



Green
Cardigan
Marketing.com

Law Firm Marketing Scorecard

Measure the effectiveness of your law firm's strategy

Plug The Holes In Your Marketing Budget



Hey there, I'm Ashley Robinson, the driving force at Green Cardigan Marketing. Are you feeling frustrated by your law firm's stagnant growth? Wondering which marketing tools can attract new clients? I've empowered over 150 law firms just like yours to supercharge their growth and elevate sales.

The **"Law Firm Marketing Scorecard"** is a tool my team uses daily to help law firms discover where they need help in effectively growing. With this scorecard, you will learn where to plug the holes in your marketing efforts & identify areas of improvement.

Implement this **checklist** to master your growth and skyrocket your law firm's sales.

Let's elevate your firm's success together!

Ashley R

Law Firm Marketing Scorecard

SOCIAL PROOF

Client Feedback

YES

Do you have client testimonials on your website?

Social Media

YES

Are your social media accounts actively engaging?

Online Reputation

YES

Do you effectively manage and respond to online reviews?

TOTAL:

INTAKE PROCESS

Call Tracking

YES

Is your law firm tracking calls?

Regular Emails

YES

Are you consistently emailing your prospect database?

Process Tracking

YES

Do you effectively track intake through the sales funnels?

TOTAL:

COMPETITOR ANALYSIS

Search Presence

YES

Does your firm rank higher in search results than your competitors?

Content Edge

YES

Do you offer more valuable content than your competitors?

Marketing Channels

YES

Are you missing key outlets to reach new leads?

TOTAL:

WEBSITE EVALUATION

Loading Speed

YES

Does your website load quickly and efficiently on all devices?

Navigation

YES

Is your website clearly and professionally navigable?

Sales

YES

Are you getting sales/clients through your website?

TOTAL:

Add up all your scores from the above and calculate your final score out of 12 TOTAL SCORE:

HOW EFFECTIVE IS YOUR DIGITAL MARKETING STRATEGY?

1-5 NEEDS WORK

With this score, your digital marketing may not be fully optimized, potentially leaving up to 60% of possible revenue gains unexplored. To unlock the full potential of your digital marketing and tap into these unexplored gains, a thorough evaluation and strategic adjustment of your current practices are essential.

6-8 DECENT

Your efforts are yielding results, but there's room for growth. With up to 50% more revenue on the table, enhanced strategies could unlock this untapped potential. Our team can assist by analyzing your current approach, identifying areas for optimization, and implementing targeted solutions to drive substantial growth.

9-12 GOOD

Your digital marketing is performing well, yet there's room for an additional 33% in potential revenue by refining your approach. By leveraging advanced analytics to pinpoint areas for improvement and adopting cutting-edge marketing technologies, we can help you tap into this additional revenue stream.

EASIER
TO IMPROVE



HARDER
TO IMPROVE

SOCIAL PROOF

INTAKE PROCESS

COMPETITOR ANALYSIS

WEBSITE EVALUATION

HOW EFFECTIVE IS YOUR DIGITAL MARKETING STRATEGY?

No matter your score, there's always room for growth. Use your score as a starting point to identify areas for improvement and take action. Let's unlock the full potential of your digital marketing efforts.





Supercharge Your Law Firm's Growth

Congratulations on completing the checklist! You've taken the first step towards growing your law firm!

Please note: Your quickest wins will come from **Green** and your slowest & more difficult ones will come from **Red**. Be encouraged, no matter the score, to know that you are halfway home to having a growing law firm that is not reliant on referrals any longer. Knowing where your problems are is the most difficult process in the journey of growing. You are now empowered with knowledge and can begin focusing your time and energy on the areas that need you the most.

What's next? If you are asking yourself 'HOW' to make changes in any of the above mentioned areas or stuck on where to start first, let us help! We invite you to apply to work with our team. We work **EXCLUSIVELY** with law firms and understand how complex and competitive this industry can be. If you have a growth mindset and are ready for change, there's no better time to start!

Cheers to a growing law firm!

Ashley R.

Click here!

[Apply To Work With Our Team To Grow Your Law Firm!](#)