



ROCKET

The 2018 State of Digital

NSW Law Firms

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150 Medium To Large Size Law Firms In NSW.

As part of this report we reached out to over 400 marketers and managing partners of law firms in NSW.

Between May and August 2018 our data team have analysed the digital performance of 150 medium to large size law firms in NSW. Our team reviewed the performance of firms across a range of digital properties. This included Google, each firm's individual website, social media properties (if relevant) and SEMRush. This data comprises of anonymously collated data of 410 professionals in the 150 mid-sized to large NSW law firms. Data from this report is labelled as Google benchmarking data, August 2018. The survey data included in this report has been provided by marketers and managing partners based on efforts at their own firms. Keep reading for our findings and insights on the data that was collected.

About Rocket

Rocket is a Sydney based digital agency founded in 2007. We work with established professional service firms to devise and implement strategies that demonstrably generate higher quality leads from digital channels. Since inception, our work has been awarded with a diverse range of industry awards including Deloitte Technology Fast 50, Australian Web Awards, BRW Fast 100, IAB Awards and BRW Best Places to Work and recently announced as finalists in the 2018 AMY Awards & Search Engine Land Awards 2018.

If you are curious as to how we would be able to connect your firm to your perfect clients and deliver on your firm's business goals, please make contact for an informal and obligation free consultation

02 8310 2393

hello@rocketagency.com.au

www.rocketagency.com.au

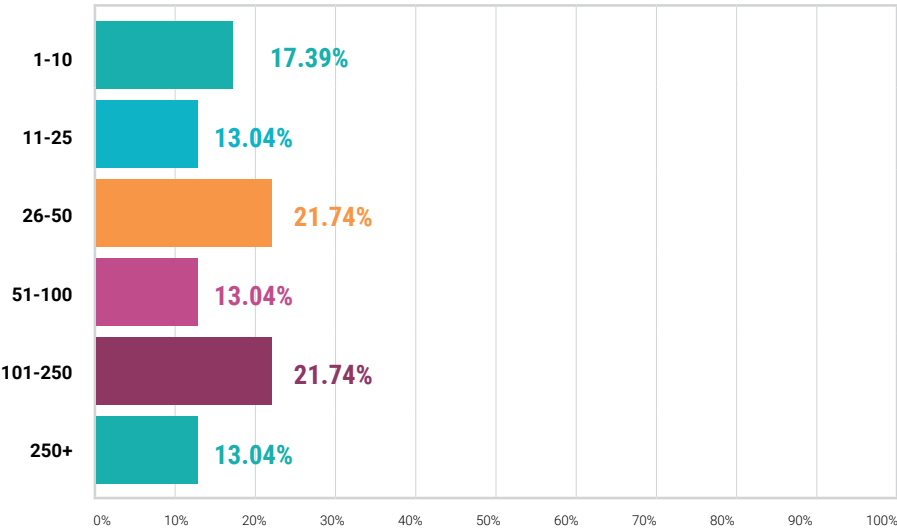
Survey Results

Chapter 1



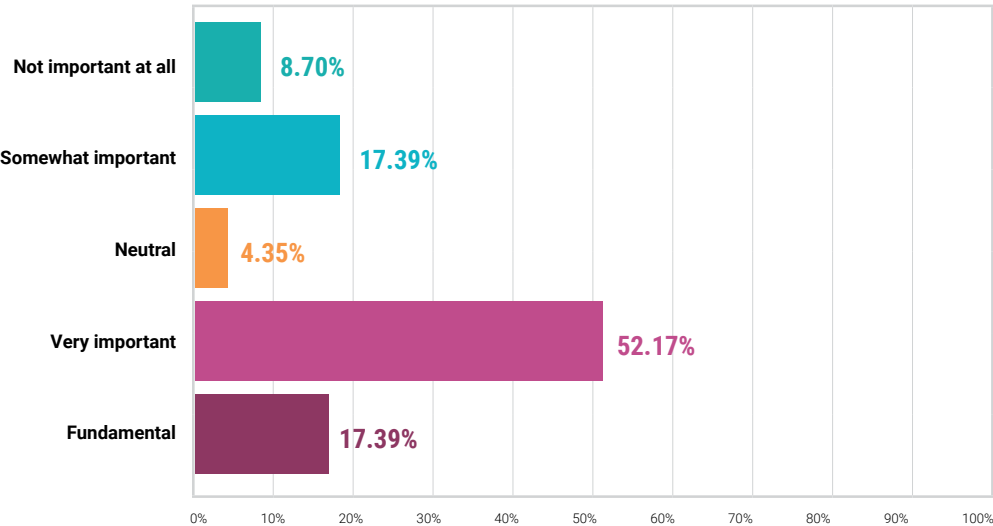
Size Of Firm

Digital marketing is often approached in different ways depending on the size of the firm. Naturally, larger firms typically have access to higher budgets and more options of where to invest it. In the interest of collecting qualified data we approached law firms of all different sizes for this report. Below is a breakdown of these firms:



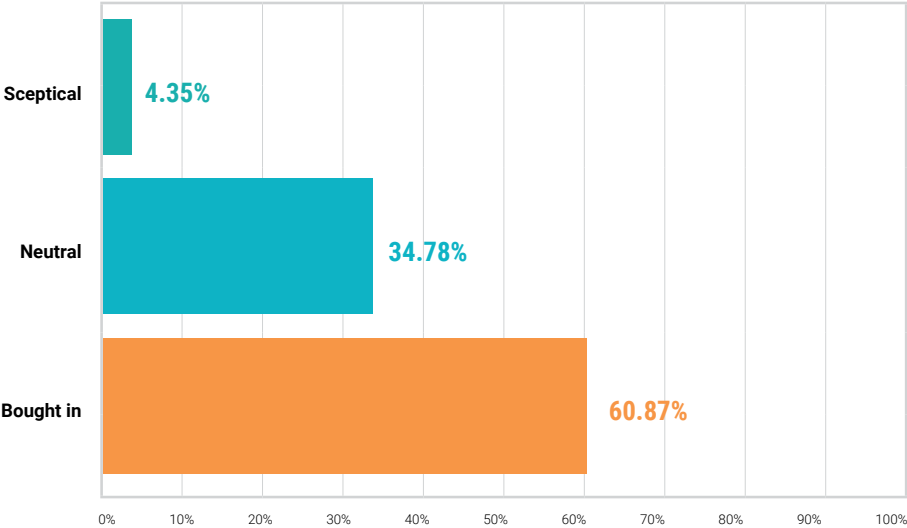
Importance Of Digital

Digital Marketing has been widely recognised as a core lead generation channel over the last couple of years across multiple industries; although, law has been slower to adopt a digital approach. Most legal firms have long relied on relationships with existing clients, word of mouth referrals and traditional advertising methods to account for a large proportion of their revenue. In the survey, we asked "how important is digital marketing to your firms' overall success?"



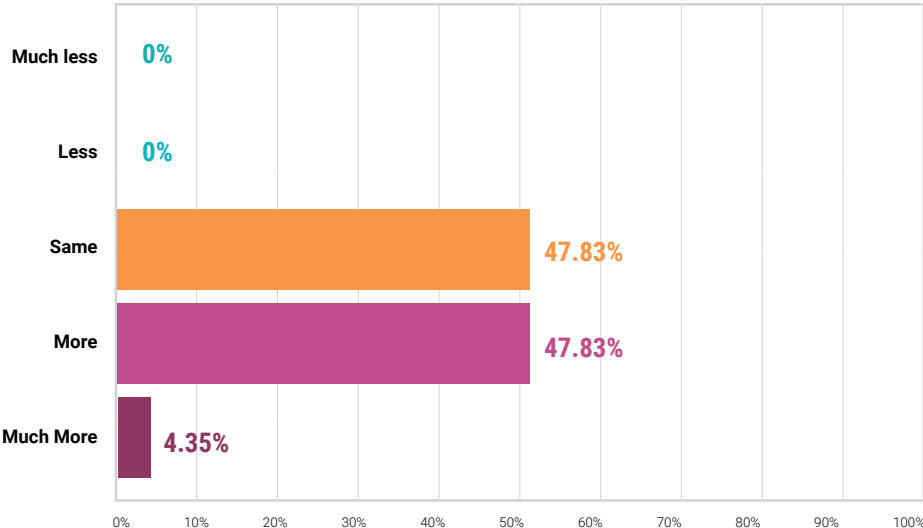
Outlook Towards Digital

As digital marketing has evolved as a viable lead generation avenue for law firms, many have gladly adopted this new channel. However, certain firms have showed reluctance to accept it, often due largely to their lack of knowledge in the space. We asked the firms about their attitude to digital as a way to win profitable new business.



Increased Adoption, Increased Results

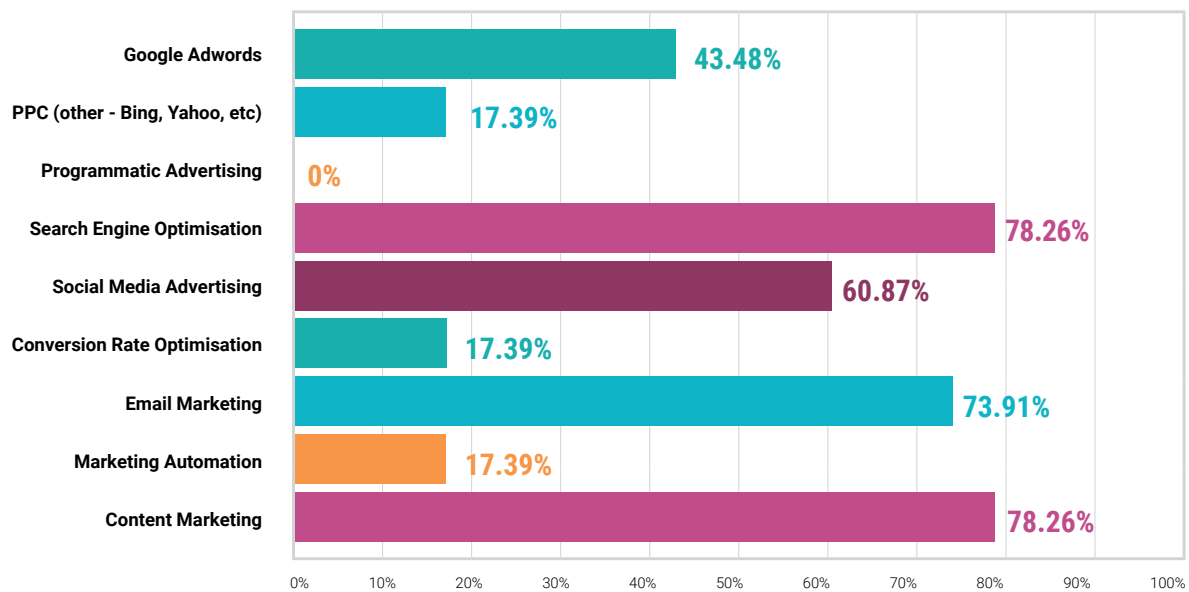
As with any channel, there is a natural expectation of forecasted increase in return on investment (ROI). Unsurprisingly, this is the same with digital. Survey respondents answered the question “*what impact do you think digital marketing will have on your firm’s revenue in 2018 compared to 2017?*” and their results are below:



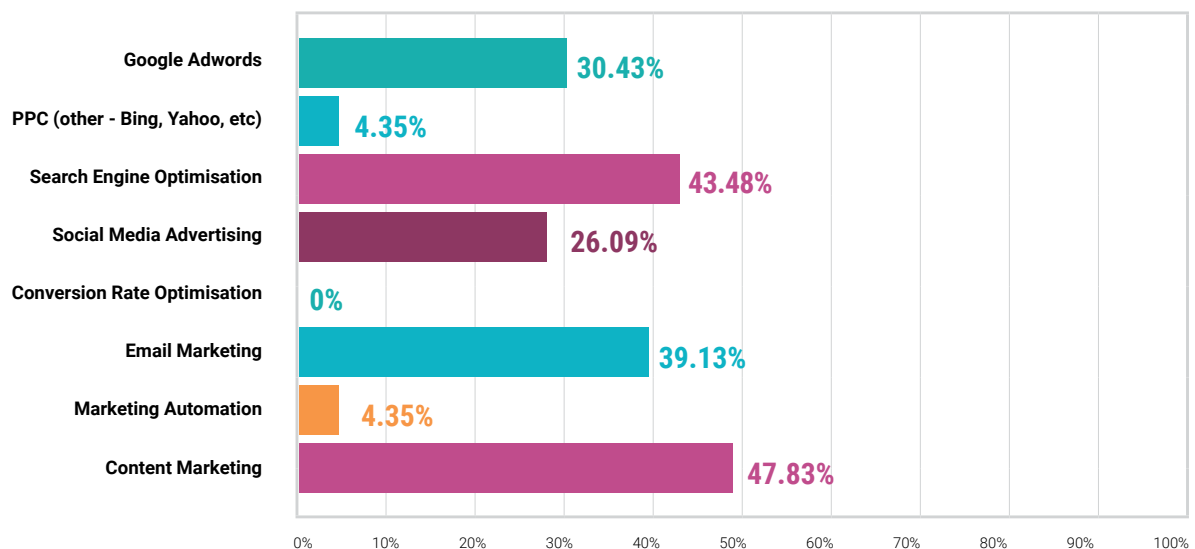
Getting Granular: Strategy Leads To Tactics

We gathered information regarding trends around the attitude towards digital within the industry but needed to obtain more granular data. We selected the nine most widely-used digital marketing channels to get an understanding of which were being employed by law firms and more importantly which ones were, and weren't, resulting in a positive return on investment.

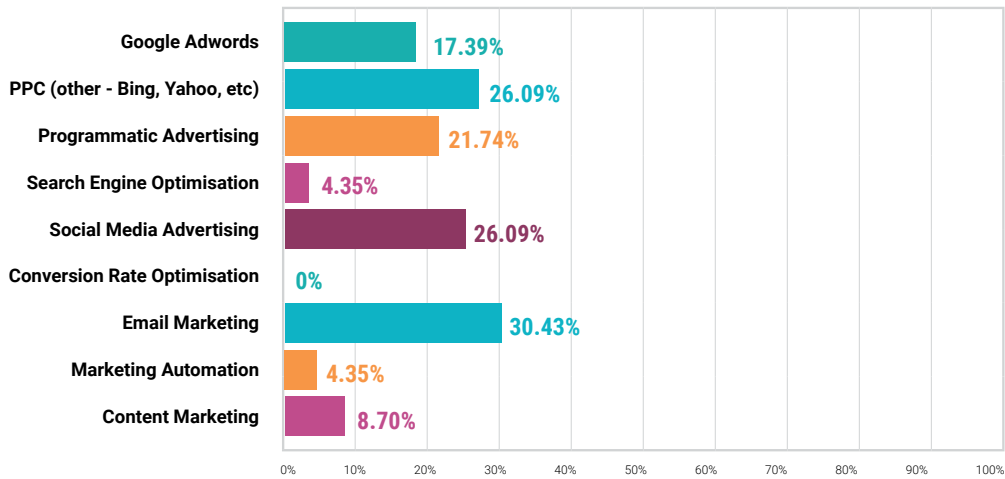
Which of the following do you currently use (select 1 or more)



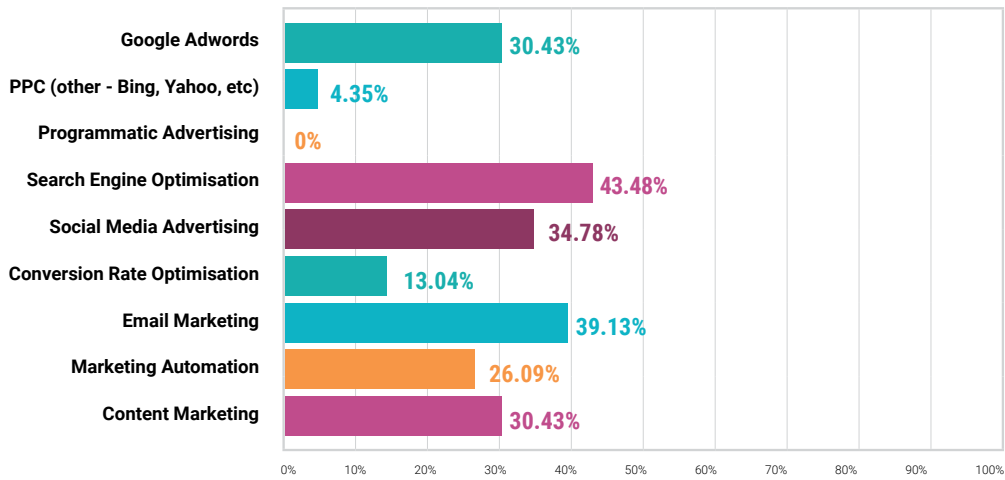
Which provides the best return? (select up to 3)



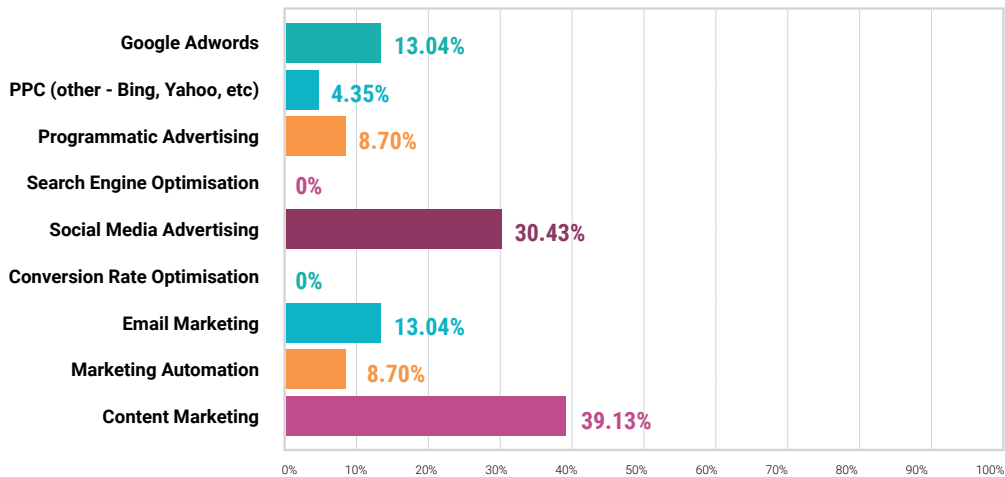
Which provides the worst return? (select up to 3)



Which of the following do you intend to increase investment in during 2018

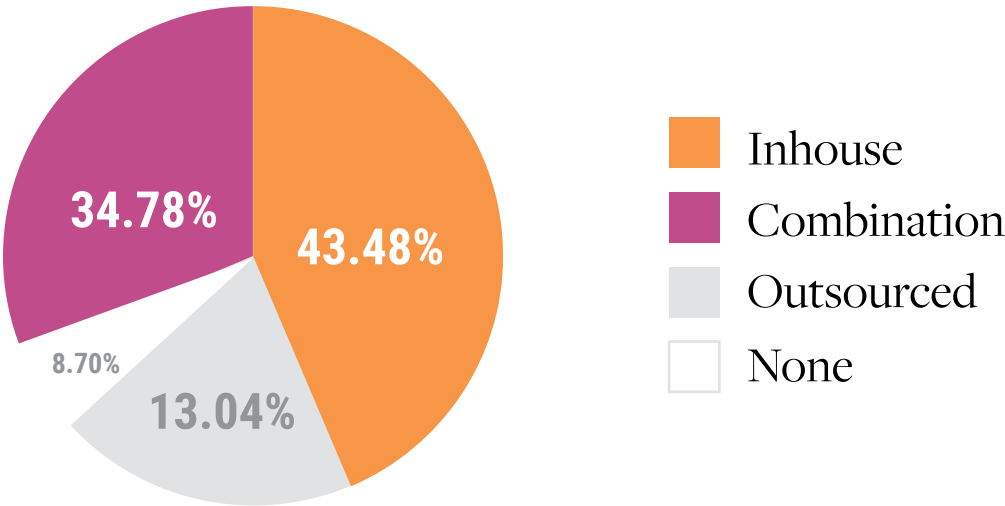


Which of the following do you intend to reduce spend on during 2018?



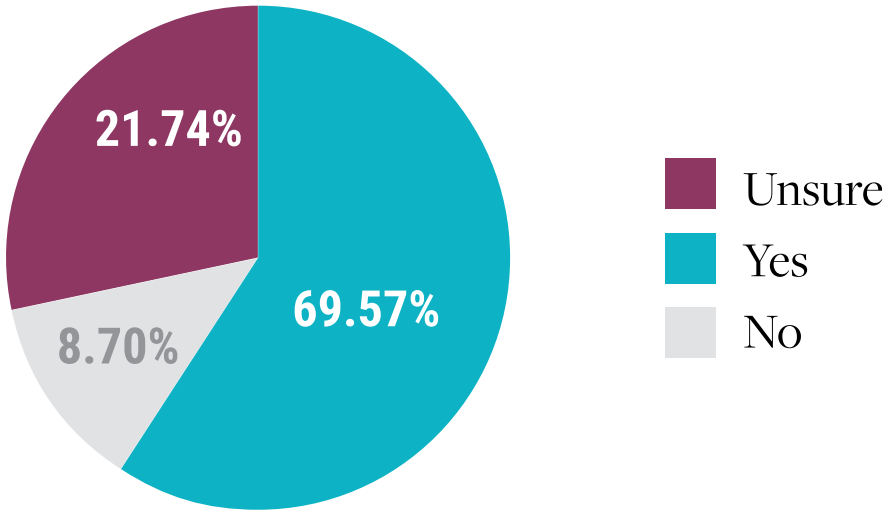
In-house Or Agency

The size, structure and in-house capabilities of a firm are all deciding factors on how a firm's marketing requirements will be implemented, either internally or externally. Larger firms often employ internal resources to cover multiple marketing activities whereas smaller firms lean towards outsourcing to an agency (like us) or not doing it at all. We asked participants what the breakdown was in their particular firm:



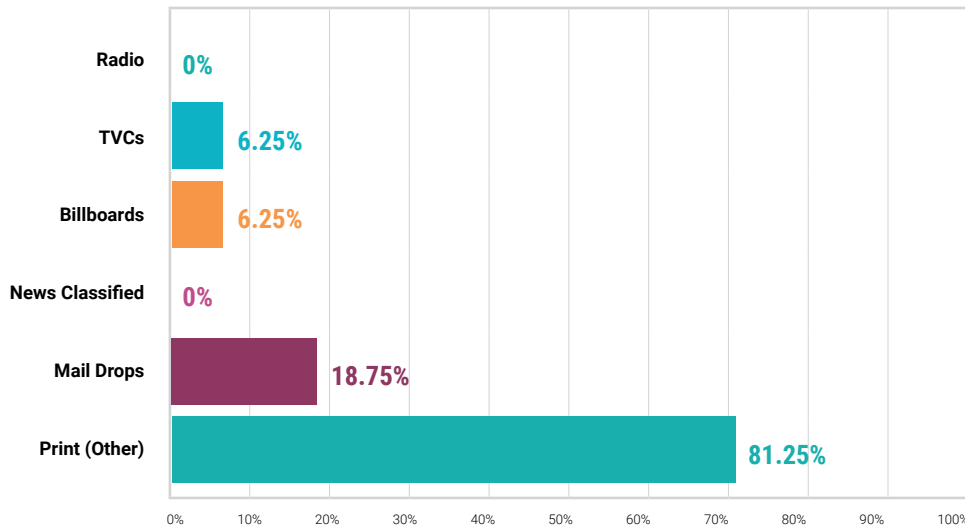
2018: The Year to Invest More

Forecasting for the remainder of the year, 69.57% of firms are planning on investing more into digital channels, 21.74% are undecided on where they should place their budget and 8.7% are not planning on utilising digital anymore than they already are. The breakdown is below:



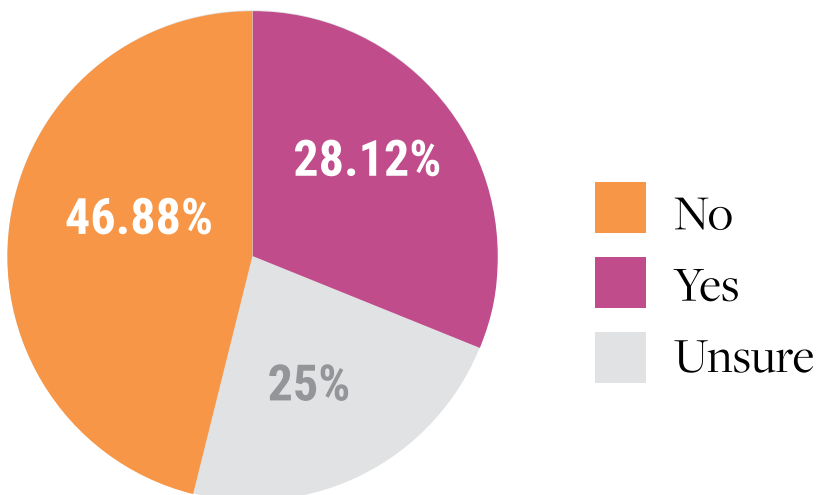
Offline Marketing

Offline marketing spend can usually be justified across most law firms due to the return it delivers compared to dollars invested, or ROI. We focused on six core offline channels that we have seen law firms invest in over the last 12 months. We asked which channels firms would be investing in more moving into the end of 2018:



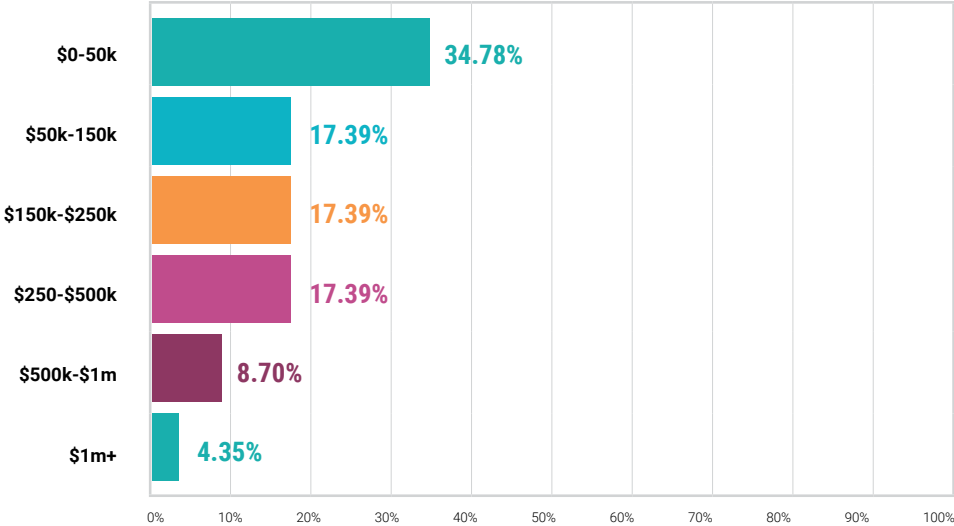
To Invest or Not Invest in Offline

Traditionally, offline marketing provides good return for most law firms as mentioned, although from the survey respondents, there is an evident shift towards a more digitally focused strategy. Participants were asked about their offline investment options. The results are:



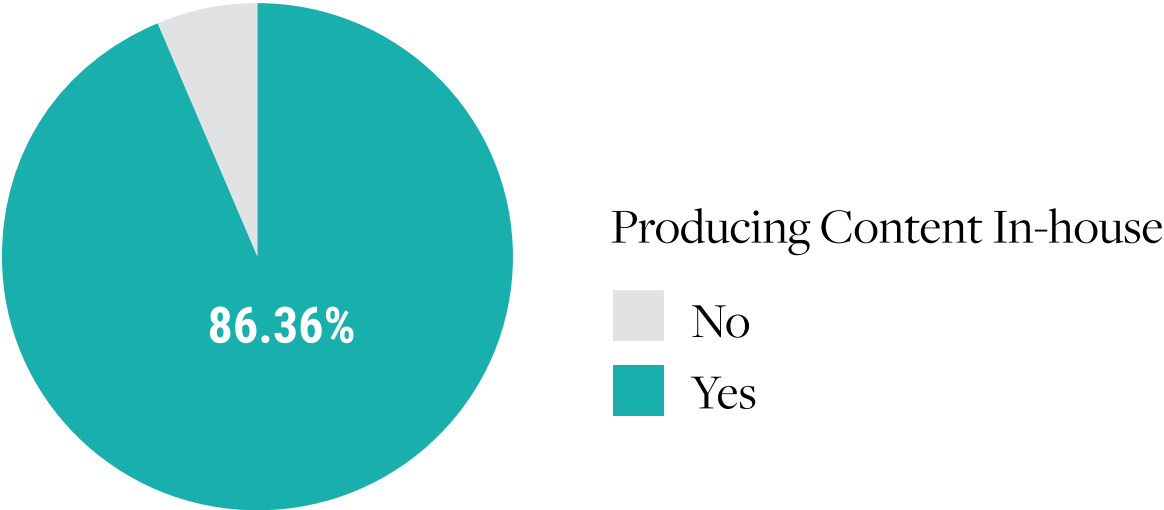
Marketing Spend or Spent?

Given the broad range of firms that were surveyed, we anticipated a wide range of investment levels for marketing expenditure. Below are the categorised investment levels across the firms surveyed when asked “*what did you spend on marketing over the last year?*”:



Content Is King

Valuable and engaging content can have a profound effect on search engine rankings and the perception of expertise across all industries, but more so for professional sectors such as law. We surveyed respondents on whether they currently produce content for their website and, well, the results speak for themselves:

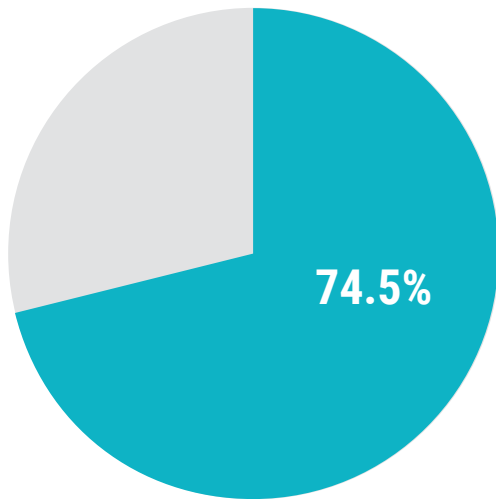


Digital Analysis

Chapter 2

Mobile Adoption

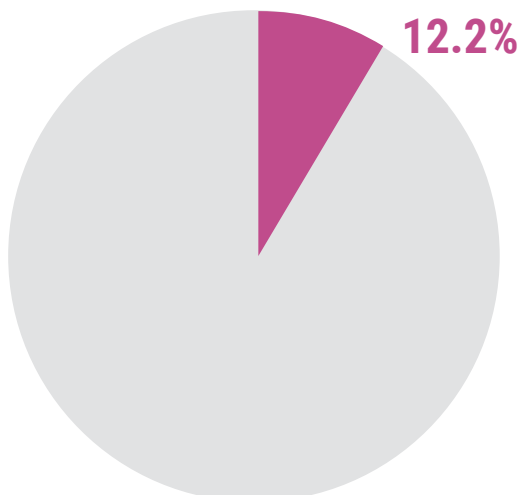
It is no surprise that Google has continued to make changes to its algorithm to prioritise mobile friendly search spaces. Google will intentionally penalise websites that don't offer good user experience across mobile devices which results in worse search rankings and low SEO health scores. Below is a breakdown of the 150 firms' websites analysed by our data team representing the current state of websites within the legal space:



Percentage Of Mobile Ready Websites

Bidding On Your Brand

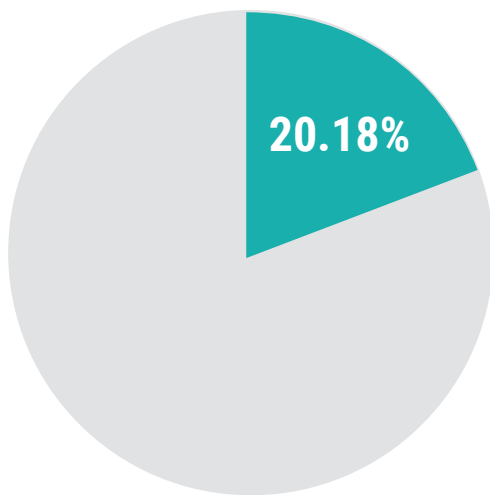
Paid ads have popularly been a way for businesses and firms to better manage digital reputation and ensure a high percentage of word of mouth referrals reach the business in question. Running branded paid ads across Google and Bing is the safest and cheapest way to use paid advertising to send traffic to your website or desired landing pages. Throughout our research, we found only a disappointing 12.2% of firms were doing this.



Percentage Of Firms Bidding On Their Own Brand Name

Competitor Bidding On Name

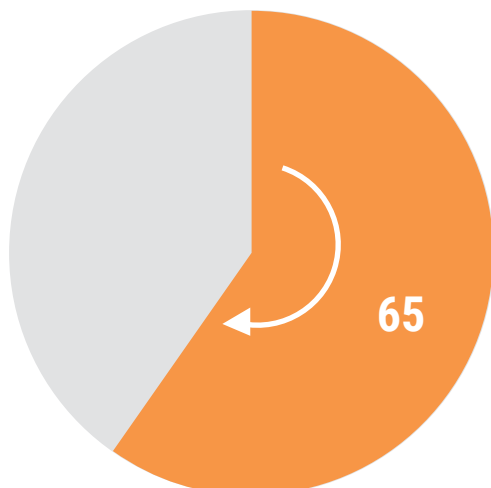
Since Google updated its Trademark Policy in 2013, firms are now able to bid on other brands names across the platform. Just as it is easy and relatively cheap to bid on your own brand name, it is just the same when bidding on a competitors name. It is particularly effective in areas of strong word of mouth referral traffic, such as law. Our research has found that 20.18% of NSW law firms have competitors bidding on their brand name in an attempt to siphon referrals.



Percentage Of Firms With Competition Bidding On Their Brand Name

Site Speed

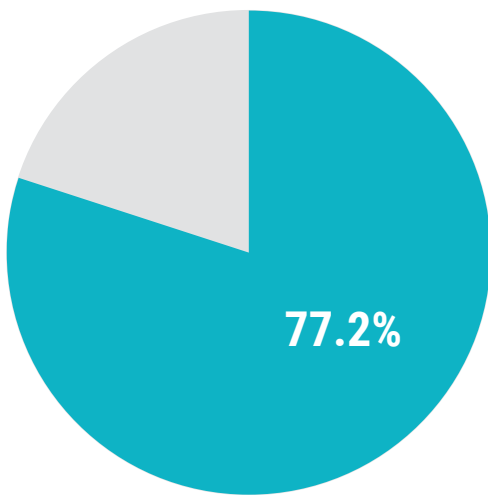
We live in a fast-past world with short attention spans and a high demand, meaning we don't have time for slow loading pages. Having a slow website will have a detrimental effect on the amount of enquiries you receive. We analysed the speed of websites utilising the site speed tool in Google's product suite:



The Average Google Site Speed Score Out Of 100

Analytics

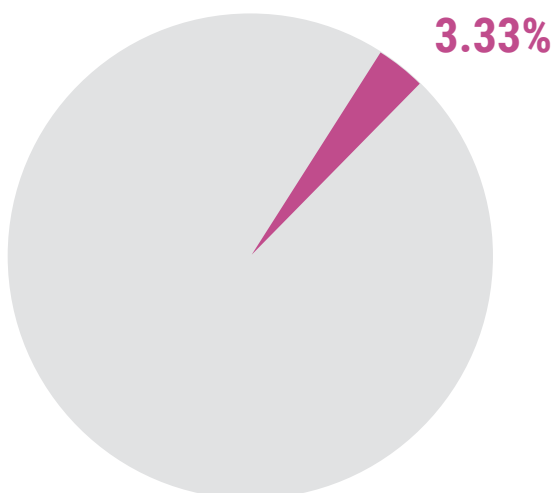
Using data to track lead quality, referral paths and conversion opportunities is essential to understanding where money should be spent on digital. Out of the 150 firm websites researched, 121 currently have Google Analytics tracking on their website.



Percentage Of Firms With Google Analytics Installed

Marketing Automation

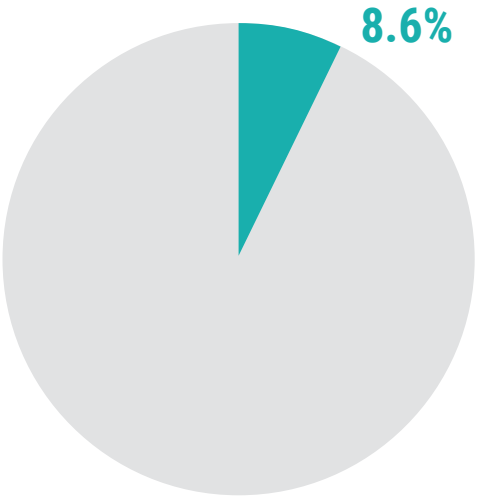
Our data analysts scoured the source-code of the researched firms to find evidence of firms utilising marketing automation software. We looked for the more popular products on the market: Pardot, HubSpot, InfusionSoft, Autopilot, Marketo & Eloqua. Surprisingly, only 3.3% of law firms were utilising these services – services that automate many marketing tasks usually thought of to be manual and provide useful insights into the data collected.



Percentage Of Firms Using Marketing Automation

Conversion Optimisation Software

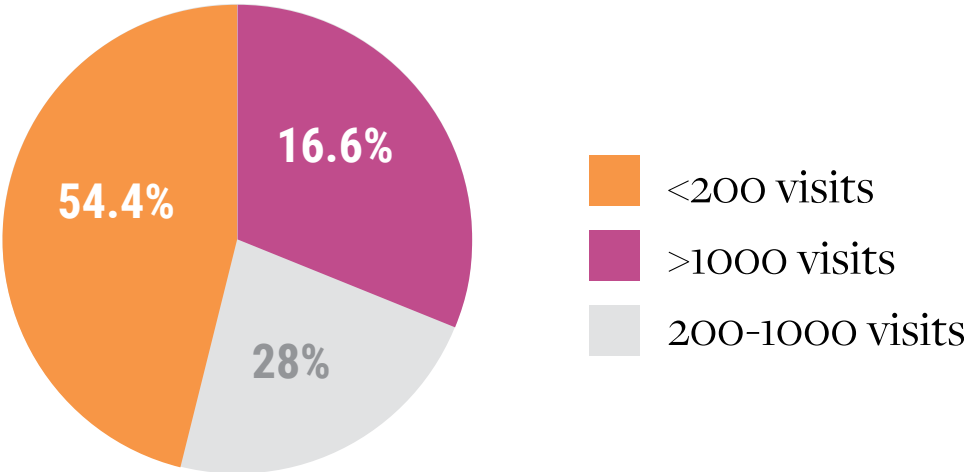
Conversion rate optimisation, or CRO, is a marketing practice used to determine what features of your website are working and which aren't. Using conversion optimisation software can increase performance, increase email enquiries, phone calls, form submissions and even track how users travelled around your site. Only 13 of the 150 researched firms had these tools in use.



Percentage Of Firms Using CRO Software

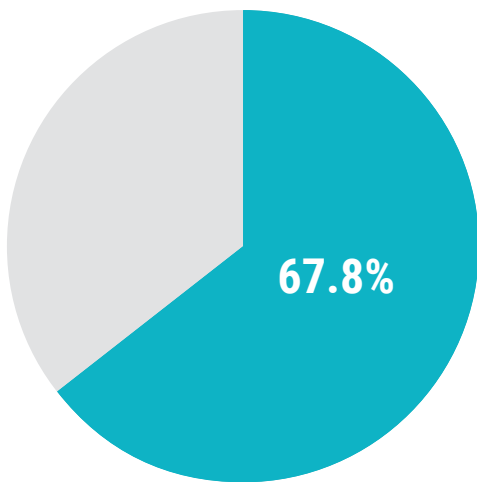
Organic Search Traffic

It is no surprise that organic search over the last 12 months has increased substantially across all industries with the advancement of artificial intelligence and constant changes to Google's algorithm. The Law industry is no exception, as can be seen below. These organic search figures come from SEMRush, which estimates organic traffic monthly using an algorithm of known keyword rankings, Google search volume and estimated click-through-rates.



Google My Business Listings

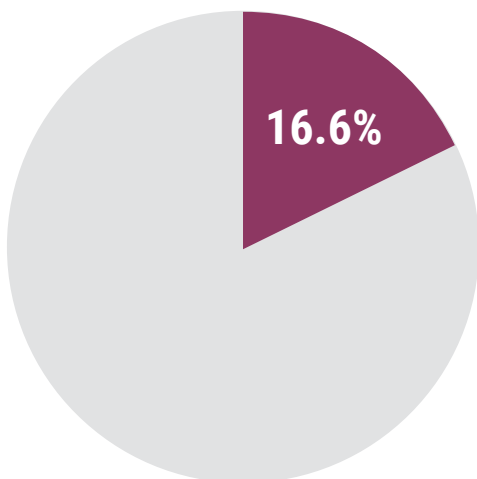
Google My Business, or GMB, is a product from Google that allows businesses to 'claim' their business listing on their search index in order to be optimised across Google Search, Google Maps and Google+. It allows businesses to keep business content up-to-date, manage third party reviews and better control google data. Adoption rates of this service are relatively low across the law industry, evident across the firms researched, although has increased in the last 12 months:



Percentage Of Firms That Have Claimed Their GMB Listing

Undertaking Paid Search

SEMRush was again utilised to analyse the organic and paid search performance of law firm websites. It revealed that only 16.6% of firms utilise Google Ads paid search in August 2018. There are multiple strategies that can be utilised to keep budgets low but still generate high quality case leads.



Percentage Of Firms Using Google AdWords

A Final Word...

At Rocket we focus on one thing: connecting you with more of your perfect clients and helping to grow them with you.

There is no golden ticket to transforming your firm into a lead factory, just as it isn't realistic to win every case you're presented with. In our experience, relying on one single tactic won't work – approaching your digital strategy with a multi-channel method will allow for a more comprehensive lead funnel.

It is for this reason that we follow our propriety Rocket Methodology on all client campaigns.

If you'd like to talk about a tailored approach that will work for your law firm, we'd love to speak with you in an obligation-free manner:

02 8310 2393

hello@rocketagency.com.au

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