



KJ STRATEGY
GROUP

LAW FIRM CLIENT ACQUISITION CHECKLIST

A proven framework to attract more qualified leads, sign more clients, and **increase revenue.**



**ATTRACT
THE RIGHT
PROSPECTS**



**CAPTURE
MORE
OPPORTUNITIES**



**CONVERT
MORE
CLIENTS**



**INCREASE
REVENUE**

Build a client acquisition system that drives **predictable growth** and **sustainable results.**



LAW FIRM CLIENT ACQUISITION CHECKLIST

Could Your Law Firm Be Signing More Clients?








Growth isn't just about spending more on marketing - it's about having the right systems to attract and capture the right clients.

Start here. Are you checking these boxes?



VISIBILITY






Potential clients can't hire you if they don't know you exist.

-  Google Business Profile claimed and actively generating reviews
-  Google Local Service Ads
-  Google Ads and/or other paid advertising in place
-  The firm publishes useful content on its website, social media, or YouTube at least once per week
-  Do you know which social media channels your target audience uses?



LEAD CAPTURE

Make it easy for potential clients to reach you and convert interest into opportunities,

-  Website has a prominent phone number in the top right corner on desktop
-  Is the phone number visible at any part of the page a visitor scrolls to on mobile?
-  Website has a contact form
-  Website has live chat or chatbot
-  24/7 answering service available

Can You Connect Marketing to Revenue



It's not enough to generate leads - you need to know which channels bring in qualified clients and real revenue.

Check the boxes below to see where your firm may be missing critical insights.

03 **ATTRIBUTION & REVENUE TRACKING**
Know which marketing brings in paying clients - not just leads.

- Do you track leads all the way to signed clients?
- Do you know your cost per signed client?
- Can you see revenue by marketing channel?
- Do you know which channels generate the highest value clients?
- Do you have revenue goals by channel or campaign?

04 **TRACKING & CONSENT**
Accurate tracking is the foundation of smart decisions.

- Do you have a cookie banner on your website?
- Do you use call tracking on your website phone number?
- Are offline conversion (calls, form fills, chats) being tracked?
- Is your website, CRM, and ad data properly connected?



If you had **\$5,000** more in marketing budget tomorrow, would you know exactly where to invest it?

MOST LAW FIRMS TRACK LEADS, FEW TRACK REVENUE.
The most successful firms don't just know how many leads they generated. **They know:**



Which channels generate **quality leads**



Which channels generate **signed clients**



Which channels generate **revenue**



Where they should invest their **next marketing dollar**

CLIENT ACQUISITION BY MARKETING CHANNEL DASHBOARD

CHANNEL	SPEND	LEADS	QUALIFIED LEADS	CLIENTS SIGNED	COST/CLIENT	REVENUE	RETURN ON AD SPEND
Google Search	\$7,500	85	45	9	\$833	\$54,000	7.20
Local Services Ads	\$3,000	40	25	6	\$500	\$36,000	12.00
Meta Ads	\$2,500	60	15	2	\$1,250	\$12,000	4.80
Organic Search	\$0	35	20	5	\$0	\$30,000	N/A
Google Business Profile	\$0	18	12	3	\$0	\$18,000	N/A
Referral Partners	\$0	10	8	3	\$0	\$18,000	N/A
Email Marketing	\$0	12	8	2	\$0	\$12,000	N/A
Agency Retainer	\$4,000	—	—	—	—	—	N/A
Total Marketing Investment	\$17,000	260	133	30	\$567	\$180,000	10.59



Better systems. Better tracking. Better decisions.
More signed clients. More revenue. More growth.

THE CLIENT ACQUISITION FRAMEWORK

A Proven System. More Clients. Better Growth.



The most successful law firms don't leave growth to chance. They follow a proven framework to attract the right prospects, convert them into clients, and fuel sustainable growth.



01 **ATTRACT**

Get in front of the right people where they are looking.



Build visibility and credibility across the channels your ideal clients trust.

- Increase visibility
- Build trust
- Attract qualified prospects



02 **CAPTURE**

Get in front of the right people where they are looking.



Remove friction and capture more leads through multiple, convenient touchpoints.

- More inquiries
- Better lead quality
- Higher conversion potential



03 **TRACK**

Get in front of the right people where they are looking.



Track every lead, call, and conversion to understand which channels drive value.

- Smarter decisions
- Better budget allocation
- Clear performance insights



04 **CONVERT**

Get in front of the right people where they are looking.



Nurture prospects and deliver an experience that builds confidence and drives them to say "yes".

- Higher close rates
- Stronger client relationships
- More signed clients



05 **GROWTH**

Get in front of the right people where they are looking.



Use data and insights to double down on what drives results and scale profitably.

- Sustainable growth
- Stronger ROI
- Long-term competitive edge



READY TO GROW YOUR FIRM?

Schedule your complimentary **Client Acquisition Assessment**

We'll evaluate your systems, identify opportunities, and give you a clear roadmap to grow.



Data-driven insights



Proven Systems



Tailored for law firms



Focused on revenue