



# Who gets the credit?

Last Touch Attribution **VS** The Conversion Path



You've likely heard the advice,

**"Don't put all your eggs in one basket."**

before.

Just so, diversifying your firm's marketing channels can reduce your chances of risking your hard-won gains. In today's fast-paced world, many businesses are taking steps to diversify and reduce risk by adopting a new marketing approach.

**Agile Marketing** is creating a buzz in the business landscape for a reason: it focuses on creating the most seamless and consistent experience for your clients. In the present buyer's market, being "where the clients are" is essential, and where are they today? **Research** shows that:



**25%** of people looking for legal service and **advice begin their search online!**

**Agile is different from the more traditional forms of marketing** in its focus on frequent releases, deliberate experimentation, and a complete commitment to meeting the demands of the audience searching for legal services online.

In order to acquire and retain prospects, many firms market their services through different channels like newsletters, social media, websites, Google display ads etc. Naturally, when firms start seeing the fruits of their marketing labor, they'll want to invest more heavily in the channel(s) that are bringing more to the table. The question is, **which channel gets the credit? Should law firms bet their entire marketing budget on one channel?**



To better answer these questions, we need to acknowledge a key concept behind every digital investment:

**the marketing attribution!**

# What's marketing attribution?

Marketing attribution is just what it sounds like, assigning credit to a specific marketing touchpoint in your customer's journey. To help you visualize the different stages, here's an overview:



Some might give credit to the channel that prospects came across (first touch attribution). Many others rely entirely on the last channel that prospects came across before deciding to convert (last touch attribution).

We've only touched on two types of attribution, but there are **different models**:



**This brings us to the million-dollar question...**

## Who should really get the credit for **your firm's digital success?**

**The answer is all of them...** and it depends. Here's a metaphor we like to use for this concept:

*Let's say you're a movie star and you've just won an Oscar, who would you immediately give credit to? If we look at some of the most epic Oscar speeches like Matthew McConaughey's or Meryl Streep's, you'll notice they give thanks to people who impacted them in both the early and later stages of their life and career.*

*Suppose Matthew McConaughey was to use last point attribution. In that case, he'd only thank the person who handed him the award and leave out his parents, teachers, agents, director, and pretty much everyone that helped him reach that point in his career.*

*Or on the flip side, he'd only thank that one teacher that inspired him to get into acting decades ago, also disregarding everyone else that was on his path towards becoming an Oscar-winning actor. Doesn't sound very fair, does it?*

In reality, attribution models were popular in the past. However, in today's interconnected world, it's best to keep an open-minded approach, even so with the increasingly **messy middle** that exists. To address this, we recommend leveraging information from your data set and analyzing the multiple touch points in your customer's journey. By solely focusing on a specific part of the customer journey, you're getting a skewed view of the whole picture and limiting your capability of reaching more clients.

This is where legal Agile marketing works in your firm's favor. The **businesses going Agile are 25% more productive**, in part because the teams follow the **Agile Marketing Manifesto**:

## The Agile Marketing Manifesto

for Firms Going Agile:

- Focusing on customer value and business outcomes rather than overall activity and output.
- Commitment to delivering genuine value early and frequently.
- Ability to adapt and learn through A/B testing, experiments and real data, rather than relying on opinions and convention.
- Adopting a cross-functional collaboration, rather than using silos or hierarchical approaches.
- Quickly responding to all advertisement changes.

## Why Agile Marketing Matters

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**Agile marketing for law firms** is essential for the simple reason that you must be where your customers are and adapt to their needs.

Users searching for legal services might be looking in many places, like online directories or Google. They probably confide in friends and family, search Facebook groups, watch YouTube videos, and anything else they can find from the comfort of their homes online.

However, not all users will turn into leads immediately. Since legal services are a high-ticket service, some, if not most, of your prospects will compare and contrast your services to others before making their final decision. **Research shows it takes around 8 touchpoints to engage a prospect**, but this doesn't measure how many touches it actually takes to make the sale. In law, some practice areas are substantially more competitive than others and the customer journey is much longer as a result.

In the buyer's market we're in today, firms need to be able to switch gears effectively and rapidly and that is possible!

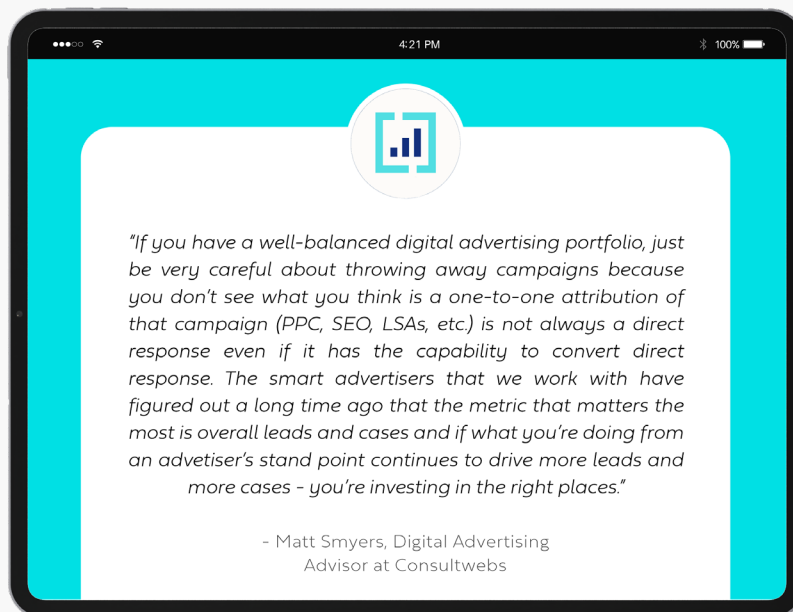
The firms that are taking advantage of consistent agile marketing practices in order to remain top of mind as the go-to firm when the prospect is ready to call. (The more your prospects see your name online on different channels, the easier the decision to choose you will become!)

## Our Findings

We'll help you paint the picture with one of our own experiences. When a client is running a display ads campaign, they might see a low volume of direct leads in the Google Ads platform, yet it's a critical part of the brand awareness phase, in fact, it's the top of the funnel. **That campaign has assisted 30% of the total leads in the account.** While they may not be direct attribution, it's still a fundamental strategy in the firm's marketing ecosystem.

Want to learn more about today's legal marketing ecosystem? **Dive in here!**

In one of our **LAWsome** podcast episodes, we talked with the Digital Advertising Advisor here at Consultwebs, **Matt Smyers**. Matt is a non-practicing attorney that brings many years of experience to the legal marketing industry. We discussed **everything attorneys investing in digital marketing should know**. When addressing the one-to-one attribution, this is what he advises lawyers:





## Our Advice

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As your prospects and clients go through various touchpoints, analyzing the complete picture of their journey is the key to your firm's digital success.

Whether you're looking to improve productivity, adapt to changing priorities, increase innovation, accelerate results or more, it's all possible with an agile approach. If you decide to dive into marketing with this mindset, your digital turnover will succeed and stand the test of time.



If you have any questions about this approach  
and how it will change your results...

**Get in touch with our team!**



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**We'll be happy to discuss the many benefits it will bring!**

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