

Are You Tracking Your Marketing Dollars?

Most lawyers haven't a clue as to whether their ads, direct mail letters, and other promotions are working. If they are working, they have no clue what their margins are or what their ROI (return on investment) is. This is a haphazard way to run a law practice or any business.

You want any advertising you do to at least give you a return of 5 to 1 on your investment. If you spend \$100 on an ad, then you want a minimum of \$500 in return. I prefer 6 to 8 times to 1, but can live with 5 to 1. For example, I buy a yellow page ad that costs me \$1000 per month; I want at least \$5000 a month in business from the ad. Anything less is not acceptable.

As a business owner, you should never run any marketing strategy or advertisement unless you have a way to measure the results. You should never spend money on a particular advertising or marketing action just because your competition does.

How To Measure Results

There are several ways to track the results of your marketing efforts. One of the most effective ways is to purchase and use different 800 or 888 numbers on each and every different ad you place. (Note: 866 & 877 numbers are not as effective.) For example: we have 100 different websites. We put a different 800 number on the contact page of each and every one. We also use different 800 numbers for TV commercials, calendar magnets, and each different yellow page ad. Then we look at the 800 numbers on the phone bills and run an Excel spreadsheet. Yellow page RCF numbers (RCF – Remote Call Forwarding Numbers are special dedicated numbers used by yellow page directories to track the number of calls you get each month from their directory's ad) also show how well a particular ad in a specific directory is performing. The ultimate payoff from the response and the ability to track your ads far exceeds the initial expense.

Another simple way to track results is simply to ask how they heard about you. I know you all are thinking that new prospects don't always give an accurate/truthful response. One way to ensure a more accurate response is to ask a new potential client what exactly they are looking at the moment when they dialed your number. I discovered using this additional question after an argument with a yellow page representative, who stated that a larger portion of people who called our office used the yellow pages to find our number even though they said they first heard of our firm from our TV ads. I proved them wrong. As we quickly discovered that less than 1% of the new callers who answered that they heard about us on TV actually used the yellow pages to look up our number. 98% of them were actually looking at the phone number that they had written down from the TV commercial.

If you need assistance finding vendors who offer 800 services and answering services which can help you do this, please go to our website www.lawyersinnercircle.com and go to the Resources tab.

