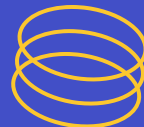




# The Master Checklist for Choosing a New Law Firm Marketing Vendor

Whether you're just starting out or need to find a new marketing team to replace your current one, choosing the right vendor can be vital to the success of your business. With so many marketing vendors out there claiming to be the best at what they do, you may be wondering how to choose the right one for your firm. Below is a master checklist for choosing a new law firm marketing vendor so you know exactly what to look for in a potential marketing team.



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## What to Look for in a New Law Firm Marketing Vendor:

The goal of any law firm, regardless of size or amount of experience, should be continuous growth. Marketing helps achieve that goal through targeted efforts to reach desired audiences with compelling, Google-friendly content and ads. You'll want to choose a marketing vendor that has the experience, tools, and capacity to not only fulfill your goals, but also exceed them with custom-tailored marketing strategies.

## Legal Expertise

While you could choose a marketing agency that has never worked with law firms before, it would be much more advantageous to choose one that has legal experience and familiarity with the law. In fact, it is best to work with a marketing firm that specializes in legal marketing. MeanPug's founders, along with several other [pack members](#), came from one of the largest law firms in America. We take what we learned in that environment to help law firms of every size grow their practice. We also have attorneys on our team who know what lawyers are looking for from marketing vendors and how to cater to those needs effectively. At MeanPug, we know what it takes to succeed in the legal marketing sphere and are eager to show you all the tricks we've mastered.

## Full-Service Capabilities

The truth is that there are many components to marketing, endless moving parts that rely on the skilled cooperation of different qualified teams. Not all marketing agencies provide every marketing service, though, so you'll have to decide how many different vendors you're willing to work with to achieve your goals. MeanPug makes this easier by [offering every marketing service](#) your law firm could need so you don't have to shop around.

### We have in-house teams for:

- [Law firm branding](#)
- [Website design and development](#)
- [Digital advertising](#)
- [Content marketing](#)
- [Search Engine Optimization \(SEO\)](#)

The quality and efficiency of communication between these teams is the root of our success in marketing for law firms. Otherwise, the disadvantage of working with several marketing vendors for different pieces of your marketing strategy is that they can't talk to each other, so your marketing efforts would be disconnected and inconsistent. With MeanPug, you'll never have to worry about whether your digital ads align with your website content, or if your web pages reflect out-dated SEO data trends. We take care of all aspects of digital marketing for you, so you can focus on practicing law.

## No Proprietary Tools

A lot of marketing firms use proprietary software to entrap businesses. Using exclusively owned tools to build your site and execute marketing strategies is a common tactic to prevent you from working with other vendors. Once you have a site built with proprietary software, it belongs to the marketing firm that built it. At MeanPug, we use design and development software you can use well into the future, and your site will belong to you. We don't claim ownership over any part of your business. Our goal is to give you the foundation and tools your law firm needs to succeed in the long-run.

## Knowledge of Common Legal Tech Solutions

It's crucial to choose a marketing vendor that understands commonly used legal tech solutions. A marketing firm that doesn't know how to use and/or integrate with all your law firm's systems can't do much for you. MeanPug has experience working with nearly every type of CRM and call tracking software—the good ones and the not so good ones—and regularly advises clients on their tech stacks.

## Ability to Get Results

The most important trait to look for in a potential law firm marketing vendor is their ability to achieve results. But don't take an agency's word for it when they tell you they can get you on the front page of Google in a single week. Ask for evidence of their marketing achievements and measurable success. For example, MeanPug has been able to grow one of its client's organic traffic by over 50%. Additionally, the clients we service have won over \$6 billion in case recoveries.

It is just as important to work with an agency that will track and report on the initiatives they've been contracted to do. You want a marketing vendor that gives you regular updates about ongoing projects so you aren't left in the dark trusting that things are working well. MeanPug takes the time to make sure you're kept in the loop on your firm's marketing efforts so you know exactly what you're getting out of your contract with us.



## Creativity

You don't want to end up with a marketing vendor that only does the bare minimum for your law firm. The marketing agency you choose to work with should be your partner in growth. We consider ourselves engineers of SEO and take pride in our innovative approach to digital marketing. We're always willing to try new things for our clients. For example, some of the tools we have learned and implemented to go above and beyond for our clients include custom WordPress widgets, God of Law, and more. Our teams are always iterating on new and well-known SEO strategies to create and continuously develop next-level legal marketing strategies to help you outrank your competition. MeanPug never settles, so why should you?

## Honesty

You'll want to be careful of marketing vendors who overpromise results or exaggerate their capabilities. Avoid marketing vendors who overzealously promise the world to you – you don't want to be surrounded by 'yes men.' Instead, work with a marketing firm that isn't afraid to tell you when something isn't going to work. At MeanPug, we take seriously the trust you place in us to lead your marketing efforts, so we will always be honest with you about the value of a marketing service to your law firm. With so much experience in legal marketing, we are well-equipped to set realistic expectations with you and let you know when strategies need to be adjusted.

## Client Testimonials and Portfolios

When choosing a new law firm marketing vendor, look at testimonials or client portfolios on their website to learn about their client satisfaction and see examples of their work. You should look for consistently good reviews and testimonials, as well as whether the portfolios reflect the marketing efforts you're looking for. Some marketing vendors even have rewards and recognitions that showcase their skills and specialties. You'll want to find examples of measurable excellence from any marketing vendor you consider for your law firm.



# Do We Check All Your Marketing Boxes?

## Let Us Show You Why MeanPug is a Lawyer's Best Friend

It goes without saying that every marketing agency will have its own strengths and weaknesses. It's up to you to weigh those strengths and weaknesses against your law firm's marketing needs. MeanPug's innovation, creativity, and legal experience give us the edge we need to offer dynamic, multidimensional digital marketing to law firms like yours.

To learn more about what MeanPug can do for your law firm and other qualities to look for when choosing a new marketing vendor, bark at us today.

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