

Your Law Firm's Guide to Getting More Lead Calls, Landing More Clients and Dominating Your Local Market(s) NOW

The Absolute Necessity of **Retargeting** Your Website Visitors to Generate **Exponentially** More Exclusive Phone Leads and Clients in 2021 and Beyond for a Fraction of the Cost of Other Lead Services



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Introduction to Retargeting

Let me start by posing a question to you:

The first time you discover either a new brand, product or service online, are you ready to open up your wallet, pull out your credit card and buy?

Answer: Probably not.

Just like you, when potential clients first visit your website, they likely are not ready to engage your legal services.

To back up this premise, a [recent study](#) found that **92%** of website visitors might only be visiting a website for preliminary information or comparison shopping.

In other words, most of your initial website visitors are not at the decision stage in terms of either engaging your services or calling or submitting a web form for a free consultation. Rather, they are in the research stage.

Even if your legal services are considered the best in your market(s), you likely will not convert almost all your website visitors at first sight. That's because, according to [CMO by Adobe](#), only about **2%** of initial website visitors take any action and convert to clients from that first visit.

Instead, an overwhelming majority of your website visitors, around **98%**, need to learn more about you, your firm and/or the specific practice area(s) related to their legal matter or case before reaching a "buying" decision in terms of engaging your firm.

Unless they have a compelling reason to revisit your website at a later date, most of your website visitors will move on and forget about you and your law firm and instead, end up as one of your competitors' clients.

So, how do you recapture your website visitors' attention, get them to return to your website (preferably, a custom landing page as discussed later in this guide), engage with your firm via a lead call or web form submit, thus putting you in prime position to convert your leads into clients and ultimately, fee revenue?

Well, that's exactly where retargeting (perfectly) comes into play.

What is Retargeting?

Retargeting is an advertising service that shows online display ads and other content only to Internet users who are *already familiar* with your firm or, may have taken a specific action, online or offline.

In almost all cases, including “Retargeting 2.0” (which you’ll learn more about Retargeting 2.0 in this white paper), retargeting campaigns are setup and online ads are shown to those people (potential leads) who previously visited your website.

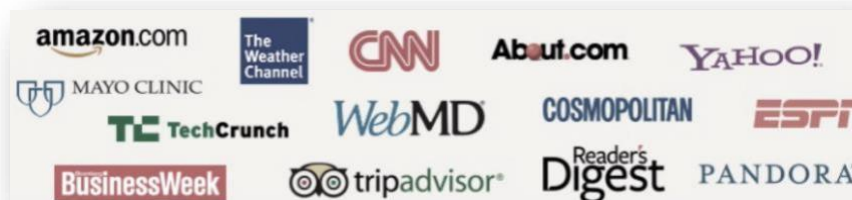
Accordingly, users are your website visitors.

For retargeting to work, you must first install the proper tracking pixels, such as the Facebook Pixel, on your site. A pixel is code you place on your website. It then collects data about your website visitors and which then enables you to optimize and track conversions from ads, build targeted audiences for future ads and, remarket to people who have already taken some kind of action on your website, such as having visited certain pages (e.g. personal injury page, family law page, etc.).

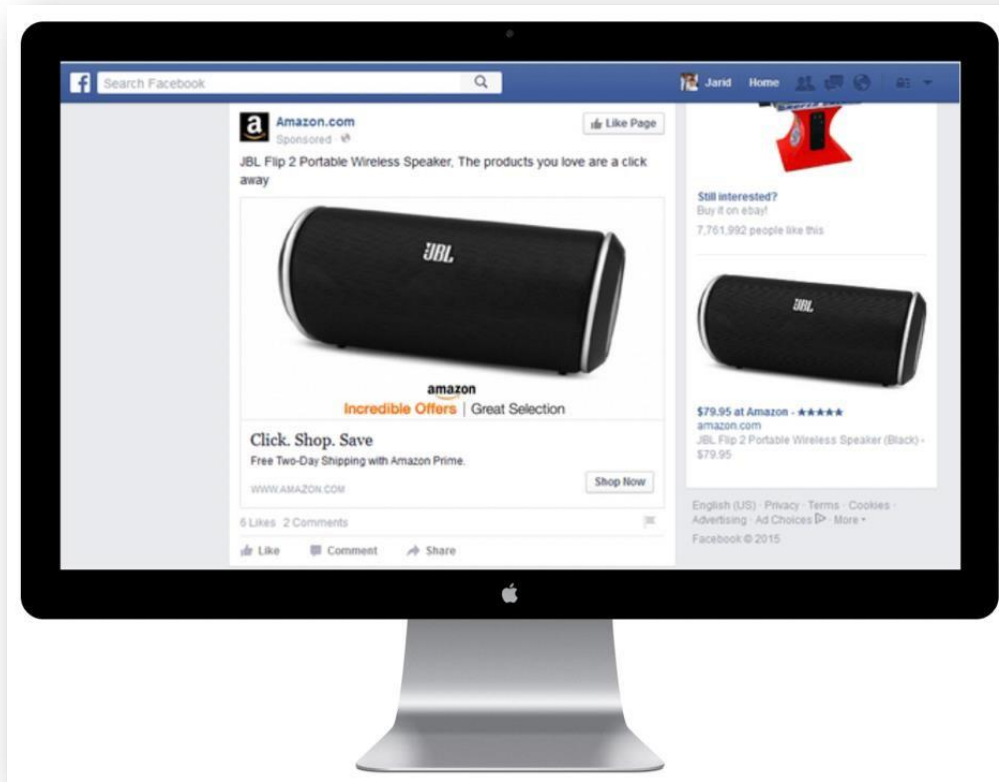
Almost every pay-per-click (PPC) third-party display ad network allows retargeting, including Facebook, Google, Instagram, LinkedIn and others.

And unless you’ve been living under a rock with no Internet connection, you’ve already experienced retargeting first-hand many times online.

For example, you visit amazon.com to research a Bluetooth speaker, but leave Amazon without purchasing. Later that day while surfing the web, you see ads for that very Bluetooth speaker, perhaps on Facebook or Instagram, LinkedIn, espn.com, cnn.com, foxnews.com and/or literally up to millions of other websites, including, but not limited to, these:



The ad types I’m referring above are retargeting ads, such as these following retargeting ads for our Bluetooth speaker example appearing on Facebook:



For a more detailed description and understanding of how retargeting works and can get your law firm more exclusive phone leads and web form submits, review the following infographic on the following page:



How Retargeting Generates Lead Calls and Web Form Submits For **YOUR LAW FIRM**

1



Website Traffic

Potential clients visit your website.

2



Your Visitors Leave

Approximately 98% of your website visitors leave your site without contacting you.

3



Your Retargeting Ads

You create and run retargeting ads to recapture your website visitors' attention after they leave your site, getting them to return.

4



Bring Your Visitors Back

Later that day, even weeks and months later, your visitors visit other sites and see YOUR ad!

5



Generate New Leads

Your potential clients click on your retargeting ads and become leads when they call you or fill out the web form on your landing page.

6



Convert Leads to Clients

Consult with your leads and convert to new clients for your firm.

To generate more leads, clients and fee revenues for your law firm, call us now at (843) 290-9950 or email anthony.devine@pinpointlocal.com.

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Retargeting is a MUST for all Law Firms, Including YOUR Firm

As mentioned earlier, only **2%** of initial website visitors take any action and convert to clients, with an overwhelming vast majority of the other **98%** of visitors never returning to your site, unless prompted.

The remaining **98%** represents individuals *already interested* in your legal services. Otherwise, they would not have visited your website in the first place because, let's face it, they certainly didn't visit your site for fun or entertainment. However, and for whatever reason, these visitors were not ready to contact you at that time or, they may have been interrupted during their visit; it happens all the time as people are extremely busy.

By creating, optimizing and actively managing your retargeting ads to recapture those prospects' attention and bring them back to your website, you're leveraging your visitor traffic and putting your firm in position to generate phone leads and land clients that you very most likely never would've had the opportunity to land if you didn't retarget.

Retargeting ads are highly-effective, powerful and, can be highly profitable for almost any industry, including the legal industry. But don't just take my word for it, consider these incredible retargeting statistics:

According to a [Wishpond study](#), the click-through rate (CTR) of a retargeted ad is **10 times higher** than the CTR of a typical display ad.

Just imagine what a 10X CTR can mean to your firm's phone leads, web form submits and, most importantly, your client roster!

Further, a [comScore study](#) found that retargeting ads led to an astronomical **1046%** increase in branded searches, which is when a person types in your firm's name into Google or any other search engine.



These branded searches are a clear indicator of heightened brand awareness and recall thanks to retargeting.

Also, comScore further found a **726%** increase in site visitation after four weeks of retargeted ad exposure.

[Research](#) also indicates that website visitors retargeted with display ads are **70%** more likely to convert than website visitors not shown retargeting ads. That's because prospects usually browse many websites as part of their overall research before making their ultimate decision on which firm to engage.

Website visitors who are retargeted with display ads are more likely to convert by 70%. [\[Source\]](#)

Prospects or potential customers usually browse numerous websites as part of their research. They consume various content to help them make a decision. Retargeting gives them a little push towards your brand. When a prospect sees a retargeting ad, there's a 70% chance that they'll purchase your product over your competitor's.

Retargeting gives your potential clients a gentle reminder about your law firm and legal services, all while portraying your firm in the best possible light and keeping your law firm "top of mind" to such an extent that when a prospect sees your retargeting ads, there's a **70% chance that they will engage your firm's legal services over your competitors.**

When retargeting, it is ideal that you do not just bring your site visitors back to your home page or a practice area page. Rather, and while not mandatory, we find it *optimal* to send them to a custom landing page that is proven to convert.

When opting to use a custom, proven landing page, you should create one landing page for each retargeting campaign you run based on practice area (e.g. personal injury landing page, criminal law landing page, family law landing page, etc.) and/or sub-practice area.

Also, displaying retargeting ads to your "warm" leads (website visitors) and bringing them back to your site (again, preferably via a custom landing page) is vital to converting more prospects into phone leads and clients because **80%** (or higher) of all "sales," including for legal services, take up to six (6) or more contacts with a prospect to convert to a client.

Retargeting is a proven online marketing strategy. On average, **97%** of prospective law firm clients visit **at least** three to five law firm websites before contacting one.

The fact is many of those prospective clients may spend days or weeks researching their legal issue before deciding what they want to do. This is one of the primary reasons very few website visitors initially convert, i.e. become a client, on their very first visit to any law firm's website, including yours.

Retargeting is your **key** to keeping your law firm top-of-mind and in front of your prospects at all times during your prospects' research phase. It's also **your firm's key to more phone leads, clients and legal fees.**

Your retargeting ads will follow them around online, building brand awareness and trust along the way and, will be there at the most critical of times: When your prospective client's decision who to call and/or fill out and submit your web form for a free consult or meeting.

When your prospects click on your retargeting ads, they are showing even further interest in your firm as well as your solutions to their legal issues.

With your ongoing and highly-targeted retargeting ad campaign(s), your firm can be in front of your prospective clients submits at all times, which results in your phone leads and web form submits to increase exponentially, thus putting your firm in prime position to dramatically increase new client conversions and fee revenue.

In short, retargeting is the single-most powerful marketing solution to reclaim your website visitors and generate more exclusive phone leads, web form submits, more clients and ultimately...

...More fee revenues and an incredible ROI from your retargeting advertising campaign(s).



Now that you have a better understanding of retargeting, do you see why I highly recommend that virtually every U.S. law firm, both large and small (including solo practitioners), run one (1) or more retargeting campaigns as a major part of their overall marketing plan?

Failure to include retargeting into your marketing plan is akin to leaving phone leads, clients, cases and fee revenues on the table for your competitors to swoop in, engage your website visitors and convert to their clients, clients and attorneys' fees that, if you ran retargeting campaign(s), may have otherwise been yours.

Retargeting 2.0: The BEST Strategy and System to Retarget Your Website Visitors and Generate Highly-Targeted Phone Leads



Retargeting 2.0 is not just another retargeting service. Rather, it is our retargeting service, strategy and system that takes retargeting to a whole new level and beyond. Most importantly, retargeting 2.0 can generate exclusive law firm phone lead calls and web form submissions for you at a mere fraction of the typical cost of other popular lead generation strategies. In fact, our Retargeting 2.0 service can cost up to **90%** less.

In short, Retargeting 2.0 is the lowest cost (per lead) AND highest yielding exclusive lead generation for law firms and lawyers we are aware of anywhere, whether online or offline.

Retargeting 2.0 is also the only marketing you can do that makes all your other marketing better. Whether you're doing Google Maps and/or website search engine optimization (SEO), Google Ads (formerly Google AdWords), pay-per-call, social media marketing and/or any other online marketing, Retargeting 2.0 can get you significantly better results, i.e. more phone leads and web form submits, for those marketing efforts.

As you recall, only 2% of website visitors initially take any action and convert to clients. That percentage includes visitors from your SEO efforts and Google Ads. If you don't do retargeting, you're effectively wasting all your SEO and Google Ads marketing dollars.

By adding Retargeting 2.0 to your marketing plan, you can have the ultimate marketing 1-2 punch and positioning your firm to **exponentially** increase your phone leads and prospect-to-client conversions!

Unlike other digital marketing agencies, which typically only implement basic retargeting campaigns on Facebook or Google only, we leverage up to several third-party ad networks simultaneously to maximize your retargeting ads' reach and results. These networks include the following:



Our Retargeting 2.0 service and strategy's mission and goal is to have your retargeting ads seen by your prospects and leads seemingly everywhere they go online. Not only does this unique strategy keep your firm top of mind for your site visitors, but also in prime position to get more exclusive lead calls, more web form submissions and, more opportunities to convert and land more clients, cases and matters.

Also, and unlike almost all other agencies who show your website visitors (or 'custom audience') the same ad over and over (and over) again, which generally becomes ineffective over time, with Retargeting 2.0, each of your prospects is only shown any specific retargeting ad a limited number of times (frequency) to minimize "banner blindness" and increase conversions.



Instead, we rotate different ads, along with different ad types, such as banner, video and dynamic ads. By doing so, we actively manage your campaign(s) to further optimize them to increase your lead flow, drive down ad spend, which leads to further increasing your ROI.

We also create 3 sets of 126 retargeting ads per campaign, which are only shown to those persons who visited your website within a pre-determined timeframe (e.g. previous 30, 60, 90, 180 days or longer; up to 1.5 years for certain third-party ad networks).

By taking advantage and signing up for our Retargeting 2.0 service, we will setup and build out your campaign(s), then retarget your custom audience(s) on *up to several ad networks at the same time*. Each day, week and month, your custom audience(s) can grow as more unique visitors visit your website, giving you a larger “warm” custom audience to show and display your retargeting ads to on the Internet.

With Retargeting 2.0, we can show display ads to your website traffic and recapture their attention in and, awareness of, your firm. This builds trust with the goal of getting your prospects to return to your website* at the right time, i.e. decision time; the time they are ready to call and talk to you about their legal matter.

*At your option, which is highly recommended, we can build one or more custom, high-converting landing pages to send your site visitors to (versus your home page or practice/sub-practice area pages) using our proven high-converting practice and/or sub-practice area templates. By using our custom, high-converting landing pages, our clients have gotten better results versus sending to their home page or another page on their site, none of which are typically optimized for a retargeting campaign.

And remember, when your website visitors are shown retargeting ads, they are **70%** more likely to convert to a new client for your firm versus one of your competitors’.



Accordingly, I think you'd agree that with Retargeting 2.0, you'd finally enjoy a real **massive competitive advantage** over your competitors in those practice/sub-practice area(s) and location(s) you run retargeting campaigns for... Not to mention a significant ROI, especially when you learn how inexpensive Retargeting 2.0 is.

In summary, Retargeting 2.0 makes all your firm's marketing stronger, tilts the online landscape in your favor and significantly increases the likelihood that your website visitors (potential leads and clients) who are shown your Retargeting 2.0 ads will see your firm as the logical and seemingly only choice to call (and not your competitors) for their legal issue(s).

Therefore, I highly recommend our Retargeting 2.0 service to setup, create and actively-manage one or more retargeting campaign(s) on your firm's behalf to generate more phone leads and web form submits for one or more of your firm's practice areas, again all for a fraction of the cost for other lead generation strategies and programs.

Retargeting 2.0 Pricing and Other Important Terms

Our Retargeting 2.0 service fees are **very inexpensive** and include a low, one-time setup fee, along a low and fixed monthly fee on a per campaign* basis (and not on a cost-per-click (CPC) or cost-per-lead (CPL) basis, which the latter are typically significantly more expensive than Retargeting 2.0).

As is standard for all retargeting services, clients are responsible for their campaign(s) monthly ad spend. The great news here is that that about 90% of our clients, their monthly ad spend is less than \$750 per month per campaign. And if your ad spend is higher, that actually can be a very good thing; it means you have more monthly visitors clicking on your retargeting ads, giving you the golden opportunity to get even more phone lead calls and web form submits.

The only other potential (and optional) fee is to have us build one or more custom, high-converting landing pages to send your retargeted visitors to (versus your home page, practice or sub-practice area pages, which we typically find to not be as high-converting, which is why I highly recommend you have us create your landing page(s) for you).

When you opt for this low one-time service, we use our **proven, high converting** practice and/or sub-practice area landing page templates to create your landing page(s) for one or more Retargeting 2.0 campaigns.

And while I do not include our actual fee amounts inside this guide per our policy, I'm more than happy to explain and provide them to you when you either call or email me to setup a day and time to discuss our Retargeting 2.0 service and how it can benefit your law firm.

In the interim, I can tell you that every lawyer and law firm we have spoken to, including our clients, are pleasantly surprised with how low our Retargeting 2.0 fees are, which

we specifically and purposely structured in a manner that allows you to enjoy a **positive ROI** when you land just one (1) new client per month with Retargeting 2.0.

Now, just imagine your ROI when you land two (2) or more new clients every month with Retargeting 2.0. It can be astronomical!

***For Multiple Campaigns:** If, at your sole discretion, you want to run a Retargeting 2.0 campaign for more than one practice or sub-practice area, each practice area generally requires its own campaign due to several factors, including, but not limited to different keywords, locations, practice areas, etc.

For two or more campaigns running simultaneously, the first campaign is priced at our normal rates while each subsequent campaign shall be on a discounted basis. Monthly ads spend for all campaigns would be your responsibility and, of course, is based on actual ad spend. You also have the option to have us create and build a landing page for one, some or each separate campaign. Each landing page includes its own one-time fee, with a discount offered on the second and all additional landing pages.

No Contracts, No Long-Term Commitments: There are **no** contracts and no monthly minimum requirements for Retargeting 2.0 as we are highly confident we will get you the results (leads) and ROI, you will be more than happy with and thus, will want to continue to partner with us and get more and more leads with Retargeting 2.0. If you ever decide to cancel, we only ask that you give us thirty (30) days advance notice so that we may properly wind down your campaign(s).

Your Team That “Consistently Delivers Client Revenue Growth” - Our U.S. based expert team, who will setup and actively manage your Retargeting 2.0 service campaign, is a **Google Ads Certified Premier Partner**, Google’s top agency designation awarded to only 3% of agencies providing Google Ads management services to local businesses, including law firms, that demonstrate Google Ads skills and expertise and, most importantly, **consistently deliver client revenue growth**, as solely determined by Google. Our expert PPC team is also Bing-certified.



Do-It-Yourself (DIY)?: If you’d like to try to setup and run retargeting inhouse, you’re welcome to use our internal Retargeting 2.0 (formerly Retargeting 2.0) set up guide by [clicking here](#). However, I will warn you upfront that it’s rather technical, complex and tedious. Also, be advised our guide does not include how to create and/or optimize your retargeting ads to maximize the number of leads you get for the least amount of ad spend. It does, however, give you an inside look, and better perspective, of all that is involved to setup a Retargeting 2.0 campaign.

Conclusion

Important: I'd be remiss if I failed to point out that until you start retargeting (or properly retargeting), you'll continue to miss out on potential new leads and clients virtually **DAILY** you could otherwise be generating from your website visitors **when** you take action and incorporate our Retargeting 2.0 service into your marketing plan.

Failure to retarget is not only wasting your 98% warm website traffic, along with countless leads and clients, who will most likely end up at one of your competitors, but it is also allowing you to continue to not properly leverage all your marketing dollars (for SEO, Google Ads, social media, etc.), thus resulting in your firm leaving many clients and substantial fee revenues on the table for your competitors to take advantage of.



Don't let that (continue to) happen to your law firm. Instead, call, email or text me now with any questions you have and/or to have us create, setup, optimize and actively manage one or more Retargeting 2.0 campaigns for your law firm.

Thank you for taking your time to read through this entire guide. I wish you the best of luck with your lead generation and client-getting efforts; and I welcome the opportunity to help you get more leads and clients.

Best,

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