

INTRODUCTION

Forty-three percent of legal clients select their attorney based on proximity.¹

Let that sink in.

Nearly half the people who seek legal counsel choose a lawyer based primarily on where that attorney happens to be physically located. These are people who frequently are facing serious issues that have massive personal and financial ramifications: fighting for access to their children; waging a *David versus Goliath* battle against a large insurance company; managing their son's embarrassment when he grew breasts after taking Risperdal.

Address matters most. Not the diploma on the wall, nor the sheen of the mahogany desk, nor the expansiveness of the lobby. What matters most for people who are choosing a lawyer is the geographic convenience of a lawyer's location. It's time for attorneys and law firm marketers to understand that office location in relation to prospective clients is a marketing asset—or a liability—that must be leveraged to maximize effectiveness across all marketing efforts.

The clear consumer preference for proximity as a key factor when choosing a lawyer is demonstrated in search result data. The preference is clearly driven by the widespread adoption of smartphones—people are searching for “pizza restaurants near me,” “ATMs near me,” and, yes, even “divorce lawyer near me.” The following graph shows Google Trends search data for queries that include the phrase “near me” in the legal category:

1. This is taken from a 2017 Google study on consumer behavior in the legal industry and was the most striking data point shared by Google during our Legal Connect with Google events held from 2017 to 2018 across the country.



If done well, marketing campaigns, including search engine optimization, pay-per-click, remarketing, email, and social media, employ a precise local facet that is the key to success and profitability for businesses. Precision location targeting through these various channels transforms advertising costs into marketing investments. This book takes a detailed trip into the mind of the prospective legal customer. And in legal, that customer is almost always local. The book highlights actionable marketing tactics that successful law firms employ to capitalize on the consumer preference for the convenience of location.