

# HOW TO CHOOSE THE **RIGHT LEAD PROVIDERS** FOR YOUR LAW FIRM



INSIGHTS ON CHOOSING THE RIGHT LEAD  
PROVIDERS FOR LAW FIRMS

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# INTRODUCTION



With many lead generation options available, law firms must carefully select providers that align with their goals and needs. For every good lead provider there are five bad ones. This white paper outlines how law firms can choose the right lead providers, leveraging key insights from industry practices and proven methodologies.

# WHY SHOULD PERSONAL INJURY LAW FIRMS BUY LEADS?

For personal injury law firms, securing **quality leads is crucial**. But, many firms have been brainwashed into believing that they should only run branded marketing and that all lead providers are bad. In some instances, a poor experience with a 3rd party lead provider years ago has left a sour taste in their mouth. A good lead provider can supply qualified individuals who require legal representation, **streamlining the process of client acquisition**, while giving you a competitive advantage in your marketing strategy. The benefits include:

- **Increased Client Acquisition:** By tapping into new sources that leverage national and/or statewide marketing campaigns, a firm can level off the ups and downs that ordinarily occur with a fixed marketing strategy utilizing only branded marketing.
- **Immediate Impact:** No waiting 6 months for SEO organic traffic, a strong lead provider can deliver the minute you are live.

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- **Flexibility Of Spend:** Using third-party lead sources can make budgeting much easier with the ability to flip a switch to turn on or off leads. That flexibility usually does not exist with branded campaigns where turning off your media spend can have hugely detrimental impacts.
- **Channel Diversification:** A law firm's first-party, branded marketing efforts may not be hitting every channel where consumers are looking for an attorney. Using lead providers allows auto accident law firms to attack those market segments that are consuming their media through those alternative channels.
- **Higher Conversion Rates:** By focusing on individuals who are more likely to need legal services, higher conversion rates may be achieved. Third-party lead providers, if selected properly, are experts at targeting audiences with high levels of intent. Sophisticated targeting often leads to higher conversion rates and lower costs than paying for every person who might be doing a search for a personal injury lawyer, whether or not they may make a good client.

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- **Cost Efficiency:** Not always, but often third-party leads can be more affordable than traditional advertising. Lead providers can leverage their buying power to run national and/or statewide campaigns allowing them to keep their lead price down.

However, despite these advantages, selecting the right lead provider remains a challenge for many law firms.



# THE CHALLENGES OF LEAD GENERATION

Not all leads are created equal. Firms often face several issues when it comes to generating and purchasing leads:

- **Quality vs. Quantity:** A high volume of leads doesn't always translate into high-quality prospects.



- **Lead Exclusivity:** Firms need to ensure that the leads they purchase are not being sold to competitors.



- **Lead Filtering:** Without proper filters, firms may end up wasting resources on leads that do not match their ideal client profile.



- **Home grown leads:** Find sources that generate their own traffic and not aggregating.



# HOW TO CHOOSE THE RIGHT LEAD PROVIDER

To ensure a successful lead generation strategy, law firms must consider several factors when selecting a lead provider:

1. **Lead Exclusivity:** Ensure the leads are exclusive to your firm. Shared leads can diminish your chances of conversion.
2. **Short Term Agreement :** Quality products do not need to lock you into long term contracts.
3. **Ask for references or get referral.**



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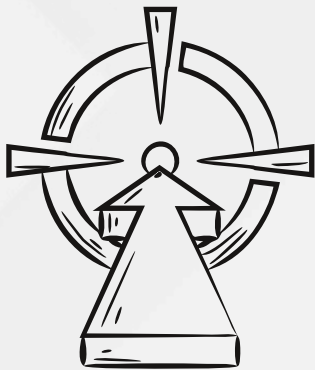
#### 4. **Lead Qualifiers:** Look at the qualifiers for a valid lead.

- **Statute of Limitations:** Is a date of accident more than a year ago a good lead?
- **Treatment Period:** Is the lead provider simply asking whether or not the client was injured or are they digging deeper? Did the client receive treatment shortly after the accident? Were there major gaps in treatment?.
- **Fault in the Accident:** Is this simply a Yes or No response or is the led provider proactively trying to identify other responses that will filter out bogus claims when the prospective client was not at fault, but neither was another driver.
- **Representation Status:** Preferably, leads should be from individuals who have never been represented. Too many lead providers simply inquire if the client is currently represented.

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5. **Traffic Source:** Determine whether the lead provider drives their own traffic or relies on third-party sources.



6. **Lead Intent:** Evaluate the intent behind the leads. Providers should capture leads with clear intentions to pursue legal help.

7. **Lead Nurturing :** High-quality leads often require nurturing. Ensure your provider offers support to engage leads over time or facilitates your team nurturing leads in real time..

8. **Reporting and Analytics:** Look for providers that offer detailed reporting, allowing you to track lead performance by source, rep, time, message, and sequence.

9. **Understand the Journey:** Review campaign content to better understand what the prospect goes through before being sent your way.

# IMPORTANT CONSIDERATIONS

- **Lead Returns:** Check whether returns are expected or allowed. Some providers offer a lead replacement guarantee if the lead does not meet specific criteria.
- **Communication:** Effective communication is vital in working with lead providers. Constant feedback and transparency between your firm and the lead generation service will ensure better results.



# KEY METRICS TO ANALYZE A LEAD PROVIDER

- **Conversion rate:** Number of leads signed.
- **Cost of Acquisition (COA):** What is it costing you to sign the case



- **True Cost of Acquisition:** Look at the number of cases signed that are still with firm at the 90 day mark. There will be some attrition, but you will have a better idea of a true COA here.
- **Higher Tiered Cases:** Rank your cases and always separate your higher value cases. You may have a lead provider that is not converting as many cases but has delivered a handful of higher tiered cases making the number work.

# ENSURE SUCCESS WITH PROPER LEAD NURTURING



- Having the ability to call, email, and text.
- Having the ability to use Esign for single call close
- The phone is still king - 2-3 phone calls for the first 5-7 days.
- Utilize “double dialing” sprinkled with intro texts to ensure more people pick up the phone
- Strategic outbound efforts. Target mornings, lunchbreaks, and afterhours
- Utilize a 3rd party to ensure your phones are being answered for overflow, afterhours, and weekends. The 3rd party should have the ability to sign clients on your retainer.

## CONCLUSION

Choosing the **right lead provider** is essential for the growth of your law firm. By considering factors like lead exclusivity, filtering criteria, lead nurturing capabilities, and clear reporting, firms can improve client acquisition and conversion rates. With the right partner, lead generation can become a seamless and powerful part of your law firm's growth strategy.





## CONTACT INFORMATION

For further guidance on lead curation and selecting the right lead provider for your firm, contact:



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