

# Florida Law Firm Marketing: Message and Audience

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EINPresswire.com/ -- You didn't go to law school to be a salesperson, right? Well, now you know in hindsight that is not quite true. To be successful in private practice, you need to market your law firm. You need to get the client to "yes."

Having a solid understanding of the fundamentals of marketing your law firm will help you get a client to "yes." In this article, we will focus on two primary components to your [Florida law firm marketing](#) strategy – Message and Audience. They can be utilized through both in-person and digital marketing.

With regard to digital marketing – which is far more possible during the Covid-19 pandemic – we invite you to reach out to Oamii for more information about how to better digitally market your practice

Oamii, the top digital media agency in West Palm Beach, is here to help you with all of your digital marketing needs. We are up and running at full speed during this crisis. So, we invite you to contact our [lawyer marketing in West Palm Beach, Florida](#). Our Oamii marketing professionals can provide effective marketing services that are second to none, at a reasonable price point. Contact us today by filling out our online contact form, or by calling us at 561-228-4111.

## The Primary Building Block to Legal Marketing is Your Message

Law firm marketing, the same as all marketing, is about the message you put into the marketplace. Who you are, what you do, and what unique value that your firm brings is the



message that you want to convey.

All the tools at your disposal, from a website to email marketing, to pay-per-click advertising, should all be geared towards getting your message out there. Indeed, your marketing efforts are important to “soften the field” so prospective clients in the marketplace and referral sources know you and know where to find you.

Try not to think of marketing as simple advertising. It is more like a constant introduction and a constant reminder to the marketplace that you are ready and able to take cases in your specialty.

Once your message – about what you uniquely have to offer – is out there, then the next step is the “sales” part.

### In “Selling” a Message – Lawyers Should Ask Questions

With a message in place, the next task is to sell that message to prospects. How do you do that as a lawyer? You ask questions. That should debunk some apprehensions you have the “sales” part because lawyers are trained to ask good questions.

How do questions become a sales technique? Well, with other consumer goods like soap and ice cream, the required sales technique has to do with the quality of the item, because the consumer already knows he or she has a need and knows which product will satisfy the need.

With legal cases, however, oftentimes the consumer of legal services does not know the actual cause of their legal problem or the best solution. That is why questions become such an important sales technique for lawyers.

A lawyer can “sell” his or her skills by asking good questions and getting to the bottom of what is really going on in someone’s legal case.

That can be very easy once you are in a conversation with someone. However, how do you use that technique to draw clients to you? Well, be sure that your website and other online materials ask important questions of the person searching for legal services. That will start the conversation. Websites that do not ask questions, but rather only talk about firm successes may not get as much traction.

### Knowing Your Audience is Half the Battle

There is another common misconception about law firm marketing in that it is all about getting the next new client. While growing your book of business should be the focus, you do not always grow your book by having your marketing solely focused on strangers.

There are a lot of people to whom you should direct your marketing efforts, who could be one-step removed from the next new client you seek.

Thus, your digital marketing efforts, in particular, should speak to a broader audience that includes:

1. Past clients. Do not lose touch with past clients. Those satisfied clients will refer you to friends and family.
2. Current clients. Marketing is an aspect of your interaction with current clients. By returning phone calls immediately, by keeping your client updated on case changes, and generally keeping the lines of communication open, you are sending the message that you are the type of lawyer with whom this client will want to continue working.
3. Industry contacts. Non-lawyers in your field will also be a good source of referrals.
4. Other lawyers. Those who do not practice in your field may be impressed by your marketing efforts to also provide referrals down the road; and
5. The media. See if your marketing allows you to be quoted or interviewed in news stories. It is possible to pitch the media about something in which you are knowledgeable.

In sum, know you have a message to put out there. Sell that message by asking potential clients good questions, and make sure that your marketing keeps in mind audiences other than new clients.

Get the Help of a Digital Media Agency in West Palm Beach.

Oamii is laser-focused on digital marketing for law firms. Let us help you. We dedicate ourselves to optimizing your [legal web design](#) to deliver quality content to bring in new business. We have the tools and the team to make sure that your brand, your webpage, and your firm are top-of-mind.

When you invest in marketing for your law firm, you want to work with an agency that brings your law firm the best results and understands the temperature of the marketplace. You want to get the most out of your advertising budget and get the best return on investment.

The digital marketing agency in West Palm Beach, Oamii, provides quality products and services to our clients while keeping their best interests in mind, making use of the best legal marketing provider in West Palm Beach, Florida. Our deliverables are always provided on schedule, budget, and scope.

You have a choice with your marketing dollars and resources. If you want to increase your marketing reach and want a company that focuses on SEO for law firms, then look to the help of an experienced, professional, legal marketing provider in West Palm Beach. Look no further than Oamii to crack the code on how to improve your marketing game. We welcome you to contact us at Oamii to help you market your firm and build your book of business. Please fill out our online

contact form, or call us at 561-228-4111 today.

Source: <https://www.oamii.com/law-firm-marketing-message-and-audience/>

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