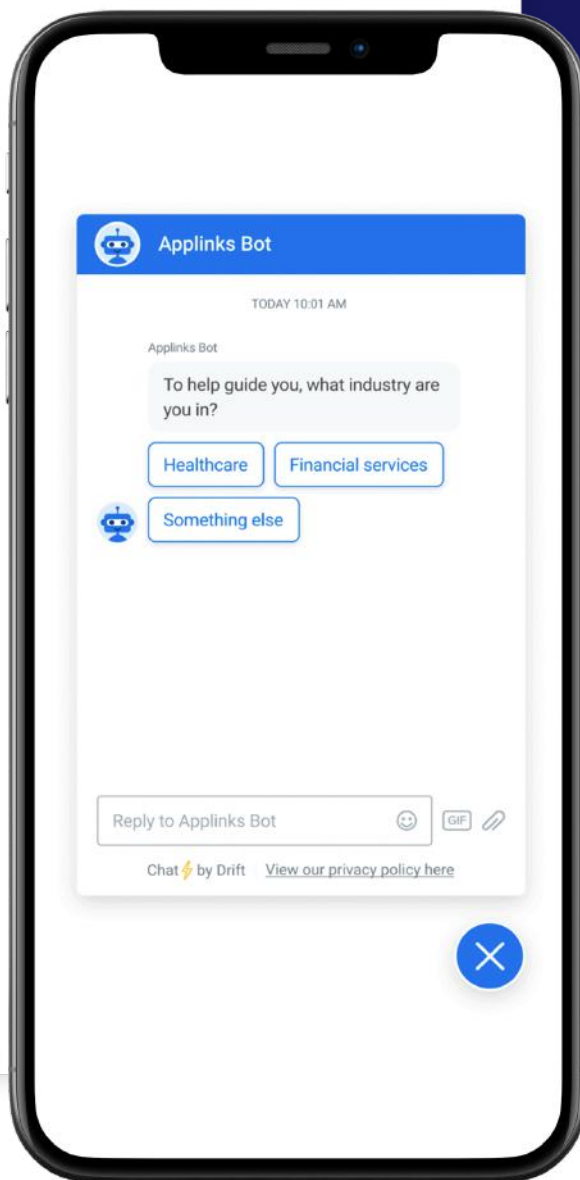
How to apply it:

The majority of chatbots today are driven by AI. They are software applications that communicate with users via live chats, messaging, calls, etc.

Here's how you can get started:

- + Use a platform like [MobileMonkey](#) to create a functioning chatbot
- + Leverage [Campfire AI](#) to create engaging chatbots
- + Besides AI-powered chatbots, use decision-tree bots (they provides queries and guide your audience towards specific goals)

[Here's an example:](#) 



ChatGPT

This is the one you'll probably hear the most about!

According to [Legal TikToker @Dellara](#):

+ It took Netflix 3.5 years to reach 1 million users

+ It took Facebook 10 months to reach 1 million users

+ It took Instagram 2.5 months to reach 1 million users

It took ChatGPT 5 DAYS to reach 1 million users!

ChatGPT is by far the best AI chatbot ever created. It can write cover letters, blogs, and a variety of natural language tasks. Basically...you name it, you can have it!

How to apply it:

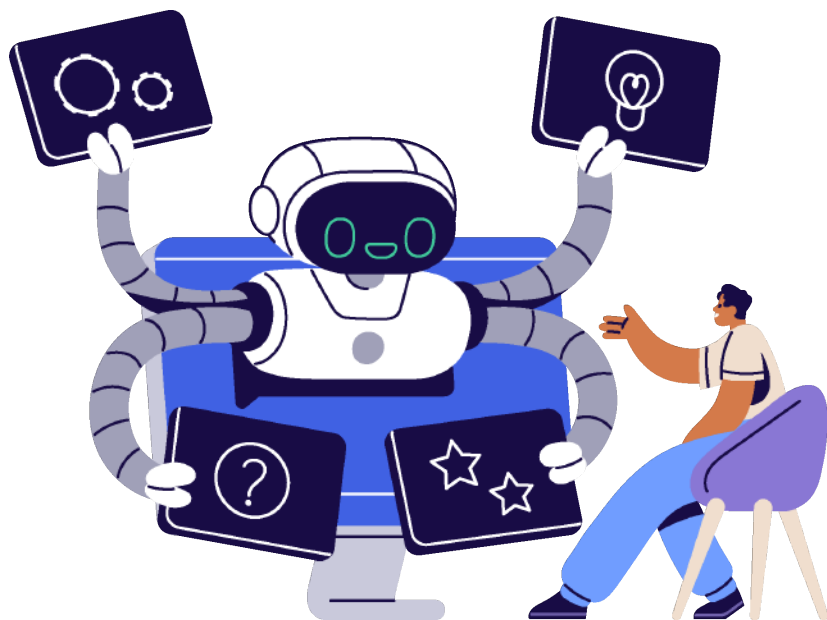
| + [Become a ChatGPT Input Expert Here](#)



Moving From Generative AI to Explainable AI

In 2022, the “it” thing behind AI was the text-to-image generation trend. AI models like [Midjourney](#) have remained on top of the list for those experimenting and generating art.

This will *remain relevant*. However, the conversation is moving from text-to-text images to text-to-video to text-to-anything.



How to apply it:

- + [Explore Midjourney Here](#)
- + Dive into the [Quick Start Guide](#)
- + Want to join? [Use this link.](#)

Voice Search Remains On the Rise

Today, around one-third of the U.S. population uses voice search to conduct searches.

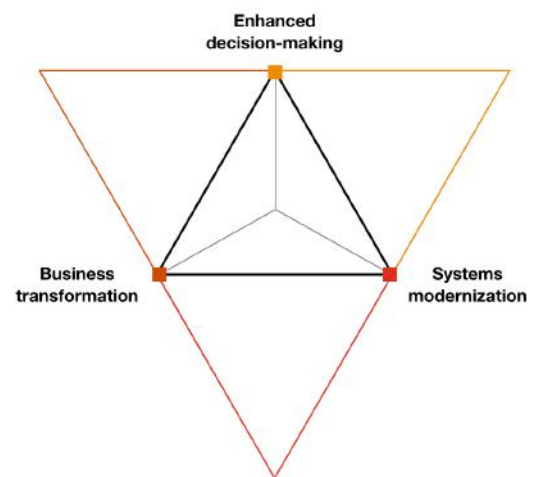
Just think about the popular voice search assistants used today, like Amazon's Alexa, Google Assistant and Apple's Siri. When people are on the go, they can easily use these voice assistants for commands and queries such as: "What's the closest car accident law firm near me?" Or "What should I do if someone hits my parked car?"

So, how can your firm prepare for the rise of voice search?

For starters, the majority of voice search commands come from mobile devices, making it imperative that your content is optimized for mobile devices.

In addition to this, voice search commands tend to be longer because though we can only write 40 words per minute, we can speak 150 words per minute. Since voice search is all vocal commands, the second best tip is to optimize your content with long-tailed keywords.

All-in on AI: Leaders tackle three business outcomes together



How to apply it:

+ Add long-tailed keywords in your content

For example, instead of "personal injury," you can optimize for the long-tailed keyword, "truck accident firm in Dallas, Texas." This is not only more specific, but it also speaks directly to your niche audience in a specific area.

+ Add trigger words such as: how, what, best, and easy.

Want to know more about why voice search is relevant for law firms? [We've got more details here.](#)

Generating Laser-Focused Results With Geo-Fencing

Geo-fencing can help you reach the audience that you need and, conversely, help the audience that needs you, find you.

To understand the scope of this marketing strategy, the [global geofencing market](#) is expected to grow from USD 1.1 billion in 2020 to USD 6.4 billion by 2027, at an estimated compound annual growth rate (CAGR) of 27.0% from 2021 to 2027.

New software and technologies are driving geo-fencing's growth in the marketing arena, and your firm can take advantage of geo-fencing now. Specifically, geo-fencing refers to a generated radius based on geographic sectors relevant to a specific market.

This is made possible by creating a virtual perimeter around your business's location.




How to apply it:

In order to engage with the audience that is most likely to convert based on the location, take the following steps:

- + Ensure the content is optimized for mobile.
- + Have clear goals and objectives, e.g., Do you want to attract users and provide them with additional information, or do you want them to schedule a call?
- + Find users at specific venues relevant to your firm's practices.
 - Considering estate law, for example, a best practice would be to look at the specific services you want to offer, such as assistance with business ownership, and invest in relevant ads in places like entrepreneur conferences, workshops, and seminars, etc.

Boosting Rankings (And Trust) With Corporate Social Responsibility Campaigns

Your customers are more discerning about the services they're using, which means it's important to be transparent and connect on a personal level.

Social Media Manager at [Consultwebs](#), [Paige York](#), also reiterates this point: 

It's important that brands are transparent and think about their messaging beyond sales in the coming year.



[See How Firms Apply Corporate Social Responsibility](#) 

How to apply it:

- + Be a mentor e.g. in the legal community, bar associations and legal mentoring associations like the NLMC, [Legal Mentoring Consortium](#)
- + Participate in responsible waste management e.g. adopt a recycling system in your office

[Find More Community Campaign Ideas Here](#) 

This brings us to our next section...

Content Beyond Entertaining

Keeping content fresh is a continuous process that can be challenging. Even though content may change, at its core it always should be customized to speak your prospects' language.

It should also demonstrate an understanding of their personal pains and desires, touch on their challenges and provide solutions.

The content trends that are most pertinent to the legal arena are covered below:

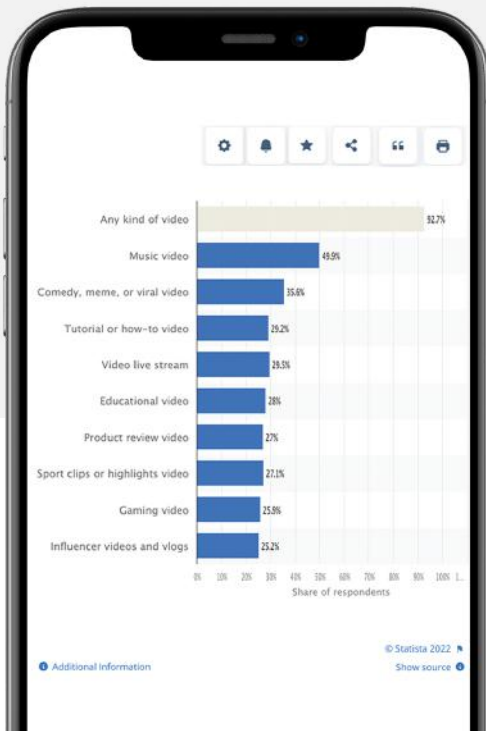


Videos Here, Videos There, Videos EVERYWHERE!

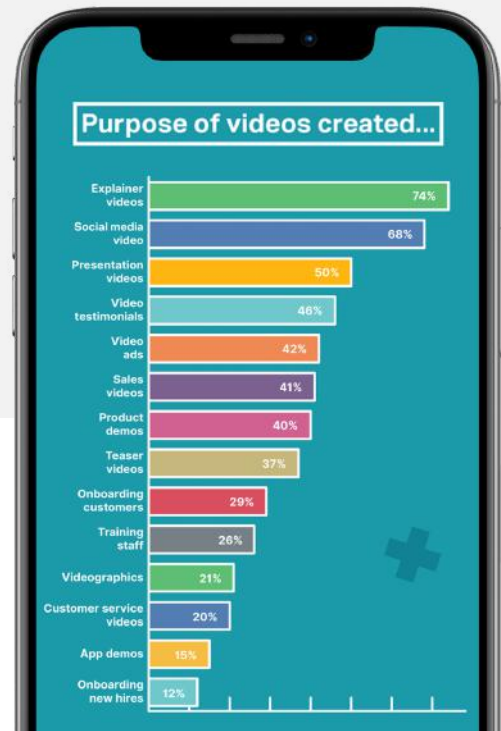
Video marketing continues to grow ever stronger, and there is a scientific reason behind its success. As humans, we are visual beings that **process visual information 60,000X faster than words**.

The reach videos have in today's market is unparalleled.

Research finds that video has an online usage reach of over 90%. Take a look:



Firms are finding **creative ways to use video marketing to win more clients**. If you're in need of motivation, here are the top reasons why businesses are leveraging videos (backed by **research**):



How to apply it:

- + Start by focusing on short form videos e.g. 1 minute videos for social platforms
- + Include closed captions - not everyone is going to view your videos with sound on. **In the U.S. around 92% of consumers watch videos with the sound off**.
- + Answer FAQs with videos
- + **Download Your New Video Strategy Here**

Find the Types of Videos You Can Leverage With Consultwebs Here

Harnessing Audio Ads

Audio ads have a promising future: ad spend in this area is expected to show an **annual growth rate of 10.55%**! Although not the sole cause of the growth rate, the pandemic did play a big part in boosting global listening.

Audio ads can be placed in pre-rolls (before), mid-rolls (during) and post-rolls (after) a stream.

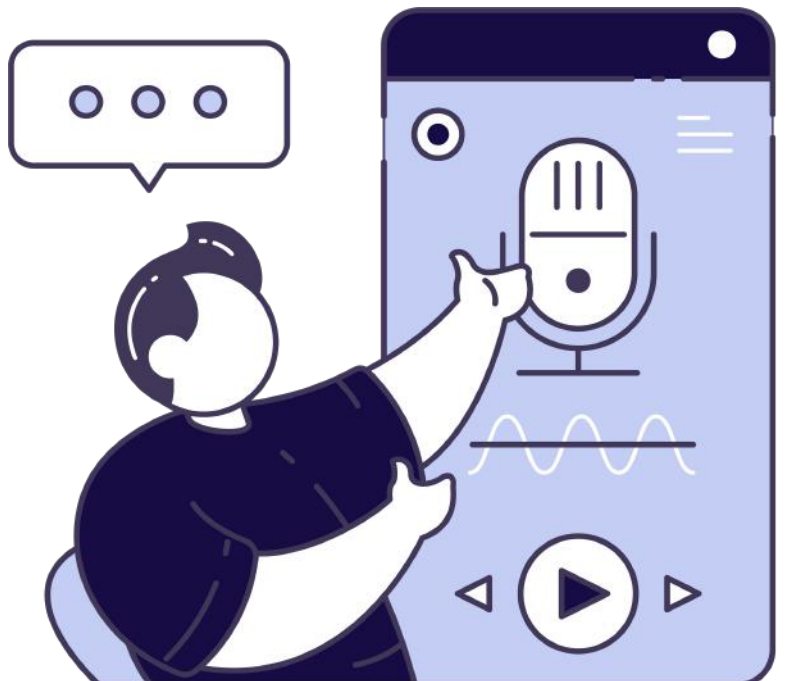
They have no visual content, and they are short: around 15, 30 or 60 seconds.

Audio ads are gaining popularity because they:

- + Have a highly targeted audience reach.
- + Allow you to track your ad spend.
- + Boost your branding.

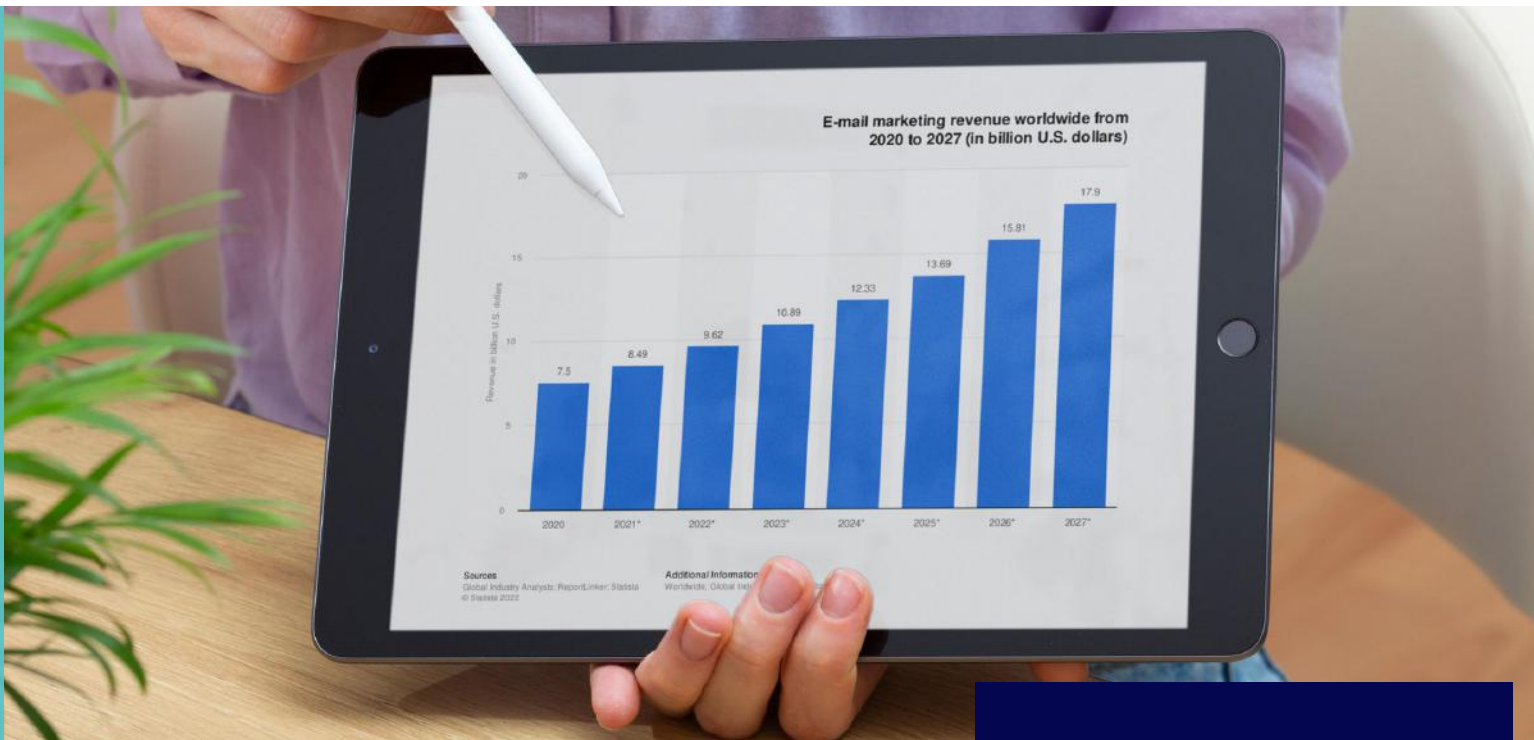
How to apply it:

- + Plan the objectives
- + Plan the frequency - you want your ad to be memorable, but you don't want to annoy people
- + Keep it conversational
- + Include a clear CTA (call to action)
- + **Leave it in the hands of experts**



Email Marketing Continues to Prove Influential

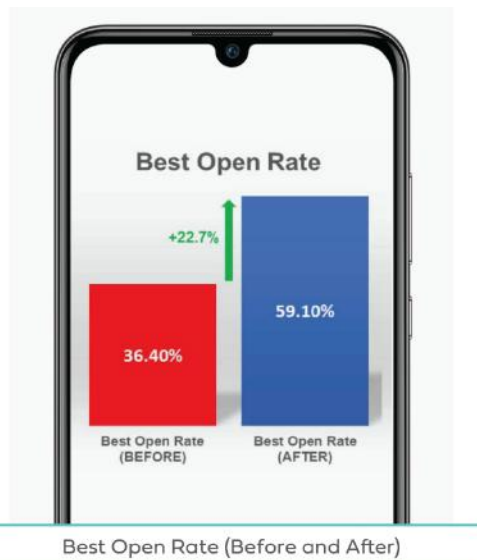
Email marketing is, by far, one of the best marketing methods currently being used, and it's not going anywhere...especially for law firms! [ABA](#) conducted a survey and found that more and **more firms are opting for email newsletters, from 26% in 2020 to 41% in 2022.**



Through [email services](#) like newsletters, email blasts, etc. law firms can boost their open rates, and the number of prospects/clients in your sales pipeline.

[Let's take a closer look at a case:](#)

[Read The Case Here](#)



- ## How to apply it:
- + [Follow email rules and regulations](#) (Yes, they exist!)
 - + [Learn how to build and maintain a solid email list](#)
 - + Check out our webinar, [‘The Top 5 Email Marketing Strategies Law Firm Shouldn’t Miss’](#)

Podcasts Will Keep Growing

Videos are on the rise, but podcasts aren't falling behind!

In reality, the popularity of podcasts continues to rise and is anticipated to rise *considerably* between 2023 - 2028.

The adoption of podcasts can be credited partially to factors like the pandemic, during which **60% of the podcast listening was done at home.**



If you publish content for your law firm without a podcast, does it even make a sound?



Now accepting clients!
email getintouch@consultwebs.com

How to apply it:

- + Find the niche market you'll focus on and create a content strategy around it
- + Create branded content (logo, slogan, intro/outro, etc.)
- + Market your podcast for possible guest speakers
- + Have a central topic of focus
- + Have talking shownotes with questions to ask
- + Always add CTAs that redirect visitors down the sales funnel

Find Legal Podcasting Opportunities Here

Stronger Reach With the Help of Push Notifications

Today, one of the best ways you can grab and hold attention is by using push notifications. This is key to engaging with all your prospects across different devices, but most importantly, mobiles.

Mobile usage surpassed desktops and is expected to increase a whopping additional 25% from the current levels by 2025.

To keep your different audiences engaged, you'll need to create clear objectives. Do you want to grow your subscriber list? Increase followers? Sales? It's better to have clear objectives for your goals to ensure your copy reflects those goals. Since the window of opportunity is so small, we would suggest employing a few best practices.

How to apply it:

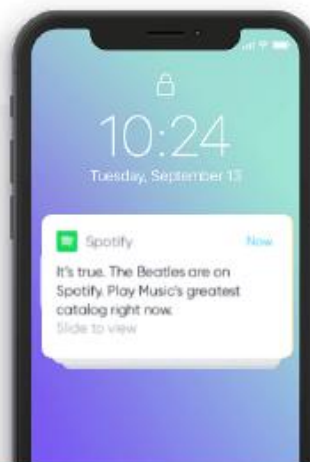
- + Be timely.
- + Keep it short, sweet and simple.
- + Add a clear call to action.

Take a look at these two push notification samples and see why it works:



Why It Works

- + Timely.
- + Encourages goals.
- + Effective call to action.



Why It Works

- + Timely announcement.
- + Aligned to interests.
- + Enticing call to action.

Social Media Beyond Entertainment

Social networking is by far the most popular online activity and will keep growing thanks to increased mobile usage. According to [research](#), in 2023 to around 4.12 billion users, rising to an estimated 4.41 billion by 2025.

But, is social media on the rise for law firms? Absolutely!

According to the [ABA](#), 81% of respondents say that their firm maintains a presence in at least one social media channel. Among those channels, **LinkedIn is the leading platform for law firms.**

Given the many new updates, the upcoming social media trends that are most applicable for firms:

Decentralized Social Media

The [recent changes at Twitter](#) have shown the vulnerable side of social media platforms. Since then many are moving away from it and instead are focusing on having control of their content and data.

Please note: *Before* diving into the topic of decentralized social platforms, we'd like to clarify that it doesn't mean one channel will rule them all. In fact, many socials will continue working hand in hand - Twitter included.

- Since Elon Musk closed the deal many Twitter users are taking a 'wait-and-see-approach' and not fully deleting their accounts at this time. However, many are checking out alternatives to Twitter. **More on this in the following section.**



Mastodon

Speaking of decentralized social media, [TechCrunch](#) states, 'Mastodon's microblogging app saw a record number of downloads after Musk's Twitter takeover.'

We'd like to clarify that Mastodon isn't a new platform, but it is quickly gaining traction.

What it is:

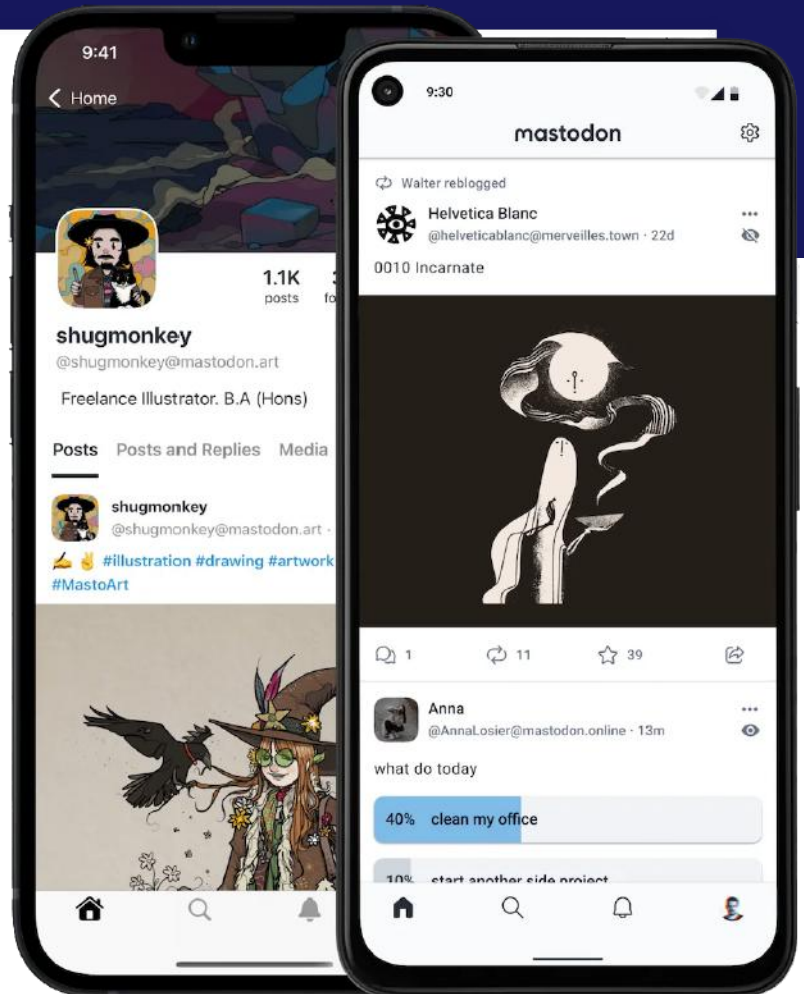
+ It's a free and open source microblogging service offering a different approach to social networking.

How it's similar to Twitter:

+ Besides the microblogging, you can also follow other users, create posts, like and 'retweet' ('tooted' in Mastodon lingo!)

How it's different from Twitter:

+ Unlike Twitter, Mastodon allows users to sign up on individual services, each with its own theme, rules, language and policies.



[Image source: <https://joinmastodon.org/apps>]

The 'Creator Economy' Will Grow More

The Biggest Shift in Social Media Attribution:

Before → Social media focuses on pure lead generation.

Now → Social media focuses on building brand awareness.

The beauty behind the 'creator economy' is that this doesn't mean you need to hire the most expensive influencers. In fact, you'll find your best promoters are in your niche—this includes any one of your employees, staff, and other subject matter experts.



The content creator economy means:

- + There's now a focus on the content and not on the number of followers
- + Partnerships between brands (e.g. more guest blogging, podcast guests, webinar partnerships, etc.)

How to apply it:

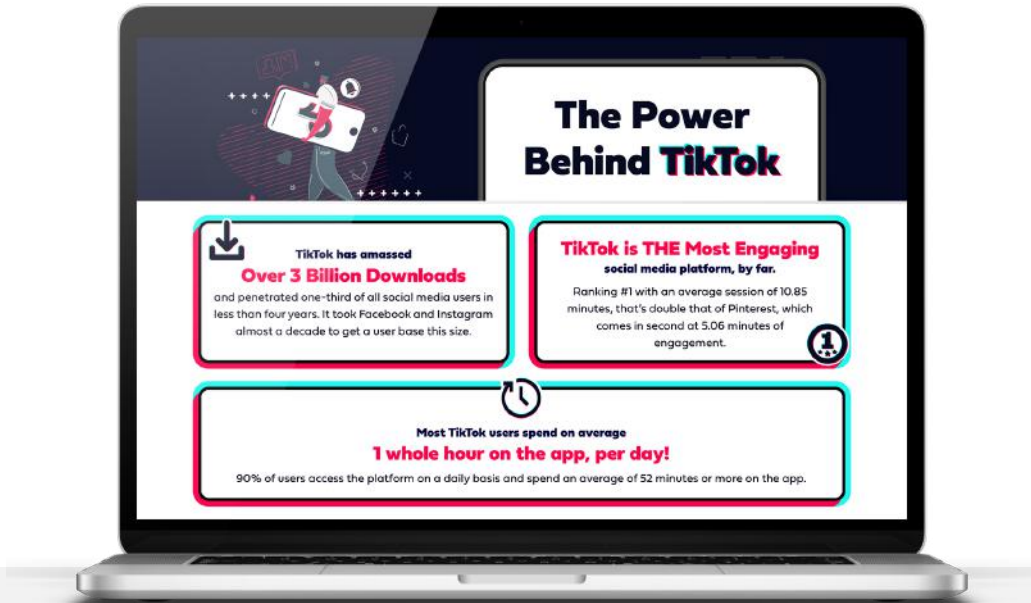
The entire creator ecosystem is changing into one that includes micro-influencers, and this is a great thing!

- + Include an awesome diverse mix of influencers: any legal social media personalities, activists, podcasters, legal experts, etc.
- + Think back to, 'How and with whom could my firm develop meaningful partnerships?' and plan your work, then work your plan

Get Inspired With Trailblazers in #LawyerTikTok

TikTok Dominates the Social Market

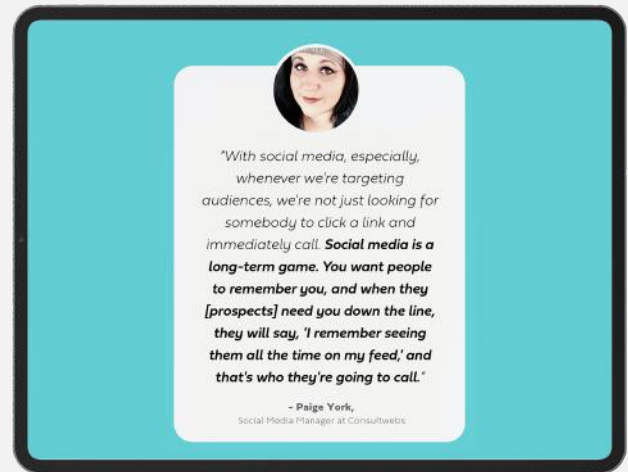
TikTok has one of the strongest market shares:



TikTok is focusing on improving its advertising targeting options, which could make it even more appealing for businesses.

Please note: It's important firms join the app with the mindset that TikTok attributes to your bottom lines indirectly.

Meaning, it isn't necessarily going to produce leads, but it'll raise awareness.

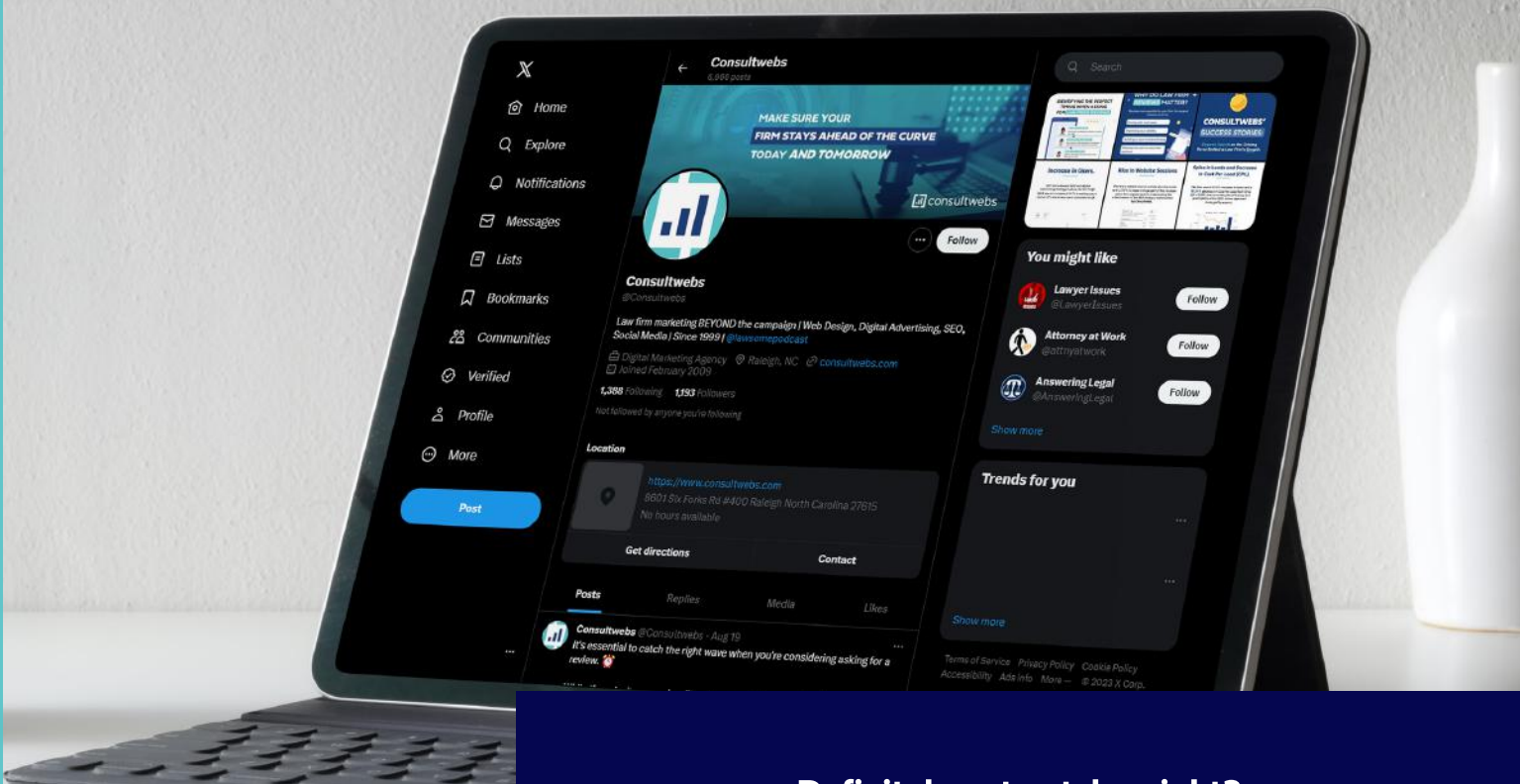


How to apply it:

- + [Download our FREE TikTok Topics for Lawyers](#)
- + Try to post 3-4 times a week
- + Focus on building genuine connections (quality over quantity)
- + [Learn about cross-posting, stitching videos and the reply feature here](#)

Twitter's Rebrand to X

Elon Musk's declaration of diversifying the platform Twitter to X to make it a "super app or everything app" that offers an array of new services – including payments, gaming, and beyond created a huge buzz.



There are some challenges that arise; one of them is the linguistic transition. Achieving widespread recognition where people commonly use the term **'tweeting'** is a significant feat. Some are wondering, **"So, how will we refer to 'tweeting' after the rebranding? X-ting?"**

Safeguard your law firm using agile social media marketing!



Definitely not catchy, right?

Another challenge is the significant shift in user behavior. Market intelligence firm Sensor Tower reveals that, since July 24th, **the day of the official rebranding**, about 78% of U.S. iOS reviews for the newly named X app have been 1-star. This is a notable increase compared to the 50% in the preceding two weeks. While 50% is already a concerning figure, it underscores ongoing user dissatisfaction with the multitude of changes Twitter has undergone under Musk's leadership.

However, everyone knows that change is inevitable, and those who can't embrace change will fall behind.

With that being said, whether the change is Twitter to X or another platform rebranding, **the most important thing is for your law firm to stay agile.**

Leveraging User-Generated Content (UGC) in LinkedIn

LinkedIn has become a place where individuals, as well as businesses, create user-generated content. **Studies show brands using video grow their revenue 49% faster than companies that don't.**

To top things off, **LinkedIn launched creator mode**, which is available through a profile setting on your dashboard. Creator mode gives you tools that can help you create content, as well as tools to help you network beyond your immediate reach to grow your connections.

How to apply it:

LinkedIn gives you a step-by-step **how to turn on the creator mode guide**. If your firm opts for a creator mode profile on LinkedIn, this is what happens:

- + Your profile will be converted to a 'follow' account.
- + You'll get access to the latest LinkedIn creator tools.
- + You'll have the option to publish a LinkedIn newsletter.

Social Selling With Sales Evangelists

Platforms like LinkedIn are seeing a shift, specifically in the content creator side. Besides video, many are getting the support of their Sales and Marketing teams to connect with customers on a personal level. (Remember, personalization is booming!)

How to apply it:

- + Plan which LinkedIn accounts will be set for business and marketing
- + Create a content calendar and plan to post at least 2x per week
- + Refine your message and touch on the buyer's pain points, needs
- + Keep the sentences short, sweet, and simple
- + Always include a call to action
- + Provide value, above all (a free resource, a consultation, tips, updates, the limit does not exist!)

The Advantage of Instagram in Legal Marketing and the Introduction on Thread Profile

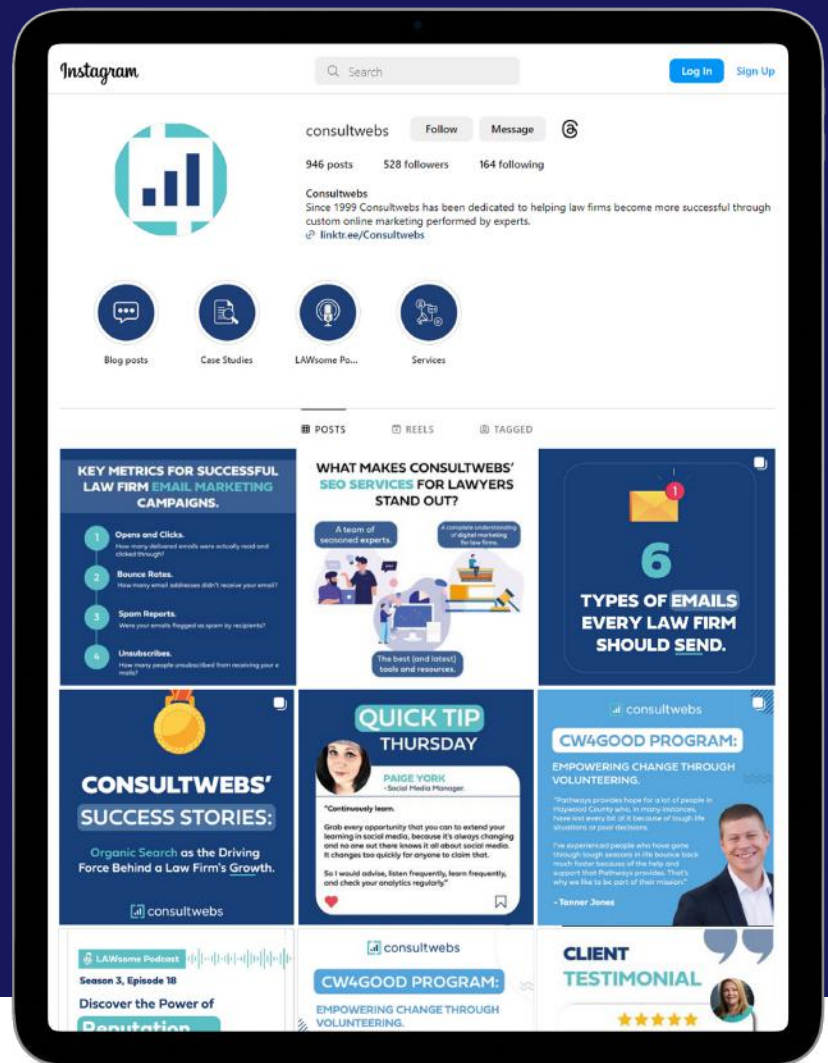
You might be questioning the need for another social media platform if your law firm is already visible on LinkedIn and X (formerly known as Twitter). Instagram has 2 million users and stands out with its own unique attributes.

Instagram, as a platform, emphasizes visuals over text. Thus, you should aim to craft aesthetically pleasing, high-quality content that engages your intended audience.

Your content can have graphics, photographs, videos, Reels, or Carousels. For law firms, informative content tends to be the most effective.

Offer valuable content to your followers, such as:

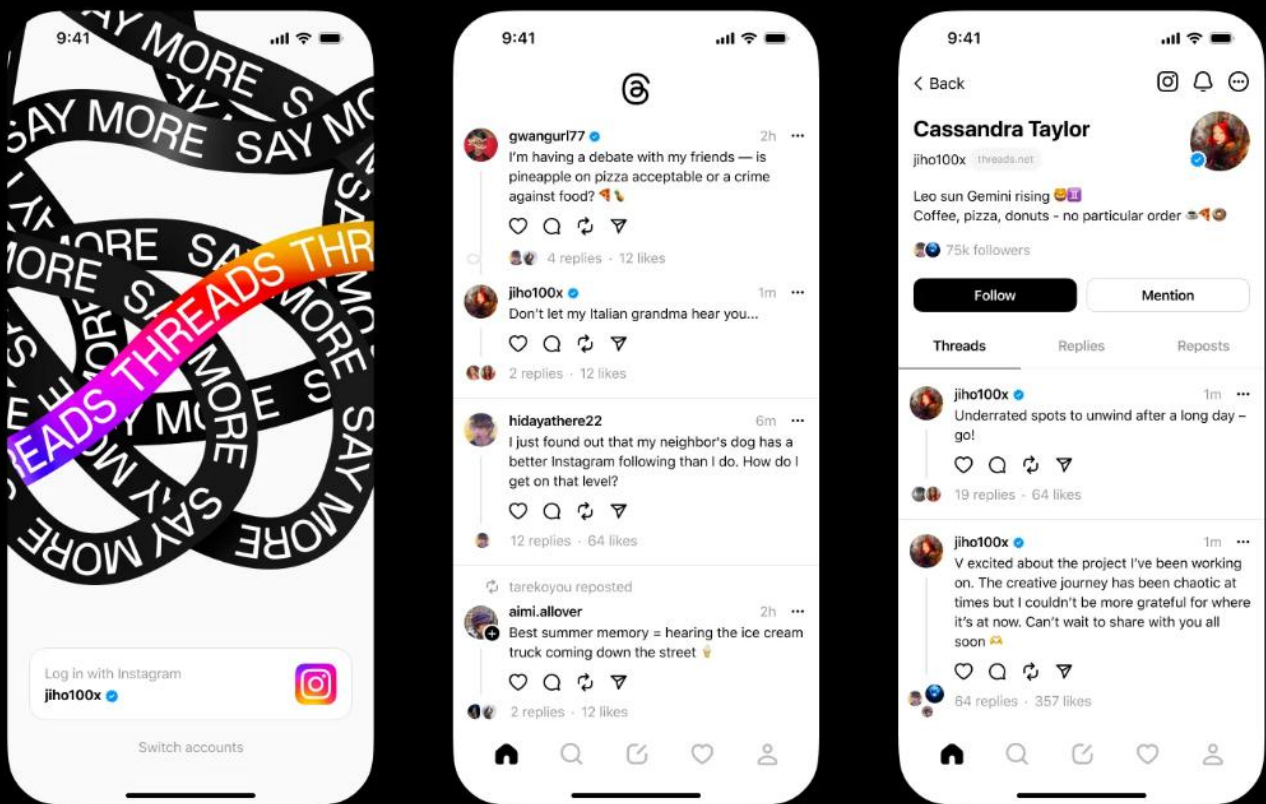
- + Tips on legal procedures.
- + Updates on legal reforms.
- + Share legal industry knowledge.



Instagram Reels present an opportunity to generate brief, interactive videos to captivate a broader audience. You can make informative, funny, or any other type of Reels that resonate with your users.

What is Thread App?

Mark Zuckerberg recently unveiled Threads, a new app crafted by the Instagram team specifically for text-sharing. Catering to both creators and everyday users, Threads provides a distinct platform for immediate updates and open discussions.



[Source: Instagram.com]

Users can sign in via their Instagram credentials. Posts on Threads can span up to 500 characters and can feature links, pictures, and videos with a maximum duration of 5 minutes. However, Meta points out that to delete a Threads profile; one must delete their entire Instagram account.

Digital Advertising Beyond the Clicks

Just like SEO, digital advertising isn't going anywhere in 2023. Below are the trends you should be on the lookout for:

The Rise of Agile Marketing Methods & Services

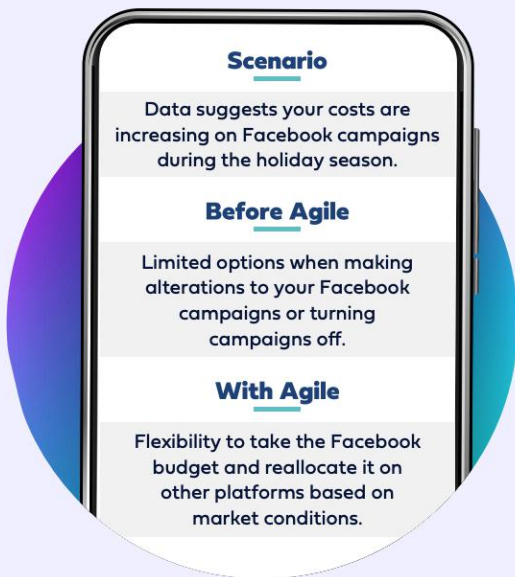
The Agile Method is helping businesses work smarter, not harder. It minimizes a wide range of problems many currently face with the traditional CRO (conversion rate optimization) methods like the waterfall technique.

Before → CRO was viewed in a silo and focused on getting from A to B.

Today → CRO is viewed more holistically because clients are getting smarter with what they want.

In short, this is also [the Agile Approach law firms can expect with Consultwebs](#). See it in action here:

Agile in Action - Example 1

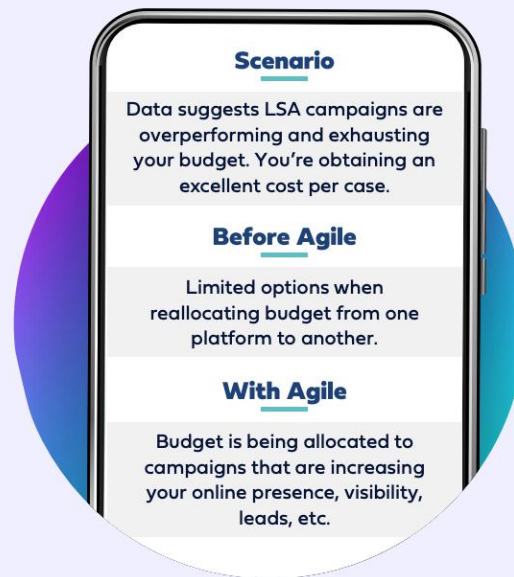


Scenario
Data suggests your costs are increasing on Facebook campaigns during the holiday season.

Before Agile
Limited options when making alterations to your Facebook campaigns or turning campaigns off.

With Agile
Flexibility to take the Facebook budget and reallocate it on other platforms based on market conditions.

Agile in Action - Example 2



Scenario
Data suggests LSA campaigns are overperforming and exhausting your budget. You're obtaining an excellent cost per case.

Before Agile
Limited options when reallocating budget from one platform to another.

With Agile
Budget is being allocated to campaigns that are increasing your online presence, visibility, leads, etc.

How to apply it:

- + Apply an internal Agile method → [Find Ways to Be Agile Here.](#)
- + Invest in an external Agile services with the help of a [legal Agile agency like Consultwebs](#)

Firms are investing in external Agile services. [The Agile Approach at Consultwebs](#) is bringing law firms:

- + New advertising platforms to capitalize on
- + Greater customer satisfaction
- + A boost in brand recall, visibility and leads
- + Greater ROI from short-term sales activation

[Read the Case of an Agile Firm With 4X Leads](#)

Exploring Affiliate Marketing

Affiliate marketing can help you turn things around quickly. How? It gets your message across to the right people - the ones interested in your legal services. **This type of marketing is based on promoting your services through someone else. For law firms, this is big!**

How to apply it:

- + Choose affiliate marketers based on the audiences you need to reach.
- + Offer something captivating.
- + Provide pre-made materials, such as case studies or best practices.

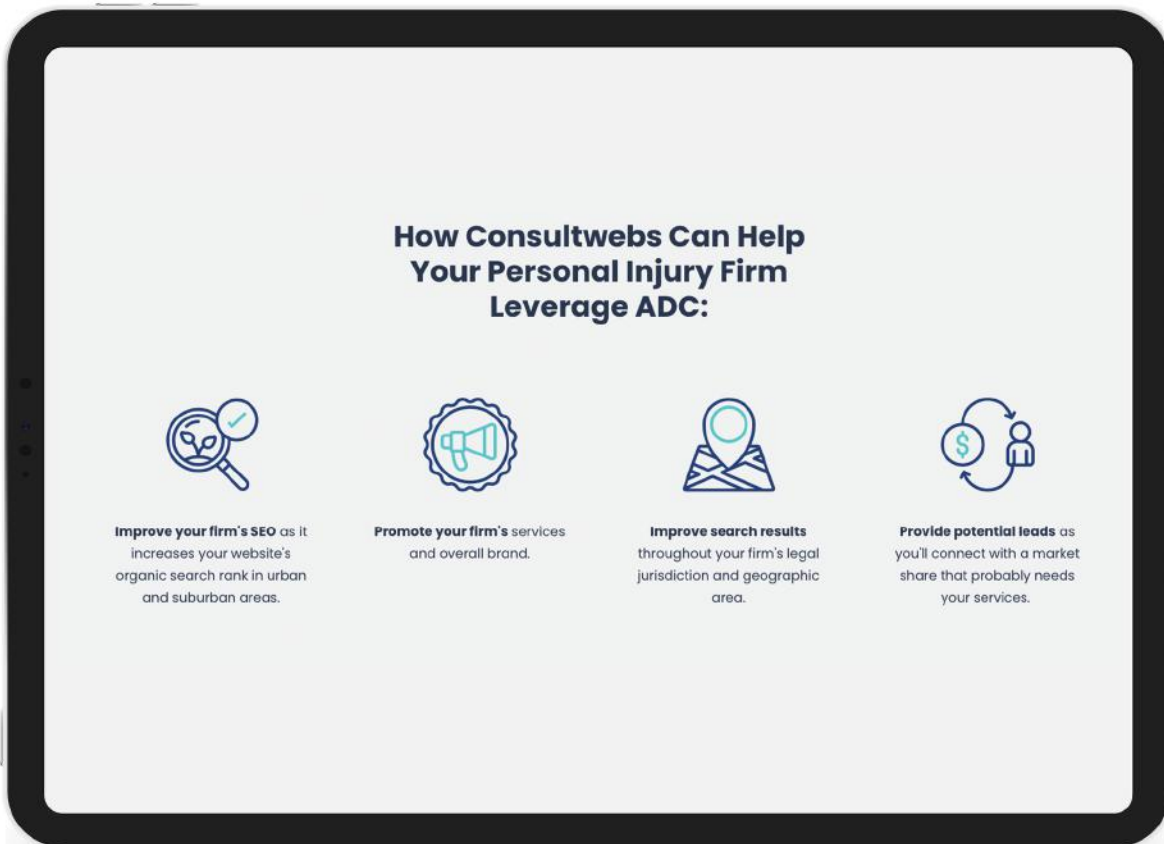
Personal injury law firms face some of the most fierce competition but many are opting for new smart ways of linking and positioning their business where the clients are.

Let us elaborate.

Exploring Affiliate Marketing

The [Accident Data Center](#) (ADC) is a comprehensive resource that provides information about car accidents and traffic collisions in the United States and [many law firms are opting for law firm agencies like Consultwebs](#) to hyper-target their firm.

Take a look at what you can expect:



[**Learn About Managed Accident Data Center Here**](#)

Organizing Smart Biddings

Google's smart bidding uses machine learning (an extension of AI) to optimize for conversions in each auction. **There are four main reasons why businesses continuously opt for this bidding strategy:**

- + It helps you make more accurate predictions about how different bid amounts could impact your conversion rate.
- + It has a 'signals' option where businesses can target users based on even more specific segmentations, such as particular auction behaviors, devices and locations.
- + It allows setting performance and targeted customized settings linked to your firm's business goals.
- + It offers a deep and transparent performance report.

How to apply it:

+ According to [Google](#), this kind of bidding strategy should be tied to business and overall campaign goals. The following is an example:

| Business goal | Campaign goal | Smart Bidding strategy |
|-------------------------|--|--|
| Increase sales or leads | Get as many conversions as possible at a fixed budget or fixed ROI | Maximize conversions, Target CPA |
| Increase profit | Get as many conversions as possible at a fixed budget or fixed return on ad spend (ROAS) | Target ROAS, Maximize conversion value |

Including RSAs (Responsive Search Ads)

Google prioritizes RSAs, also known as [responsive search ads](#).

To better understand RSAs, it is helpful to take a look at what Google ads used to be like and how RSAs came to change them. The original text ads in Google consisted of headlines and a body. But with RSAs, that's not the case.

Instead of the entire ad being viewed as a whole, with RSAs, each piece of content in the ads is viewed as an asset.

You can add different headlines and descriptions and Google will help you mix and match to find the best combination according to your campaign goals. Take a look at the difference between RSAs and the discontinued expanded text ads known as ETAs:

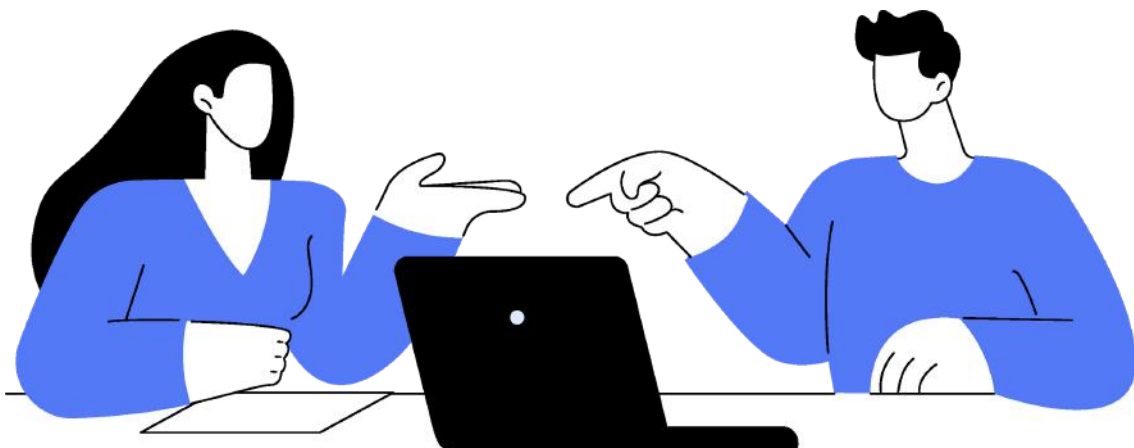


Aside from flexible content, a big plus of RSAs is that they also offer external link placement. Here's an **example**:

| | | | |
|---|----------------------|-----------------|-----------------------------|
| <p>Authorized [redacted] [redacted] Shop [redacted] ges +5 more [redacted] Our showroom is open & operating, or shop online and chat via phone with us. Live demo... View assets details</p> | <p>[redacted] M]</p> | <p>Eligible</p> | <p>Responsive search ad</p> |
| <p>[redacted] Shop In-Showroom or Online Request a Quote Online [redacted] Live demos, great deals & huge selection. Trusted by c [redacted] Our showroom & deliveries are open & operating, or shop online and chat via phone with us.</p> | <p>[redacted]</p> | <p>Eligible</p> | <p>Expanded text ad</p> |

How to apply it:

- + Get creative and A/B test different headlines and body copies (there's a limit of 3 RSAs per ad group).
- + Make sure you include at least one of the keywords in the headlines.
- + Highlight features and benefits linked to a problem you'll be solving.
- + **Have an Agile Digital Advertising team do the work for you!**



Who Do You Want to Be Before The End of 2023?

There's no doubt that 2023 is a boom year for digital marketing experimentation and evolution, and we hope this guideline helps arm your firm for the future.

Regardless of which trends you choose to adopt, success is around the corner, and **we'd love to set you up for (more) success!**

And if you've made it this far and you're still curious, we've got you! Visit **Consultwebs'** website, check out the legal marketing updates in **our blog section** and learn about the best breakthrough legal insights in our **LAWsome podcast**.