

2026 LAW FIRM BUSINESS & MARKETING PLAN

with Marilyn Jenkins



Law Marketing Zone®

MORE LEADS+MORE CASES+MORE PROFIT



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Stop Wasting Your Time

Don't leave your marketing efforts to chance
We work in digital marketing every day. Let us help
you focus on growing your Firm so you can stop
wasting your time figuring out digital marketing
yourself.

We Bring More Qualified Leads to Your Law Firm

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With **Google Maps Power Boost**, you can dramatically improve your
local search rankings and drive high-intent buyers to your business
within just 60-90 days.

Why Choose Google Maps Power Boost?

- ✓ Rank in the Top 3 of Google's Map Pack: Increase your local visibility and outrank competitors.
- ✓ Reach More Local Customers: Dominate searches within a 25 Square Mile radius and mathematically



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AGENDA

Set your Goals for 2026 and Targets for the year

MAXIMIZE lead flow

Core Strategies & trends for 2026

Budget, Channels, Important Trends

**Set you up for massive success in 2026
& Beyond**

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MORE LEADS • MORE CASES • MORE PROFIT



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Lead Generation Target Planner

Lead Generation Target Planner	
Step 1: Total Clients & Cases Target	
Annual Revenue Goal / Target	\$2,750,000.00
Monthly Revenue Target (Annual Goal divided by 12)	\$229,166.67
What is your average Case Value?	\$5,000
How many signed clients would be required to hit your monthly	46
Step 2: # of leads required to hit target	
Monthly Referral Leads	40
Conversion Rate	25%
Monthly new clients from referrals	10
Additional new clients required to hit goal (Target minus referral)	36
Number of leads required to hit target (Target x 4)	36
Average cost per generated lead	\$200

- Revenue goal 2026?
- Monthly revenue / 12
- Average Case Value # of
- new clients Minus referrals
- How many leads? % leads
- that convert to cases?
- Average cost per lead

<https://LawMarketingZone.com/2026-plan>

2026 Goals



"Success is Goals. All Else is Commentary."

-Brian Tracy

Your 2026 Goals

WHAT ARE YOUR GOALS FOR 2026?

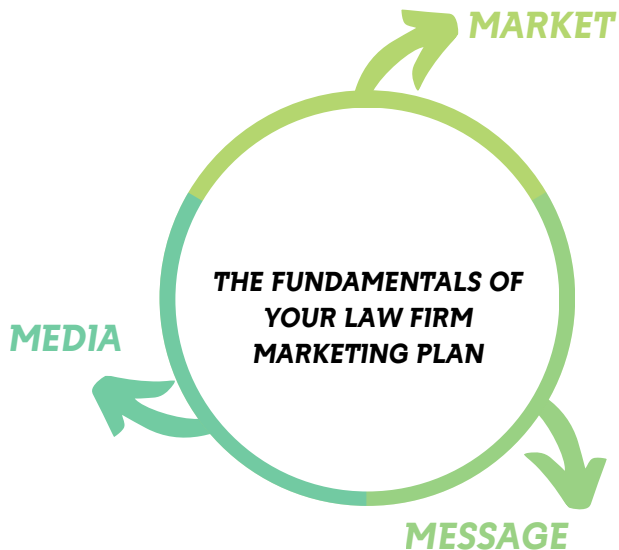
- 1.** How much revenue will your company generate this year?
- 2.** How much revenue does that equal to monthly? (Divide the annual by 12)
- 3.** How many booked calls will that require?
- 4.** What is your average case value?
- 5.** What is your average lifetime customer value?

Your 2026 Goals

WHAT ARE YOUR GOALS FOR 2026? *con't*

6. How many leads will you need to hit that goal?
7. How many consultations will you need to hit your goal?
8. What is your average conversion rate from caller to case accepted?
9. Multiply your call target by your conversion rate -

Market, Media, & Message



MARKET

The first thing you have to determine is 'who is your market?' Most would say, "we sell to everyone with a legal problem in my practice area." As the saying goes, when you try to sell to everyone you are selling to no one. Get it out of your mind that everyone is your customer. So, who is your customer? Is it the DIYer, the middle-class suburbanite, or the high-end multi-millionaire? You have to find your market, known as your avatar.

MESSAGE

Once you define your avatar, you then need to define your message. When you know who exactly your customer is, you can craft the message to them. If your customers feel like you are talking to them, they can relate to you. The person who lives in a multi-million dollar home has different priorities than someone looking for the lowest price. Keep your company culture in mind.

MEDIA

When you have your avatar and message in place, you can figure out where and how to deliver the media.

Your Message

WHAT IS YOUR MESSAGE?

Why should someone choose to do business with you vs. the competition?

- 1.**
- 2.**
- 3.**

What benefits do you offer that your target customer avatar will resonate with?

- 1.**
- 2.**
- 3.**

With a clear understanding of your customer avatar, you can focus on crafting messaging for your website that resonates with the customer!

Ultimate Checklist to Gauge Where You Are

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR LAW FIRMS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Is your website optimized for conversion (visitor to caller)?

- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the attorneys, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?



Is your website optimized for search engine rankings?

- Do you have your main keyword in the Title Tag on every page of your website? e.g. City Lawyer | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for each of the attorneys at the firm?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city practice area lawyer", "your city practice area attorney", "your city lawyer" and other similar keywords?
- Are you consistently creating new content, blogging, and creating new inbound links back to your website?



Is your company optimized to rank on Google Maps?

- Have you claimed & verified your Google Business Profile listing? Do you have the login?
- Have you properly optimized your Google Business Profile listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google Business Profile weekly & responding to questions?



If you'd like to talk with us about how we can help you get your Internet Marketing right & maximize your lead flow online, go to <https://lawmarketingzone.com/bookacall>

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SEO | PPC | Social | Web Design

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR LAW FIRMS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebook ads to your ideal prospect base?
- Do you have a premium ad on Justia.com, FindLaw.com, Avvo.com, etc.?
- Are you buying pay-per-lead services - Lawyer.com, Avvo.com, etc.?



Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?



Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their case evaluation call?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?



Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue

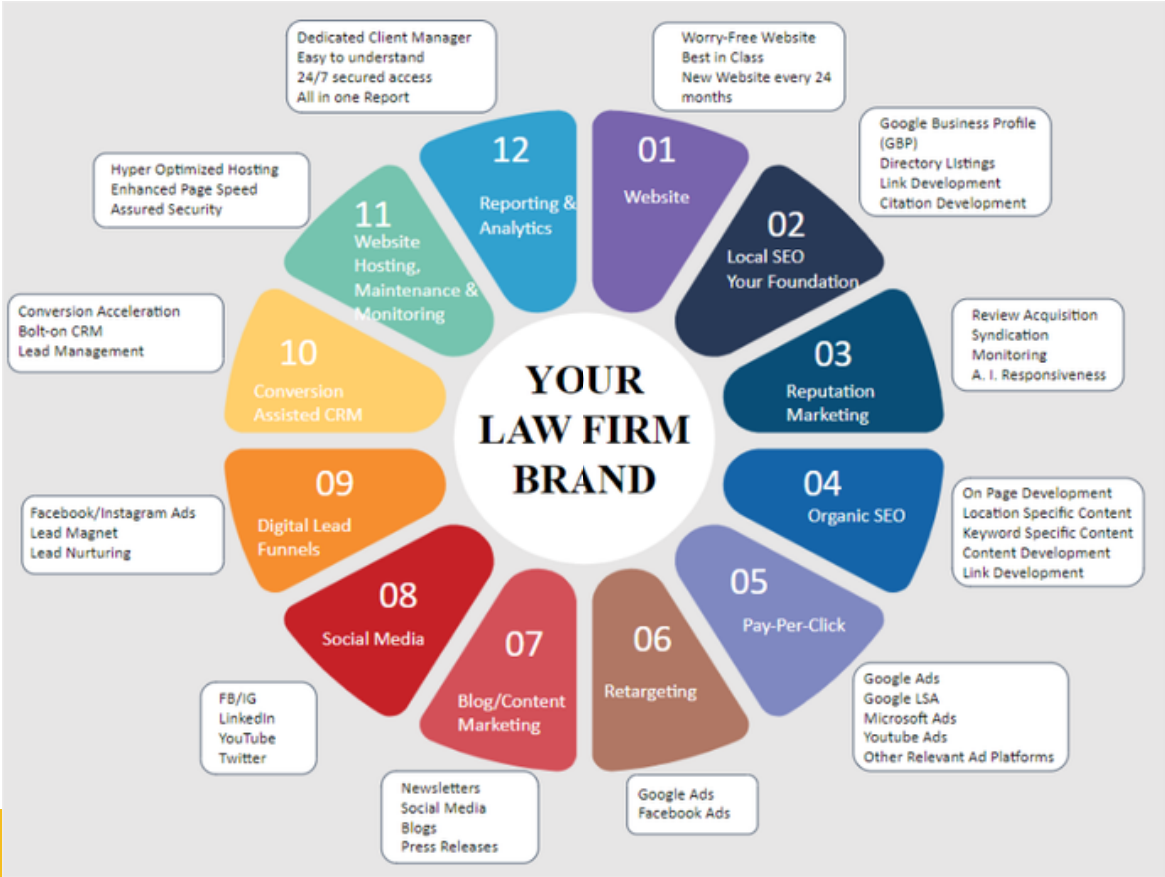


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How We Help



Your 2026 Plan

INTERNET MARKETING INITIATIVES

What are the top 3 internet marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

SEO Strategy

SEO is not a 'set it and forget it' project. This is a problem many law firms face. They either try to implement a campaign on their own or they hire a company that may not be the best choice for their industry.

In order to succeed with a successful SEO campaign you need an action plan. Using the checklist a few pages back will ensure you are starting in the right place.

1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?

PAID INTERNET MARKETING CAMPAIGNS

Although a good website and a solid SEO plan is important for a long-term plan, it's also beneficial to employ solid paid campaigns along the way

What paid initiatives will you implement?

Pay-Per-Click - Google Adwords, Bing Search

Retargeting (Meta Ads)

Premium advertising on authoritative directories:

- Lawyer.com
- AVVO, etc.

It Takes a TEAM to Take Your Law Firm to The Next Level

IT TAKES *Experts* **TO RUN YOUR INTERNET MARKETING**

- **Internet Marketing Campaigns Designed Specifically For You**
- **Optimize Your Google Business Profile to Rank in the Maps Pack**
- **Custom Designed Websites Built to Convert**
- **Conversion Tools to Close More Calls**
- **Online Reputation Monitoring**

**IF YOU ARE READY TO TAKE YOUR
LAW FIRM TO THE NEXT LEVEL,
THEN VISIT LawMarketingZone.com**

