



# HIRING GUIDE

**Selecting A Marketing Agency  
For Your Immigration Law Firm**



**How to choose the right agency  
for your firm – the first time.**

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## Find the Best Agency for Your Immigration Law Firm, and Finally Get a Return on Marketing Spend.

As an owner of an immigration law firm, you should know how important marketing is for the growth and success of your business.

You are ultimately responsible for your firm's revenue, so deciding on a marketing agency can be one of the most important decisions you can make as the founder of an immigration law firm.

It's easy to get overwhelmed with the numerous marketing channels and strategies and end up wasting significant amounts of time and money trying things that simply don't work in your industry.

To make matters more challenging, it seems everyone on the planet is a "marketing guru" with a new product, service, or software to sell you.

Every marketer, agency, association, directory, PR firm, Google, email service provider, direct mail company, and TV station all have the marketing/sales solution for you!

As you can imagine, none of these people have any idea what is going on inside your firm or if their product/service can solve any part of it.

But salespeople must sell...so get your wallet out!

Chances are, by now, you've tried virtually everything, but all you've ever gotten is a lighter wallet and no new clients to show for it...

## Is it Possible to Use Online or Digital Marketing to Add Millions in Profits to an Immigration Law Firm?

Yes, and we can easily prove it.

It is 100% possible, and law firms are doing it successfully every single day.

To be fair, it's only a select few firms having massive, trackable, profitable results causing them to ***double, triple and even quadruple*** their firm's revenue.

But it **IS** happening.



### Pro Tip:

You are looking for a situation that will result in rapid, massive improvements in your **growth** and **ROI**.

Without the correct agency, you have a very slim chance of achieving these results.

It won't happen by accident – only by design.

To join them, you will have to make a series of decisions starting with **who is going to lead you through this growth.**


You will need to hire the perfect marketing agency for the task, and then prepare your finance and operation teams to handle the increase in weekly inquiries, consultations, and hires.

To alleviate some of the stress that comes from making such an important decision, we created this guide to show you exactly how to select the best agency for your immigration law firm.

We also included some specific questions to ask your prospective marketing agencies, which we have found helpful in determining the viability of a successful client-agency relationship.

## Let's Be Realistic About Your Current State.

Most of the immigration law firms we encounter have one of these three marketing “strategies” already in place – but make no mistake, it’s not enough.

Are you one of these three?		Likely Outcome
1	<b><u>Do it when you can</u></b> – You have someone on staff that can do some things when they have time. Maybe post on social or send marketing emails. But you know this isn’t helping.	 <ul style="list-style-type: none"><li>• Fewer quality leads</li><li>• Negative ROMI</li><li>• Stagnant Revenue</li></ul>
2	<b><u>You have partial help</u></b> - You’ve hired a family member or friend to do social media or maybe run ads. And while your niece or friend is great at posting, she doesn’t necessarily have the experience to run marketing campaigns that will <i>grow</i> your business. Grow meaning double or triple your revenues	
3	<b><u>You have help</u></b> - You’ve hired an internal marketing coordinator with a couple years of marketing experience, or you have “a guy” who does this full time for a living, BUT you’re still not doubling, tripling, or adding millions in revenue.	

When you’ve progressed to #3 and are not getting massive, hard-to-manage growth, it’s time to hire an agency who specializes in immigration law firms.

One that has the team, ads, campaigns, case studies and reviews to prove they are consistently onboarding new immigration law firms and replicating massive success every time.

If they did it with 3 clients in a row, then you can be reasonably assured to be the 4<sup>th</sup>.

If they have significantly grown 6 immigration law firms in a row, you can bank on being #7.

When you find that agency, you have found “the one”.  
But with so many marketing agencies out there, how do you choose?

Let’s go over some important things to consider when selecting a marketing agency for your immigration law firm:

## What Experience and Expertise Do They Have Specifically with Immigration Law Marketing?

Here, you are looking for a single response. You want a perfect fit.

Have they grown an immigration law firm by the millions and then replicated it multiple times after that? Ask to see the specifics of how they grew their clients, and how they plan to do the same for you.

**This is where most law firms mess up.**

You need to see as much information as possible to feel confident they accomplished this.

Testimonials claiming “They grew us 50% or 100%” are not specific enough in this situation.

You need another *immigration law firm* to say, “they increased my leads 100, 200, 300% which increased my consults, hires and revenue by 100, 200 and 300%”.

We have seen some staggering numbers on case studies and testimonials, later to learn the firm grew from \$200k a year to only \$400k! This is nice, of course, but it is not the evidence you need to see. Maybe if they doubled the firm, then doubled it again, that would suffice.

**Immigration law is a complex and specialized field.**

You need a marketing agency that already understands the unique challenges and opportunities of immigration law firms.

You don't want to be the guinea pig for an agency.

In essence, you have already failed to double or triple your growth, don't prolong it further by hiring the wrong agency and having to teach them how to run effective marketing campaigns for immigration law firms.

Demand an agency that has a proven track record of delivering successful marketing campaigns for immigration law firms.

Agencies who have worked with other immigration law firms have already tested and optimized each campaign and have a catalogue of proven winners. They have campaign results to demonstrate their success with immigration law campaigns AND they are running live campaigns every day.

Ask to see the live results from 2-3 immigration law firms and their last month's reports:



A **successful agency** will be thrilled to share that info because they are proud of the results they generated.



An **unsuccessful agency** may be unwilling to share this data and give excuses as to why they cannot share it; beware these agencies.

## What Are Your Marketing and Sales Goals? Do the Services They Offer Match?

Different marketing agencies specialize in different services and channels, such as website design, SEO, PPC, social media marketing, branding, logo design, graphic design, public relations, copywriting, videography, photography, email marketing, and more.

Consider your business goals and choose an agency that can provide a customized marketing strategy that aligns with your very specific needs and objectives.

For example, if you already have a multi-million-dollar business, your goals might be to establish yourself as a thought leader and increase brand awareness.

You would want to hire a marketing agency that focuses on social media, public relations, and branding.

But if you're a small-to-medium sized law firm, you're likely more focused on getting leads and new clients.

You'll want a marketing agency that focuses on PPC advertising, SEO, and content marketing.

You will need all three plus Google Business Expertise to get significant growth quickly.

If you hire a primarily SEO driven agency, you'll have to wait too long to hit the sales numbers you need. If they are a primarily PPC agency, then you will have an inflated cost per acquisition because the cases are coming primarily from ads, not organic inquiries.

If you want to know the depth of a market, take what inquiries you can drive via PPC and expect to earn the exact same number from organic sources.

In theory, you could get twice as many inquiries via organic/content/SEO. However, building a firm that gets 50% of their leads from ads and the other 50% organically, should be the goal.

When you reach this milestone, you can choose to cut back on ads or keep your foot on the gas.



## Do They Specialize in *The Type* of Results You Need?

An easy way to see if the agency is a good fit for you is to examine **what they are promising**.

Does their promise match what you're looking to accomplish?

Are they promising traffic? Awareness? Followers? Engagement? Leads? Calls? Form Fills? A return on your investment?

Do their case studies and testimonials speak DIRECTLY to what you need to accomplish or are they vague?

If a potential agency partner is promising anything, be sure to ask how they will accomplish it and how they will measure whether the goal was met or not.

This will not annoy a good agency. They should relish the opportunity to demonstrate how they operate and how exactly they double and triple client revenues.

It is a point of pride with successful agencies to be asked the hard questions.

Are they promising something "sales-y" or unrealistic? If it sounds too good to be true, trust your instincts.



### Pro Tip:

There are a lot of variables that go into your law firm landing clients including your consultation process and your ability to close leads.

This is why you should be wary of agencies guaranteeing ***a certain number of clients***. Instead, they should promise a specific number of leads or ROI.

## Communication and Collaboration Expectations?

Effective communication and collaboration are essential for the success of any marketing campaign. Make sure the agency you choose has a dedicated point of contact that will work closely with you and your team.

They should listen to your feedback and suggestions, provide regular updates, reports, and analytics, and be transparent about their strategies, tactics, and results.

Be sure to ask how the agency will report on what they accomplish every month and how they report on analytics.

Consider the role you want the agency to play in your business.

Do you want them to work independently? Or be an extension of your team?

These thoughts might help you determine if the size of an agency is a good fit for you. If you're expecting for your agency to be an extension of your team, a 25-plus person agency may not be the best fit. You might be a small fish to an agency of 25 plus full-time staff.

To pull off a million-dollar double or triple, you will need the agency executives monitoring your progress closely.

## How Are Their Reputation and Reviews?

Before hiring a marketing agency, do some research and check their reputation and reviews on third-party websites such as Google, Yelp, or Facebook. You might assume they would have a ton of great reviews, but most do not. That's a red flag.

Ask for references and look for [immigration law firm case studies](#), success stories and awards on their website that demonstrate their expertise and impact ***in the immigration law industry***.

An honest and trustworthy agency will be happy to share their client feedback and results.

If you don't see immigration law firm reviews on Facebook and Google: that's a red flag.

MarketCrest has been marketing for immigration law firms for 6 years. We have processes, experience, and testimonials you can count on. Visit our website (<https://marketcrest.com/>) to [schedule a complimentary strategy session](#).

## Questions to Ask Your Potential Marketing Agency

### Agency Overview and Expertise

1. Does the agency function as a trusted advisor, informing the law firm of marketing strategy in general? Or does the marketing agency serve to specialize in its particular area of expertise?
2. Does the agency track its results and make that information readily available to the law firm? What specific information does it track and how frequently?
3. What types of businesses do you service?
4. What percentage of your work volume is legal clients?
5. How is servicing a law firm client different than servicing other businesses in the online marketplace?
6. At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you typically accomplish with law firms after one year?
  - (If response is tied to budget spend) At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you typically accomplish with law firms after one year when the law firm spends what you recommend?

### Communication and Reporting

1. How often do you communicate with your law firm clients (monthly, biweekly, weekly, as needed, etc.)?
2. What sort of information do you discuss in your periodic communications with my firm?
3. Who will explain each piece of tracked information to me?
4. What information do you track?
5. Will my law firm have access to the dashboard/tracking information?
6. How many years has/have my designated point person(s) been doing SEO for law firms?

## SEO Strategy

1. How do you build domain authority for my law firm's URL?
2. How do you improve domain authority for my law firm's URL?
3. What keywords will you target for this law firm?
4. At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you begin work with law firms?

## Success and Expectations

1. What does success look like in 60 days? 90 days? 120 days? 180 days?
2. How many law firm clients does your agency currently service?
3. How many hours, on average, does each law firm client receive from its assigned point person(s)?
4. How many practice areas of legal clients do you service?

## Personnel and Point of Contact

1. Who will be my designated point person(s) for this account?
2. What are the top reasons why SEO providers are ineffective in achieving growth for law firms?

## Marketing Channels

1. What is your level of knowledge, experience, familiarity with other forms of online marketing (e.g., PPC, Facebook, Instagram, Reputation marketing, etc.)?
2. Why did your agency decide to focus on the legal space?