



# LAWYERS/ATTORNEY LEAD GENERATION CHECKLIST 2024

**Mastering the Art of Legal Lead Generation  
Strategies for Law Firms in 2024**



# MARKETING STAGES

5-Steps for Effective Legal Marketing

90% of the Firms  
are STUCK HERE!!



Online  
Presence and  
Branding

Thought  
Leadership &  
SEO

Client  
Testimonials  
& Case  
Studies

Targeted  
Advertising  
and PR

New  
Customers



With TIQ Your firm  
can REACH HERE!



# HOW TO GET STARTED?

A Law firm's guide to Lead Generation

We will share steps for Finding New Clients & Maintaining a Lead-Generation pipeline by the end of this checklist.

We will also share our comprehensive framework that integrates digital marketing strategies & is the key to unlocking new opportunities and expanding the firm's reach. Read On..



# 8 POINT LEAD GENERATION CHECKLIST

1. Ensure a user-friendly website design
2. Improve Google (search engine) visibility
3. Create informative and engaging materials. Thought Leadership #1.
4. Offer valuable resources to capture leads. Free of Cost, like this checklist !!
5. Prompt visitors to contact your firm through channels where they don't have to fill in all the details. 1-Click Mechanism.
6. Maintain presence on relevant platforms. The omnichannel approach works, even for B2B industry.
7. Display positive reviews to build credibility. Social Proofs are essential.
8. Track visitor behavior for optimization.

OR

1. Hire TIQ as an agency to take care of all of the above !!

**1. Professional Website**

**2. SEO Optimization**

**3. Compelling Content**

**4. Lead Magnets**

**5. Clear CTAs**

**6. Active Social Media**

**7. Client Testimonials**

**8. Analytics & Reports**



# WHY DO I NEED ONLINE LEAD GENERATION?

*Role of Lead Gen For Law Firms, Lawyers & Attorneys*

## SHIFT FROM TRADITIONAL APPROACH

In today's digital age, law firm marketing has shifted predominantly online, making it essential for firms to master the art of generating leads from digital sources.

## MY TEAM CAN DO IT ALL WHY DO I NEED YOU??

Yes, with the right technology and a proficient team, firms can effectively manage lead-generation efforts.

**BUT ARE YOU GETTING THE MAX BENEFIT THAT OUR EXPERT LAW FIRM MARKETING TEAM IS ALREADY GIVING TO VARIOUS CLIENTS??**

**P.S. THAT too at a fractional cost of hiring an in-house team of minimum 4 people!!**



# OUR OUTREACH FRAMEWORK THAT WORKS !!

## Awareness

- Through all your digital assets:
  - search rankings,
  - website design,
  - social media presence
  - content creation.
- Maximizing visibility online not only enhances discoverability but also increases lead generation opportunities.



## Intrigue & Interest

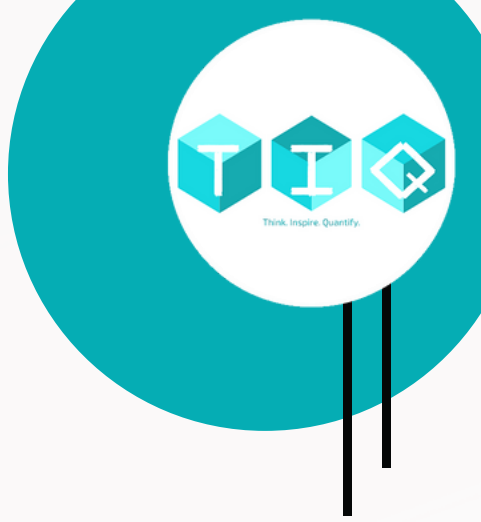
- Maintain their interest:
  - Engaging content
  - Thought Leadership
  - Videos
  - Insights into the company culture
  - Service details & benefits
  - Newsletters & Reminders of Due dates
  - Government notification
  - Clarifications on Penalties
  - Simple to understand videos
- The more the visitors consume your content, the greater the chance of them contacting your firm sooner than later.



## Action & Success

- This stage marks the beginning of the sales funnel when new leads make initial contact.
- The method of initiation may vary for each law firm but typically involves
  - filling out an online form,
  - scheduling a consultation,
  - seeking more information about services.
- Ensure your website provides multiple contact options to cater to different preferences.
- Some individuals may prefer filling out an online form, while others may prefer scheduling a phone call.
- Offering diverse contact methods increases the likelihood of engagement and conversion.

# About TIQ Digital



Technocratiq Digital is an online marketing solutions company assisting clients in expanding market share with meaningful customer engagement, optimized campaign management, and targeted content that helps your brand-building activities and effective enhancement in sales conversions.

- Campaign Strategy
- Social Media Strategy
- Search Engine Optimisation
- Sales Process Pipeline Generation
- Search Engine Marketing on Google and many more

Our team has experience in successfully delivering various geographies including South Asia, the Middle East, North America, and Europe.

**We change the way your customers perceive your brand and make your business a force to reckon with.**

## What do we offer?

1. More deals into the pipeline with a higher conversion rate at a fraction of the cost. We can do that for you!
2. A flywheel generation system that uses Data Science technologies to predict and reach your audience
3. Guaranteed delivery of 10% more leads into your pipeline.



Think. Inspire. Quantify.

# Technocratiq Digital

Even Utilising the End slide and making it convenient for users to reach out is a part of the strategy.

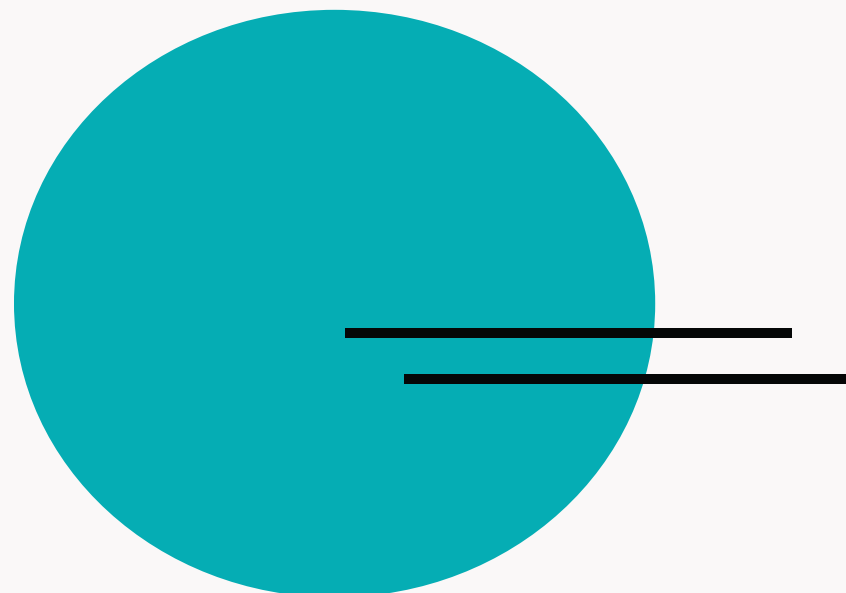
[Try clicking on any of the links below to understand how it works.](#)

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THINK  
INNOVATE  
QUANTIFY

