

Law firm marketing plan

Eight steps, one page each. Fill it in, review it every month, change one thing at a time.

Firm _____

Date _____

Plan owner _____

1. Where is the firm now?

Write down what you already have. Take last quarter's new clients from your own case records, by source.

What you have	Yes, no or partly	Who looks after it
Website with a page for each practice area		
Google Business Profile, verified and up to date		
Reviews, and a way to ask every happy client		
Google, Microsoft or Local Services ads		
Facebook, Instagram or YouTube		
Who answers the phone: days, evenings, weekends		
Where every lead is recorded (case system or CRM)		

New clients last quarter, by source (from your case records):

Notes

2. What is the one goal?

One sentence: how many signed cases a month, of which case types, by when. Then check intake and the lawyers can handle that many more consultations.

Signed cases a month:

Case types:

By (date):

Can intake handle it? What has to change?

Notes

3. Who do you want to reach?

The case types you want more of, the cases you turn away, the area you serve and the languages your clients speak.

Case types we want more of:

Cases we turn away:

Area we serve:

Languages:

Notes

4. Which channels fit your situation?

Getting found (Google profile, website, AI answers) and ads (search, Local Services, Microsoft, social, video) work best together. If you are hard to find: profile, reviews and practice pages first, plus search ads for the case types you most want. If calls are steady: find which source signs, then add one channel at a time.

Channel	Start, keep, test or stop	Who runs it	First step
Google Business Profile and reviews			
Website and practice pages			
Named in AI answers (ChatGPT, Gemini, Google)			
Google search ads			
Local Services Ads			
Microsoft ads			
Facebook, Instagram, YouTube			
Referrals and relationships			

Notes

5. Can intake handle it?

Many cases are lost on the phone. Test it: call your own firm as a new client would.

Who answers, and how fast:

Evenings and weekends:

Languages covered:

How every caller is followed up:

Where every lead is recorded:

Notes

6. What is the budget?

Work back from what a signed case is worth. Split the monthly budget between ads (calls now) and getting found (builds over months).

Case type	What a signed case is worth to us	Most we would pay for one	Monthly budget

Notes

7. Do the ads meet your state's rules?

Check what every ad must say, whether ads are filed with the bar, waiting periods for targeted letters, and limits on results and testimonials. Your responsible attorney approves every ad. State by state:
probativegrowth.com/resources/lawyer-advertising-rules-by-state/

States we advertise in:

Filing needed? Where and when:

Responsible attorney:

Notes

8. How will you review it each month?

One page for the partners: signed cases and cost per signed case by channel, against the goal; what changed; the one thing to change next month. Count signed cases from your case records, not the ad platforms.

Channel	Spend	Leads	Signed cases	Cost per signed case	Keep, fix or stop

The one thing we change next month:

Notes