

# LAW FIRM MARKETING STRATEGY WORKSHEET



ADVISORY • CONCEPTS • EVOLVERS

DO YOUR LAW FIRM **JUSTICE** WITH ACE  
Marketing Resources for  
Growth-Minded Law Firms

**This worksheet is designed to help you evaluate your current marketing efforts and identify opportunities to improve visibility, attract more qualified leads, and generate consistent client inquiries.**

You do not need to complete every section perfectly. The goal is to create clarity around what is working and what needs improvement. Many law firms complete this exercise and quickly realize where gaps exist in their current strategy.

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# TARGET AUDIENCE & CASE TYPES

**What types of cases do you want to attract?** (Example: personal injury, family law, DUI)

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**Who is your ideal client?** (Consider factors such as urgency, type of legal issue, ability to hire counsel, and how they search for help)

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**What concerns or questions do they typically have before hiring an attorney?** (Example: cost concerns, uncertainty about the process, fear of outcomes)

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## **ACE Tip:**

If this section is unclear, your marketing will **likely** attract unqualified leads.



# CURRENT VISIBILITY

**Where does your firm currently appear online?**

(Check all that apply)

- Google Search Results**
- Google Maps / Local Pack**
- Legal Directories** (Avvo, Justia, etc.)
- Paid Ads** (Google Ads / LSA)
- Social Media**

***Search your main service + city***

(example: "divorce lawyer Philadelphia").

**Where does your firm appear?**

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**Do your competitors appear above your firm in these results?**

- Yes       No

## **ACE Tip:**

If you are not visible in early results, potential clients may never find your firm.



# WEBSITE PERFORMANCE

**Does your website clearly explain your services?**

- Yes                       No
- 
- 

**Does your website clearly explain why someone should choose your firm over others?**

- Yes                       No
- 
- 

**Is your website mobile-friendly and fast?**

- Yes                       No
- 
- 

**Is it easy for someone to contact your firm?**

- Yes                       No
- 
- 

**What might prevent someone from contacting your firm after visiting your website?**

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**ACE Tip:**

Your website determines whether visibility turns into actual inquiries.



# LEAD RESPONSE

How quickly does your firm respond to new inquiries?

- Immediately
- Within 1 Hour
- Same Day
- Next Day (or longer)

When a lead comes in after hours, weekends, or during busy days, what experience are they actually having with your firm?

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## ACE Tip:

Responding within minutes can dramatically increase the likelihood of converting a lead into a client.

***Delayed responses often result in lost opportunities.***



# REVIEWS & REPUTATION

How many Google Reviews does your firm currently have?

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What is your average rating?

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Do you actively ask clients for reviews?

- Yes  No

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How does your review profile compare to competing firms?

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## ACE Tip:

Most clients read multiple reviews before choosing a law firm. A weak review profile makes it harder to compete.



# MARKETING CHANNELS

Which channels are you currently using?

(Check all that apply)

- SEO
- Paid Ads
- Social Media
- Email Marketing
- Content/ Blogging
- Other: \_\_\_\_\_

Which channel generates the most leads today?

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Are you confident which channel is producing your most qualified leads?

- Yes                       No

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## ACE Tip:

Most firms spread effort across *too many* channels without clear results.



# COMPETITIVE POSITIONING

Who are your top 2-3 competitors online?

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What are they doing better than your firm?

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What do potential clients likely see first when comparing your firm to these competitors?

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**ACE Tip:**

Understanding your competition is *essential* to improving your position.



# PRIORITIES

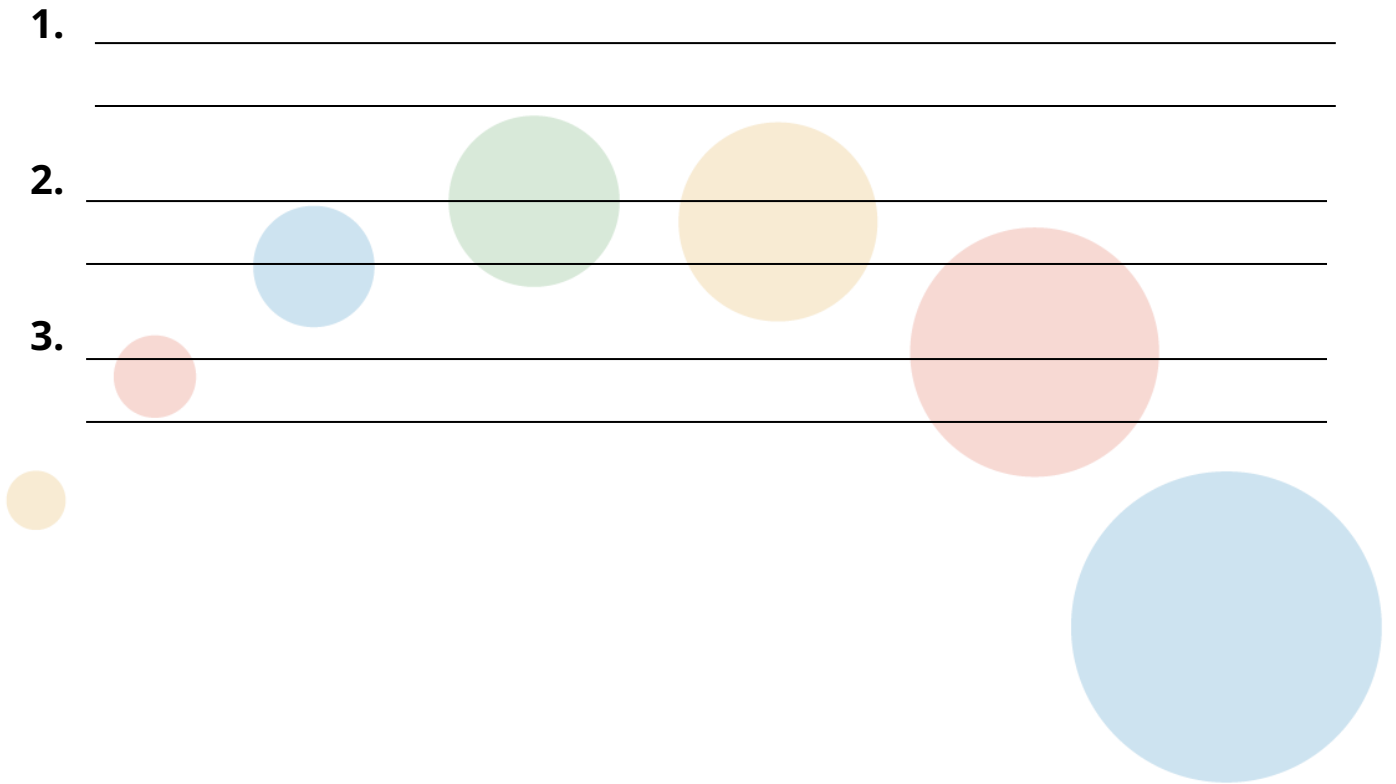
**Based on your answers above, what are your top 3 priorities?**

Focus on the areas that will have the greatest impact on visibility, lead quality, or conversion.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

A decorative graphic consisting of several colored circles of varying sizes and colors (blue, green, yellow, red, light blue) scattered across the page, primarily in the lower right and middle sections.

**ACE Tip:**

Clarity around priorities is the *first step* toward improving results.



# WANT A **CLEARER PICTURE** OF WHERE YOUR FIRM STANDS?

If you would like help reviewing your responses and understanding what changes will have the greatest impact, *we can walk you through it.*



## Schedule a Strategy Review

Call 888-ACE-5109 or *submit a request online*

