

# Adopting an inbound strategy for your law firm.



**Prepared by Callum Hornigold**  
Head of Marketing at Contra  
+44 (0) 208 293 7740, [matt@contra.agency](mailto:matt@contra.agency)

**contra**



**Against the norm.** Experienced, pragmatic do-ers that will propel you forward using creativity and technical prowess.

**Contra makes it happen.**

**What is inbound?**

**Slide 4**

**Inbound vs Outbound**

**Slide 6**

**Inbound benefits**

**Slide 8**

**Buyer's journey**

**Slide 10**

**Buyer personas**

**Slide 13**

**Inbound sales methodology**

**Slide 16**

**Setting up an inbound campaign**

**Slide 21**

# What is inbound?





# What is inbound?

Inbound marketing is a marketing strategy which focuses on 'pulling' high quality leads to your business.

Inbound marketing is about creating value for your target audience by understanding their unique challenges and creating resources which help them overcome their obstacles.

This builds trust and authority by demonstrating expertise in a non-invasive, human way.

The inbound philosophy is all about understanding your audience so you can serve them with the right content at the right time and in the right way.

Inbound boosts your chances of people wanting to do business with you at a fraction of the cost of traditional outbound methods.

# Inbound vs Outbound.

# Inbound vs Outbound

Inbound replaces traditional methods - print ads, tv ads, cold calls, cold emails, and flyers - with tactics to attract and convert leads who are **already interested** in your service.

While outbound methods 'push' your content in front of a large and often unqualified audience, inbound marketing aims to 'pull' part-qualified leads to your site, making it easier and less costly to acquire new business.

You can [read our comprehensive inbound vs outbound guide here.](#)

“Your site visitors are humans, not numbers on a screen. They have unique needs, challenges and goals - the questions is, are your marketing channels providing the answers they are looking for?”

Callum Hornigold  
**Inbound Strategist, Contra**

**Inbound benefits.**



# Inbound benefits.

**Content is evergreen:** If you follow the inbound methodology when creating content, your efforts now will be rewarded for years to come.

**Builds brand awareness and brand authority:** By creating content based on the requirements of your [buyer personas](#), you will attract people to your site who are already looking for your services.

**Simplifies the job of sales, marketing and customer service.** The inbound methodology strategically aligns sales and marketing by utilising the strengths of both departments to improve all customer acquisition and retention strategies.

**Generates traffic and quality leads:** Marketing and sales content that is personalised, targeted and genuinely helpful will drive more traffic and quality leads to your site.

[Read more about inbound marketing benefits here.](#)



**Buyer's journey.**





# Buyer's journey.

Potential clients for your law firm will come in many shapes and sizes, and each of them will go on slightly different journeys before becoming a client.

Generally, potential clients will pass through three stages on the way to becoming a paying client; awareness, consideration, decision.

## Awareness stage

- The prospect is experiencing some symptoms of a problem or opportunity. They are doing some educational research to clearly understand, frame and give a name to their problem.

## Consideration stage

- The prospect now has a clear idea of their problem/opportunity and is committed to researching and understanding all of the available approaches and methods to solve/achieve their problem.

## Decision stage

- The prospect has decided on their solution or strategy and is compiling a list of all available lawyers to help. They will ultimately whittle it down to one or two and then make a decision based on emotional, rational and reputational factors.

## Awareness content

---

- Blog posts
- Video
- Competitions
- News-related posts
- Glossaries
- Infographics
- Tip sheets
- 'Best of' posts
- Mythbusters
- Games
- Animations
- 'List of' posts
- Debate posts

## Consideration content

---

- Guides
- Case studies & use cases
- Market trends
- White papers
- Surveys & polls
- Testimonials & reviews
- Comparisons
- Awards
- Slideshares
- Expert interviews
- Guest blogs
- eBooks
- Podcasts

## Decision content

---

- Webinars
- Demos
- Free trials
- Budget calculators
- FAQs
- Pricing guides
- Implementation guides



**Buyer personas.**



# Buyer personas.

**Buyer personas are fictional representations of your ideal client profiles.**

They help marketing, business development, and client services operate more effectively, placing the client at the heart of all acquisition and retention activities.

Creating generalised buyer personas will help your firm serve its prospects and clients in a way that truly resonates with them. It will also improve your marketing efforts, boosting engagement and increasing conversions.

The best buyer personas are formed from a mixture of market research, the insight you gather from existing clients, and educated assumptions. There isn't a perfect number of personas. But if you are starting out, try to keep the number to a minimum.

# Example Erin

## A death in the family with no will

### Background & demographics:

**Age:** 40  
**Gender:** Female  
**Location:** UK  
**Job role:** Teacher  
**Education:** Masters degree  
**Relationship:** Married with children



**“I just don’t know where to start. I want to talk to someone I can trust locally.”**

### Identifiers

Erin recently lost one of her parents unexpectedly and with no will so she is looking for a lawyer to help her take the next steps. She is busy and wants to work with someone local whom she can meet face to face. Erin needs an understanding and knowledgeable guide.

### Goals

1. Find a local lawyer
2. Educate herself on what to do
3. Complete the process quickly

### Challenges

1. Doesn’t know where to start
2. No one to turn to for advice
3. Doesn’t know what to look for
4. Short on time

### What information does Erin need?

1. Which law firms are local?
2. Which law firm understands her best?
3. How to get started today
4. Who deals with these cases?

### Decision influencers

1. Multiple contact options
2. Access to informative resources
3. Responsiveness of firm
4. Positive online reviews

# Inbound sales methodology.



# Inbound sales methodology

The inbound sales methodology describes the steps your firm goes through to get clients to choose your service over a competitor's.

The methodology opposes the traditional sales funnel which assumes once you have won a client, they simply fall out the bottom and you stop trying to woo them.

The inbound sales approach is represented by a flywheel (a device that stores rotational energy), meaning the more energy you feed it, the more powerful it becomes.

There's no 'falling out' of the flywheel. By continuing to offer value to people - visitors, leads, and clients - you're storing more energy to drive your business forward.

The inbound sales approach has 3 stages: attract, engage, close and delight.



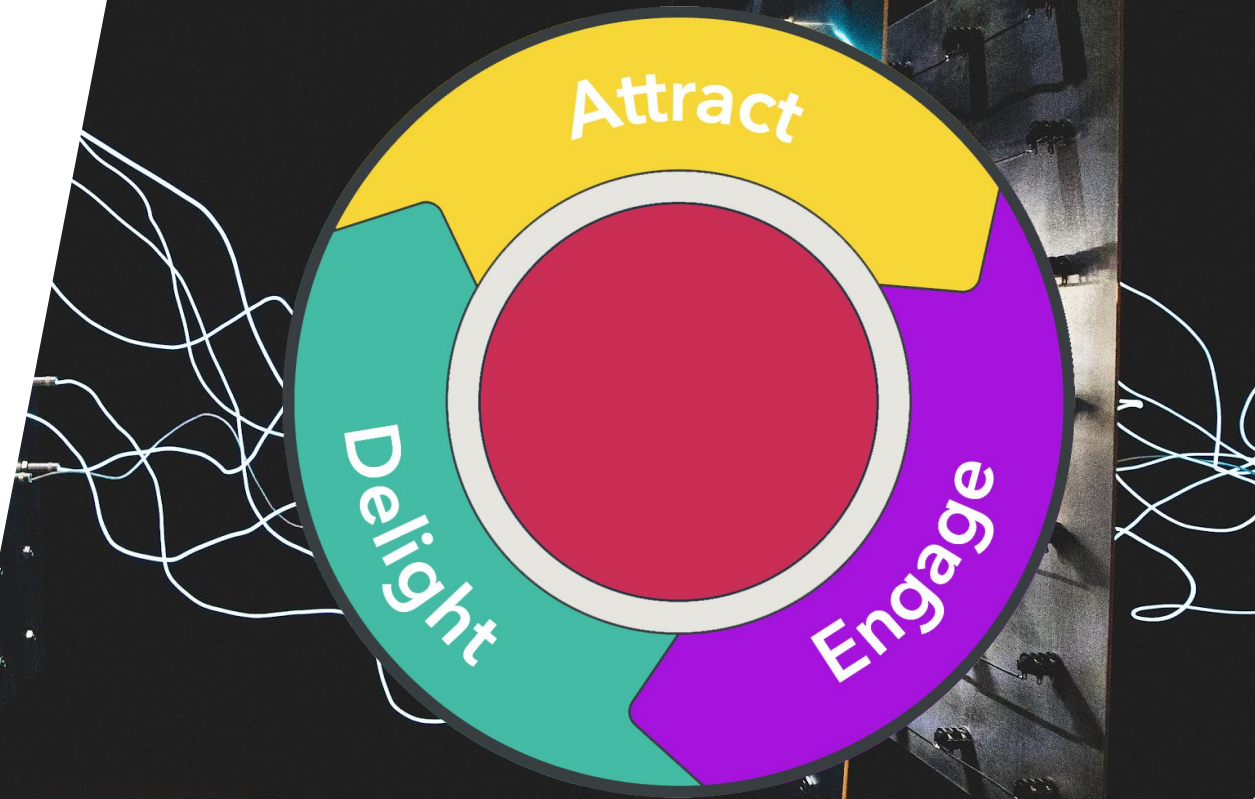
# Attract.

Inbound marketing strategies that attract your target audience are closely tied to content creation.

To reach your audience, start by creating and publishing content — such as blog articles, content offers, case studies — that provide value. Examples include downloadable guides, explainer videos, and testimonials from existing clients about how your services helped them.

To attract your audience members on a deeper level through inbound marketing, optimise all of this content with an SEO strategy. An SEO strategy will require you to target specific keywords and phrases related to your legal services.

This will allow your content and information to organically appear on the search engine results page (SERP) for the people who are searching for this information.





# Engage.

When using inbound strategies to engage your audience, ensure you're communicating and dealing with leads and customers in a way that makes them want to build long-term relationships with you. When using these engagement strategies, inject information about the value your business will provide them with.

Specific engagement strategies may include how you handle and manage your inbound calls. Additionally, be sure you're always solution selling rather than service selling. This will ensure all deals end in mutually beneficial agreements for clients and your business — meaning, you provide value for your right-fit clients.





# Delight.

Delighting inbound strategies ensure clients are happy, satisfied, and supported long after their case has been dealt with. These strategies involve your team members becoming advisors and experts who assist clients at any point in time.

Incorporating thoughtful, well-timed chatbots and surveys to assist, support, and request feedback from clients is a great way to delight these people. Bots and surveys should be shared at specific points in time throughout the customer's journey to ensure they make sense and are of value.


Social media listening is another important strategy when it comes to delighting clients. Social media followers may use one of your profiles to provide feedback, ask questions, or share their experience with your services. Respond to these interactions with information that helps, supports, and encourages other followers — this shows you hear and care about them.

Lastly, the mark of an inbound strategy focused on delighting customers is one that assists and supports clients in any situation, whether or not your firm gets any value out of it. Remember, a delighted client becomes a brand advocate and promoter, so handle all interactions, both big and small, with care.





# Setting up an inbound campaign.



# Setting up an inbound campaign.

## Pre-campaign planning.

There are several considerations when creating an inbound campaign which cannot be ignored if you're going to run a successful campaign. These are:

- **Content strategy:** is it optimised for SEO? Are you structuring your content around [topics and sub-topics](#)? Which content types will you use to reach and engage your target audience?
- **Lead flows:** How do you convert visitors to leads?
- **Dashboard reports:** How will you measure success? Which metrics will you track?
- **Buyer personas:** Who is the campaign targeted at?
- **Buyer's journey:** How does your campaign move leads through the buyer's journey?



## Setting up an inbound campaign.

# Campaign implementation.

Always test each component of your campaign to make sure they're working properly.

In the implementation phase of your content, you need to consider how you will use the following campaign assets to achieve your goals:

- Email
- Social media
- Blog content
- Tracking URLs
- Web pages
- CTAs
- Landing pages
- Forms
- Integrations
- Workflows & automations
- Contact segmentation

# What's next?

Setting up an inbound campaign requires a lot of work and high attention to detail. Setting up a campaign is time consuming and pretty complex but the results are proven and often transformative. So, what's your next move?

We hope you've enjoyed learning a bit about the inbound approach for law firms.

If you have any questions or would like to discuss how Contra could help with your inbound strategy, don't hesitate to get in touch with our Inbound Strategist, Matt Johnson.

E: [callum@contra.agency](mailto:callum@contra.agency)

T: 020 3900 4218







# Thanks

for reading, let us know if you have any questions :)

**contra**  
q