

The Definitive Guide to
**GROWING YOUR LAW
FIRM WITH PAID MEDIA**




There's a host of ways for law firms to market their business. But while strategies like blogging can help, the most effective way to see a return on your investment is through paid media.

Paid media is an umbrella term that encompasses such strategies as:

- PPC
- Display
- Retargeting
- Social media advertising

There is a time and place to use each of these strategies (including simultaneously). And while we encourage you to dive deep into paid media to help grow your law firm, it's important to know when and where to implement each strategy. ❖



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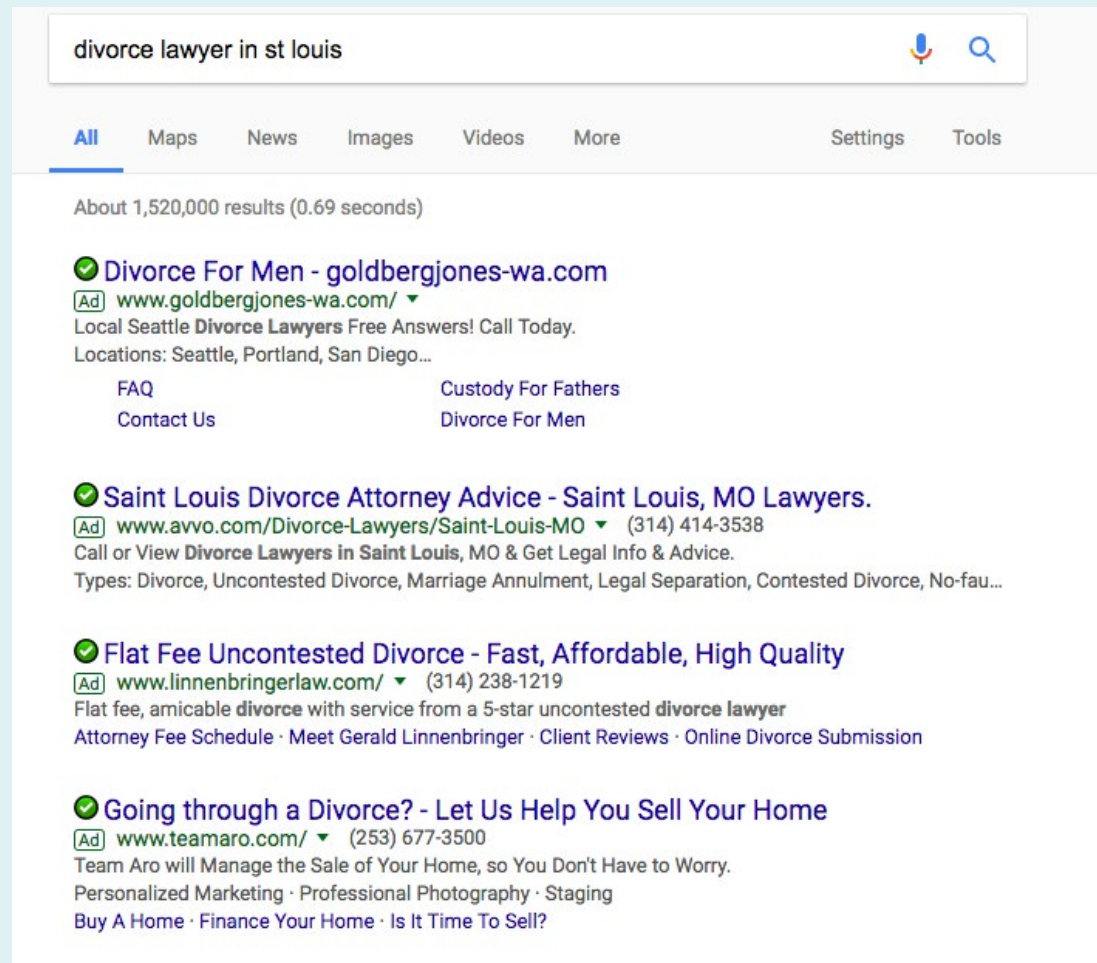
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PPC STRATEGY

If you implement a PPC strategy, then you'll pay a fee only when someone clicks on your ad (hence the name - pay per click). This is one of the common forms of advertising on search engines like Google (think AdWords).



divorce lawyer in st louis

All Maps News Images Videos More Settings Tools

About 1,520,000 results (0.69 seconds)

- Divorce For Men - goldbergjones-wa.com**
Ad www.goldbergjones-wa.com/ ▼
Local Seattle **Divorce Lawyers** Free Answers! Call Today.
Locations: Seattle, Portland, San Diego...
FAQ Custody For Fathers
Contact Us Divorce For Men
- Saint Louis Divorce Attorney Advice - Saint Louis, MO Lawyers.**
Ad www.avvo.com/Divorce-Lawyers/Saint-Louis-MO ▼ (314) 414-3538
Call or View **Divorce Lawyers in Saint Louis, MO** & Get Legal Info & Advice.
Types: Divorce, Uncontested Divorce, Marriage Annulment, Legal Separation, Contested Divorce, No-fau...
- Flat Fee Uncontested Divorce - Fast, Affordable, High Quality**
Ad www.linnenbringerlaw.com/ ▼ (314) 238-1219
Flat fee, amicable **divorce** with service from a 5-star uncontested **divorce lawyer**
Attorney Fee Schedule · Meet Gerald Linnenbringer · Client Reviews · Online Divorce Submission
- Going through a Divorce? - Let Us Help You Sell Your Home**
Ad www.teamaro.com/ ▼ (253) 677-3500
Team Aro will Manage the Sale of Your Home, so You Don't Have to Worry.
Personalized Marketing · Professional Photography · Staging
Buy A Home · Finance Your Home · Is It Time To Sell?



When should your firm use a PPC strategy?

PPC ads are extremely helpful if you're looking to rank high on Google for certain key terms. If, for example, your SEO efforts aren't delivering the results you're after, you can turn to PPC to boost your ranking pretty quickly.

PPC management tools like Google AdWords also provide detailed analytics about the ad's performance and keyword success.

You can use this feedback to adjust your ad's message, the time of day the ad is shown, and narrow down the geographic region. For example, let's say your firm wants to reach more small business owners searching for ongoing legal representation.

Using feedback from the campaign you'll be able to narrow down which keyword phrases are most popular with your target audience (e.g., "small business attorney" versus "lawyers for businesses starting up") and adjust your campaign accordingly for maximum ROI.

We've also seen law firms use PPC even if they rank high for certain terms, as a way to monopolize results pages.

Let's say, for example, your firm organically ranks really well for a phrase like "Divorce Lawyer in Louisville." By implementing a PPC strategy around this same term, your firm can appear on search engine results pages multiple times, increasing the likelihood of a qualified click.

DISPLAY

Display advertising uses multimedia features, like images, audio and video, to help your message stand out on web pages. The banner ad below is an example:



When to use Display

Before you invest your firm's ad spend in display advertising, we suggest you exhaust your options with PPC; it'll not only likely give you a good return on your investment, but the performance of your PPC ads can help you structure a winning display strategy.

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When it's time to use display, we suggest using it to target a very specific group of prospects. Look at the banner ad above: this is an incredibly focused ad targeting a narrow group of people.

But that's what makes it so effective.

You can improve the impact of your display ads even further thanks to some incredible added targeting capabilities, like retargeting (remarketing), which allows you to follow past visitors to your website pages across the web.

Let's delve deeper into that now.

RETARGETING

Retargeting uses “cookie-based technology” to track people who click on one of your paid ads or visits a specific page on your website.

Here’s how it works: A string of code is placed on your website that drops an anonymous browser cookie on your visitors’ web browser (like Chrome or Safari). Then, when this visitor browses other websites, the cookie will tell your retargeting provider to show an ad for your firm.

Retargeting is extremely effective since it focuses your advertising spend on folks who have already shown an interest in your firm or, at least, are somewhat aware with your practice (since the ad follows them around the web only if they visited one of your web pages or other ads).

Take the banner ad we shared above. Let’s assume that the law firm that created this ad offers many legal services, with this unwanted text/call service being just one of many. This ad, then would only display across the web to those visitors who had visited the firm’s web page that focuses on this service.

As a result, this banner ad’s performance will likely be rather high, because it’s targeting audiences who have expressed at least some type of interest in wanting to end unwanted calls and texts.

When to use Retargeting

On average, only 2 percent of first-time visitors convert from a website. Retargeting gives you the power to keep your firm’s name top-of-mind with the rest of the population.

We find this type of advertising to be incredibly effective for campaigns with KPIs like new consultation appointments booked online.

If a potential client visits the free consultation page but doesn’t submit the form, you can use retargeting to keep the advertising conversation going to try to bring him or her back to your website to complete the conversion.

SOCIAL NETWORK ADVERTISING

Wealth Recovery International

Sponsored • 

Have you been scammed by Binary Options? Weve already recovered over \$5,000,000 for our clients - get help and recover your money now!



Recover Your Money from Binary Options

We have tracked down the whereabouts of various Binary Option companies and we have been able to verify where 99% of Binary Options companies are. The brokers whom you have spoken with use aliases to ... [Show More](#)

Facebook's social media advertising numbers are striking – like \$11 billion in revenue striking. Its popularity is for good reason – social media networks like Facebook allow businesses – including your law firm – to find new prospective clients by using the social network user's own information to identify possible interest.

Think of it – all those pages you like, groups you join, posts you share. All of those actions tell Facebook, *and marketers*, a little bit more about what makes you tick.

When you use social media to advertise, you don't have to rely heavily on extensive keyword lists. Instead, you can tap into behaviors and mindsets and introduce folks to your firm's name before they even head to Google to conduct their search.

When to use Social Network Advertising

Did you know that law-related search terms are among the most expensive on Google to bid on? That's why so many firms simply can't keep up with a robust PPC strategy that delivers results.

And what if your goal is to build awareness around your firm? Perhaps you're new to the region or are offering a new expertise and want to get the word out. Is bidding on keywords - at a time when your prospects are already well on their way in their buyer's journey - really that effective?

Perhaps not.

That's when you tap into social media advertising. Advertising on networks like Facebook gives you the opportunity to track conversions, target audiences at an incredible granular level, and reach these prospects on every possible device.

You can target prospective patients by interest, behavior, connections, and "lookalikes" (reaching new people who have the same profile characteristics as people who already care about your firm). ❖



TARGETING
THE RIGHT
PAID SEARCH
KEYWORDS
FOR YOUR
CAMPAIGNS





Now that you have a better understanding of your paid search options, and when to use them, it's time to peel back the layers and start building your campaigns into winning strategies.

At the forefront of any paid search campaign are *keywords*. Although that's a bit of a misconception. Dig a little deeper and you'll realize that at the forefront of each of your campaigns are your audiences – your potential clients.

We often refer to this as a “buyer persona.”

Once you know who you're trying to target (say, for example, you're a criminal attorney who knows 20-something men are more likely to be charged with DUIs), you can create a visual map or list for terms related to what your ideal client searches for online.

Here's a good strategy we implement for our clients:

We write down the main services our clients offer (such as criminal defense, personal injury, divorce) and then write down the terms and phrases that might fall under each service area.

By knowing your ideal audiences, you can also include, here, a list of terms or phrases these potential clients likely use.

For example, a criminal defense attorney might have areas of expertise, or services, including:

- Sex offenses
- DUIs
- Assault

For "DUI", that attorney's potential clients might use terms such as:

- Drunk driving charge
- Charged with DUI
- DUI attorney

Break down your areas of expertise into these granular terms so that you can connect your keywords to the search habits and mindset of your potential clients.

Now it's time to research your keywords, to personalize them even further.

When building out online ads, going after a term like DUI Attorney won't give you the biggest return on your investment. That's because these types of terms are incredibly competitive and pretty vague.

But, it's worth noting that these types of general keywords do have their place in your strategy. If you're trying to reach an extremely wide number of prospects, then generic keywords are effective.

The downside is that your ad will likely be seen - and clicked on - by people who'll surely never become your client.

That's why we recommend using specific keywords to target specific clients. More specifically, we encourage you target long-tail keywords.


Long-tail keywords are phrases usually made up of 3 or more words, which are very specific to your service offering.

An Atlanta-based divorce attorney is better off crafting ad copy around a term like "Divorce attorney in Atlanta", rather than just "divorce attorney."

Long-tail keyword phrases typically attract folks who are closer to conversion and, as a result, become an effective staple of your paid campaigns.

Sure, you may still pay a lot for ad spend, but you'll also likely see a greater ROI.

But the question remains: how do you discover the most effective long-tail phrases?



Long-tail keyword phrases typically attract folks who are closer to conversion and, as a result, become an effective staple of your paid campaigns.

Try these free, do-it-yourself approaches:

1. Use Google's autocomplete behavior to see what Google determines as related

search terms:

Q divorce attorney in at

Q divorce attorney in at - Google Search

Q divorce attorney in **atlanta georgia**

Q divorce attorney in **athens ga**

Q divorce attorney in **atlanta ga**

Q **best** divorce attorney in **atlanta**

2. Enter your word or term into Google, scroll to the bottom, and take a look at those related search terms:

Searches related to divorce attorney in atlanta georgia

divorce attorney atlanta **free consultation**

cheap divorce **lawyers** in atlanta **ga**

uncontested divorce **lawyers** in atlanta **ga**

atlanta divorce **laws**

divorce **lawyers** in **decatur ga**

divorce **lawyers** **marietta ga**

best divorce **lawyers** in georgia

divorce attorney **alpharetta** georgia

3. Use Google AdWords' keyword tool (it isn't perfect, nor straightforward to use, but it can help). For example, below we typed in "Divorce Attorney" to get some other related ideas:

Search terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]
divorce attorney	10K – 100K	High	\$24.89	–

Show rows: 1 - 1 of 1 keywords | < <

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]
divorce lawyers	10K – 100K	High	\$22.35	–
divorce lawyer	10K – 100K	High	\$24.47	–
family law	10K – 100K	Medium	\$14.87	–
family law attorney	10K – 100K	High	\$20.64	–
legal separation	10K – 100K	Medium	\$3.03	–
divorce mediation	1K – 10K	Medium	\$10.70	–



PUT THESE
KEYWORDS
INTO
ACTION



Once you've chosen your targeted keywords, it's time to put them into use.

You want to make sure you break down your keywords based on their match type:

- **Broad:** Google's default setting. Your ad will show whenever someone searches anything that includes one of your keywords.
- **Phrase:** This is a bit more targeted than Broad. It'll show your ads when your entire keyword or phrase is entered - even if it's not the only phrase in the search entry.
- **Exact:** The most targeted option you have. This will only show ads when your exact keyword or phrase is entered.

So, if your keyword is "divorce attorney", then depending on your match type settings, your ads will appear when people type the following phrases:

- **Broad:** getting a divorce
- **Phrase:** divorce attorney in Atlanta
- **Exact:** divorce attorney

Here's why match types are so important.

You don't want to overspend your budget in a week. Your campaign manager will help you determine how best to segregate your keywords so that you get the most bang for your buck.

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USING NEGATIVE KEYWORDS TO KEEP YOUR AD SPEND IN CHECK



A lot of people have dabbled in AdWords, but few have delved into the wonders of negative keywords.

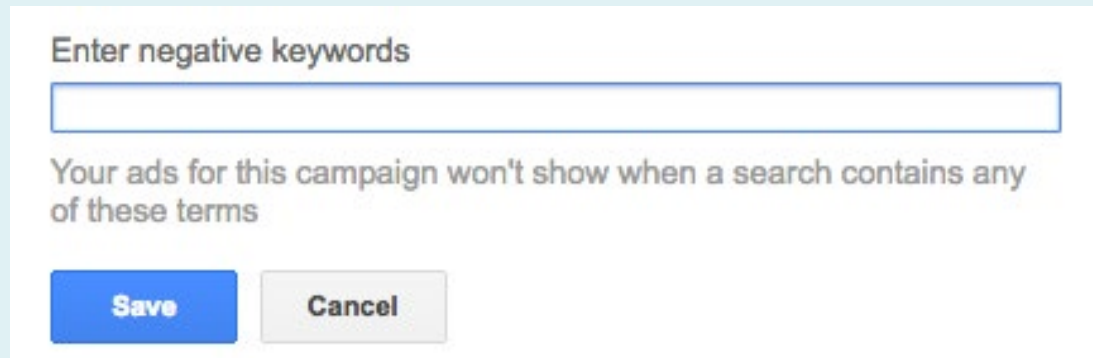
But these negative keywords play an incredible role in maximizing the ROI of your AdWords' campaign.

UNDERSTANDING THE BASICS OF NEGATIVE KEYWORDS

First, let's break down how AdWords works. It operates a lot like an auction. In order to get your ad in front of your targeted audiences, you bid on certain keywords. If your bid is right, and your ad is relevant, you stand a pretty good chance of having your ad show up in search results.

But what if you want to prevent your ad from showing up for audiences whom you know are likely not going to be interested in your service?

That's where a negative keyword list comes in.



Enter negative keywords

Your ads for this campaign won't show when a search contains any of these terms

Save **Cancel**

Let's say, for example, that you're creating an ad around your DUI legal services. While you may want your ad to appear for "DUI attorneys near me" or "[Location] DUI attorneys" you probably don't want your ad to appear for searches such as: how to become a DUI attorney.

That's why you should exclude these words from your campaign as negative keywords.

Negative keywords tell Google which search queries aren't relevant to your business, so you don't end up paying for ad impressions that won't lead to conversions.

Our DUI attorney is just one example, but in reality, you'd build out a pretty substantial negative keyword list for all of your ad campaigns.

HOW TO FIND NEGATIVE KEYWORDS

One of the most effective ways to find negative keywords is to take a look at the search habits of your clients.

You can do this through AdWords Keyword Planner, as well as a few other tools.

The AdWords Keyword Planner is actually designed to help you find keywords to bid on, not to exclude. But, that doesn't mean you can't finagle it to work as you want it to.

For example, when you search for a term like "DUI attorney" you'll see a list of related keyword searches, as well as some data on their search volume and competition.

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr.
penalty for drunk driving	100 – 1K	Low	\$3.72	
dui lawyer tacoma	10 – 100	Medium	\$19.53	
az dui lawyer	10 – 100	High	\$113.89	
vista dui lawyer	10 – 100	High	–	
dui attorney ct	10 – 100	High	\$130.48	
eugene dui attorney	10 – 100	Medium	–	
dwi lawyer nyc	100 – 1K	High	\$63.73	
colorado dui lawyer	100 – 1K	High	\$88.91	
dui defense lawyers association	10 – 100	High	\$54.65	

If you find any terms that aren't relative to your firm, or not in line with whom you're trying to target, then consider adding them to your negative keyword list. In the list above, you probably want to add "lawyers association" to the list.

But don't just stop there. It pays to consider all of the potential search terms that may not have anything to do with your service offering.

For example, a law firm in Los Angeles likely wouldn't want to invest a ton of money into the clicks associated with L.A. Law, seeing as that's the name of an old TV show. It's quite possible that folks searching that term aren't looking for a doctor or medical facility.

One tip we often employ and recommend for our clients is to perform a Google search on your primary keywords. Anything that shows up on the first couple of pages is information Google deems relevant to your search. If you see results that aren't in line with your campaign, add those terms to your list. ❖



TAKING YOUR
ADS EVEN
FURTHER WITH
SITE LINK
EXTENSIONS
IN GOOGLE
ADWORDS



If you aren't using sitelink extensions with your Google ads, then your law firm is missing out on attracting qualified prospects to your website.

While AdWords boasts a few types of ad extensions, the most versatile of these extensions are sitelinks, which show links to specific pages of your website under your ad text, as you can see with the ads below:

✔ **Business Law Firm - Experienced, Affordable Lawyer**

Ad www.kennyhertzperry.com/ ▼

Representing Startups, Emerging Businesses, And Established Companies

We Provide Solutions · Regulated Industries · Full-Service Law Firm · Top Law Firm Expertise

Services: Startup Law, Business Litigation, Government Enforcement, Regulatory & Compliance

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✔ **\$99 Attorney Fee KCMO Tix - KCtrafficlawcentral.com**

Ad www.kctrafficlawcentral.com/KCMO-Court ▼

Keep Tickets Off Your Driving Record No **Office** Visit No Court No Points

Fair Pricing · Friendly Service · Professional Attention

Highlights: Friendly Service, Free Quote...

[Get A Quote](#) · [Online Ticket Payments](#) · [Payment Options & Plans](#)

With the help of these sitelinks, you can eat up more space on the search engine results pages and share more relevant information with your audiences.

These sitelinks appear across any device, can be used for virtually anything, and have proven to be a great and simple way to increase click-through-rates (CTRs).

Here's how you can build your own sitelink ad extensions:

- Sign into your AdWords account
- In the Campaigns tab, click the campaign you want to add sitelinks to, then click the Ad Extensions tab
- In the View drop-down menu, choose Sitelinks Extensions
- Click the red +Extension button, then click the +New sitelink button
- Fill out the information for your sitelink and click Save. Then click Save again.

That's it!

But it takes more than creating a sitelink ad extension to reap the rewards. ❖



BE SUCCINCT AND SMART WITH YOUR CONTENT

When you build out your sitelink descriptions, you'll discover that Google allows up to 25 characters; however, you should try to be as concise as possible. For desktop links, 18-20 characters is the sweet spot, while 12-15 characters is ideal for mobile links. That way, your messaging won't get cut short on search engine results pages.

Also, avoid redundancy. Sitelinks aren't your only possible extension. As you build out your ads, make sure that your extensions aren't duplicating the same value proposition. Repeating "Free Case Evaluation" more than once won't do you any good.

This can get tricky, because more often than not, all of your extensions won't show at the same time; however, Google could display virtually any combination. Prepare accordingly.

CONSTANTLY MONITOR YOUR SITELINKS

One of the most attractive components of sitelinks is that they require little maintenance. But that doesn't mean you shouldn't check on them now and again. Every once in a while, go into your ad extensions tab and monitor key metrics, including:

- **Impressions:** If you notice your impressions are low for a specific sitelink, then Google might be passing it over. Edit the link and check back again.
- **CTR:** If your CTR is low, then your copy simply isn't connecting with your audiences. Think of ways to make your copy more appealing.
- **Conversion Rate:** If your conversion rates are low, then chances are your landing page isn't hitting home with your audiences. Look at the design, relevancy, and content of that page.

It's also a good idea to check your links every once in a while, to make sure they aren't broken. Over the course of the year, you may have updated or changed your landing pages, which could break a sitelink. Monitor these links to make sure you're not giving your prospects a bad user experience.



STICK WITH CAMPAIGNS AND AD GROUP LEVELS

Recently, Google released account-level sitelinks, which gives advertisers the opportunity to create a single set of sitelinks to be applied across the board.

This makes it quick and easy for anybody to launch their sitelinks extensions without having to invest much strategy into the process. But don't do it.

You're far better off investing the time and effort into creating your sitelinks on the campaign and ad group level. That way, you can customize the links so they accurately reflect the topic that your audience is looking for.

CHECK OUT ENHANCED SITELINKS

Enhanced sitelinks allow you to include two lines of description text for each link, which, in the end, helps you consume *even more* real estate on search engine results pages, while giving your prospects more information that they value. Google has actually reported that advertisers who use enhanced sitelinks enjoy a 30% increase in CTR.

Our research does show that Google is far more likely to display ad extensions for ads that appear in top positions, so doing due diligence with your keyword research and bidding best practices is important.

AS YOU BUILD YOUR EXTENSIONS, KEEP IN MIND ...

Even if you take great care when developing your sitelink extensions, that doesn't mean that they'll always be displayed with your ads. Google decides if and when to show your extensions, and makes this decision based on the needs of the user.

Our research does show that Google is far more likely to display ad extensions for ads that appear in top positions, so doing due diligence with your keyword research and bidding best practices is important.

Lastly, be sure to adhere to AdWords' policies on sitelinks, which isn't so different from headlines: no emojis, no exclamation points, and no symbols.

Do all this, and your ads will almost surely improve in performance and effectiveness, and will attract more qualified leads to your medical practice. ❖



Display advertising isn't ideal for every type of business out there, but our research shows it's highly effective for law firms. Here's why.

First and foremost, it's a visual medium that jumps off the page, unlike text-based paid-search ads. Just look at the display ad below:



This particular ad helps to portray the professionalism of this law firm. The text, itself, really hits home the firm's past successes: *Over \$200 million dollars in verdicts and settlements.*

Through exhaustive audience, site placement and keyword research, all focused on this firm's target objective, they created campaigns designed to show this ad on webpages related to top-of-the-funnel search and in front of users who would eventually need their services.

Pages that discuss different types of personal injuries, as well as pages that appear as a result of "do I need a personal injury attorney"-type searches are *ideal* for this ad.

When we use display ads for our law firm clients, they've proven to boost our client's brand recognition among prospects who are clearly interested in a specific type of service (like personal injury, divorce, etc.) It's a good idea to create display ads for each of your firm's services, and then target these ads by using exhaustive keyword research.

It's also worth noting that Google has begun to integrate display ads into its search results, meaning when it comes to advertising your firm, display is the future. ❖



USE
REMARKETING
TO GET MORE
LEADS



SEO strategies help get prospective clients to your law firm's website. But that's just a small step in the process of converting that prospect into a lead. Once someone visits your site, you have to convince them to stay and, ultimately, contact your firm.

Here's the thing: On average, as much as 98% of your website visitors leave your site without performing any type of significant action.

That number might be a bit disheartening; but rest assured that although they did not convert the first time, these visitors may still be valuable leads. One strategy for turning lost visitors into actual clients is by keeping your firm visible with *remarketing*.

Remarketing allows your firm to reach people who left your site undecided, as well as those who may not be ready to hire an attorney but who'll need one in the future.

And while it may be a PPC product, it's unique because it allows very detailed targeting of ads to people who've already visited your site. With remarketing, you can show specific ads to segmented audiences based on the actions people did (or didn't) take while on your website.

WHY YOU WANT TO USE REMARKETING

Most people aren't ready to make an immediate conversion decision. A visitor to your site may be in research mode, accumulating data, by the time they find your site.

With remarketing, you can re-engage these people who've already shown an interest in your services. But some law firms shy away from remarketing; they fear that users will be scared off by ads that follow them around. Or, they fear that their prospects might become irritated by seeing the ads over and over again.

However, statistics show that conversion rates from remarketing campaigns actually increase over time. People who've seen an ad six times are twice as likely to convert than those who see an ad only once.

Click-through rates may decrease over time; however, those people who do click are more likely to become leads. Additionally, there are filters that allow you to drop a cookie ID after a certain period of time to avoid ad fatigue.

TALK TO PROSPECTS WHO ARE ALREADY INTERESTED

The most effective way to use remarketing is to serve highly relevant ads, based on actions (or inactions).

For example, if a visitor spent time on your estate planning page, you can display ads across the web for this visitor, encouraging him or her to start planning.

You can show different ads to people who've downloaded an eBook than to those who've visited your contact page.

You're not charged for impressions with remarketing. You're only charged when people click on an ad and, generally speaking, clicks on a remarketing ad are typically less expensive than clicks for competing paid search products.

When remarketing, however, there are some things to consider. For starters, you don't want to show too many ads to users who are not responding. Displaying too many ads that don't receive clicks can lower your quality score and increase your cost-per-click, so be sure you implement key filters to adjust your ad displays over time.

Displaying too many ads that don't receive clicks can lower your quality score and increase your cost-per-click, so be sure you implement key filters to adjust your ad displays over time.

You also should be aware of Google's guidelines that state that you cannot "use any sensitive information about your site or app visitors" when creating remarketing lists.

What does this mean? Well, for example, a divorce firm wouldn't be able to show ads to past website visitors with a message like "Looking for a divorce attorney. Click here!" Nor can a bankruptcy attorney imply a visitor might have financial issues. Nor could a criminal attorney imply someone has been accused of a crime.

At first blush, you might think to yourself that these rules mean attorneys simply cannot use remarketing.

That's not true. What it means is that attorneys – particularly those in certain areas – must be very careful of the language they use, or their ads may be pulled for violating Google's policies. ❖



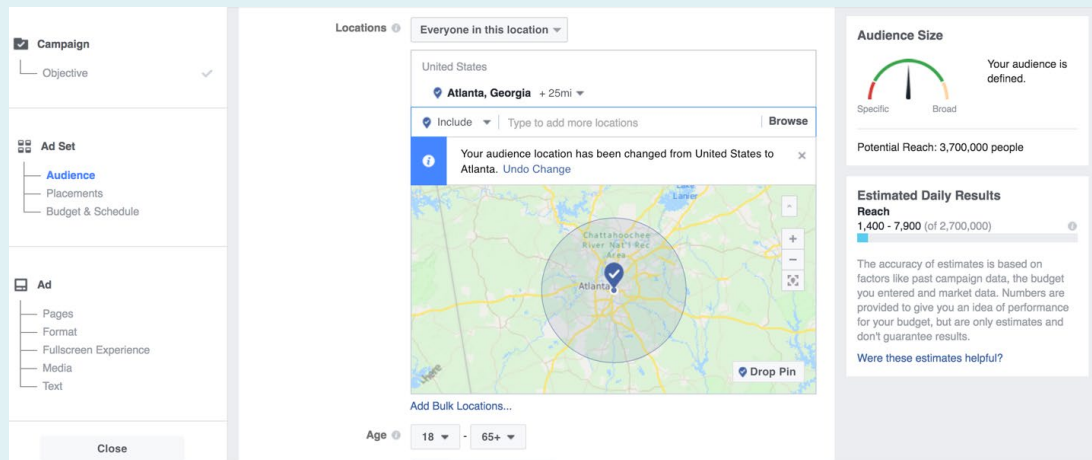
GETTING LOCAL WITH FACEBOOK ADVERTISING



Location plays a huge role in whether a prospect chooses your firm. That's why it's time to turn to Facebook advertising.

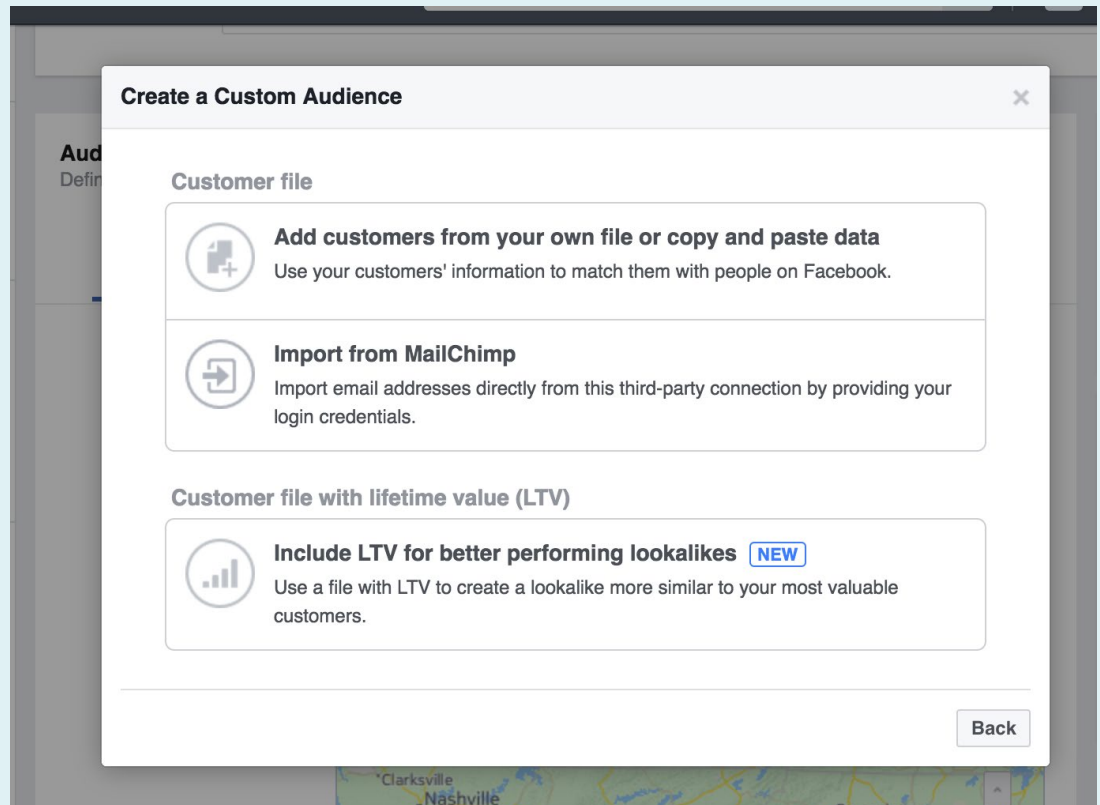
Facebook gives you tremendous access to hyperlocal prospects based on very specific demographics and actions.

For example, let's say you run a personal injury firm. You could target your paid Facebook ads to prospective clients within a defined radius around your practice who recently clicked on a post about what to do following a car accident. You could then target those prospects with a very specific ad that speaks directly to their mindset.



The screenshot displays the Facebook Ads Manager interface for configuring a campaign. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Audience, Placements, Budget & Schedule), and Ad (Pages, Format, Fullscreen Experience, Media, Text). The main area is titled 'Locations' and shows the targeting configuration. The location is set to 'Atlanta, Georgia + 25mi' within the 'United States'. A map below shows a 25-mile radius around Atlanta. A notification states: 'Your audience location has been changed from United States to Atlanta. Undo Change'. Below the map, the 'Age' targeting is set to '18 - 65+'. On the right, the 'Audience Size' section shows a gauge indicating the audience is defined, with a 'Potential Reach' of 3,700,000 people. The 'Estimated Daily Results' section shows a 'Reach' of 1,400 - 7,900 (of 2,700,000).

And there is no shortage of the type of targeting you can do. Do you have a list of contacts and their emails? Upload that list into Facebook and create ads that target these contacts based on certain demographics.



For example, let's say you're a criminal attorney. Your list of contacts could be segmented into:

- Past clients
- Current clients
- Leads who haven't become clients

By uploading each segmented list into Facebook as its own custom audience, you'll then be able to tailor ads with tremendous accuracy.

You can take this even further. Let's say, for example, you upload your list of contacts into Facebook and created custom audiences for these contacts.

Now it's time to turn to Lookalike audiences:

Create a Lookalike Audience

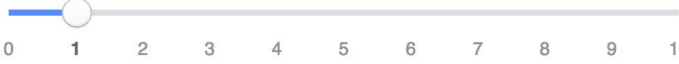
Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

Source ⓘ Choose a Custom Audience or a Page.
Create new ▾

New! Create a Custom Audience With LTV for Value-Based Lookalikes ⓘ

Now you can reach people similar to your most valuable customers by including customer lifetime value (LTV) in Custom Audiences from your customer file. [Learn More](#)

Location ⓘ Search for countries or regions to target | [Browse](#)

Audience Size ⓘ  0 1 2 3 4 5 6 7 8 9 10 % of countries

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options ▾](#)

You can create a Lookalike audience based on other custom audiences you've created (like your email contacts), as well as based on people who currently like your page.

These Lookalike audiences are a tremendous way to grow the reach of your firm by targeting people who are most likely to be interested in your services.

In the end, so long as you pair your Facebook ads with some type of personalized messaging, based on the audience you're targeting, you're sure to have a winning strategy.

A word to the wise, however. Every time you publish a post on your Page you'll see that nifty Boost Post button, right?

100 people reached

Boost Post

Boosting posts is certainly effective, and you can use all that ad-targeting we talked about above to extend the reach of that post.

However, there'll be many times when you won't want to use "Boost Post." Rather, you should just create an ad. Here's why:

The most effective ads are highly targeted toward specific audiences (moms, empty nesters, college grads, etc.). But this type of targeting doesn't make for a good post in your feed – it's too narrowed. Here's a good rule of thumb: If your content is relevant to your entire audience, then publish it as a post and feel free to boost that post to your preferred custom audiences for added impact.

If, however, your content isn't appropriate for your entire audience, create an ad in lieu of a Facebook post. That way, your content will only appear to the custom audiences you chose to target, rather than to your entire Page audience. ❖

Here's a good rule of thumb:

If your content is relevant to your entire audience, then publish it as a post and feel free to boost that post to your preferred custom audiences for added impact.



MAKE NO MISTAKE – IT'S A PAY-TO-PLAY WORLD

There is a tremendous amount of value in actively blogging and posting organically to social media. This type of content establishes your expertise, connects you with your audiences, and provides a level of “social proof” for anyone who decides to research your firm a little further.

But when it comes to reaching your prospective clients at the right time, with the right message, paid media is the only way to go.

Not only do the paid media strategies outlined above provide a faster return on investment, but they also deliver unprecedented insights into data and analytics that will help you improve both your paid –and organic – campaigns moving forward. ❖

For more information please call 404-585-2096 or visit us at www.cardinalwebsolutions.com

