

SECONDARY STRATEGIES:

CLIENT ACQUISITION

for Immigration Firms



MarketCrest

Secondary Strategies: Client Acquisition for Immigration Firms

You always have options. Some ideas are easy to implement or test, others are hard. Some have a minimal impact and others have a huge one. Some are virtually free of charge, and others are expensive.

Find the right balance BUT please avoid the “next shiny idea” syndrome. It’s better to be great at a couple things than mediocre at many. If you’re spread too thin you risk none of the channels and campaigns being effective.

Before pursuing these secondary strategies to boost your client acquisition, ensure you already have campaigns underway for Website, Content, SEO, Google Business, Google Paid ads, Social Media and Directories. If not, you should implement these core, proven tactics first before proceeding.

Easy To Do:

1. Network: Join a BNI, breakfast, or other networking groups
2. Prepare a list of speech topics and a list of core presentations
3. Compile a list of organizations in need of speakers
4. Speak at events for complementary professional associations
5. Secure speaking and podcast opportunities
6. Conduct five lunches, breakfasts, or coffees per week to spread the word
7. Develop a one-sheet flyer or brochure to share at networking and speaking events
8. Develop a signature talk for which you are renowned
9. Promote your professional identity to everyone (use your personal network, social media, etc.)
10. Maintain a Targeted Warm Prospects List for seamless follow-up
11. Prepare a rate sheet
12. Showcase testimonials on your website (in addition to reviews)
13. Incentivize referrals with rewards
14. Optimize office efficiency with systems
15. Implement policies and procedures
16. Implement a contact management system (aka CRM)
17. Include an appointment link in your email signature
18. Select a memorable and catchy phone number
19. Write three handwritten thank-you notes daily
20. Establish systematic/automatic client attraction processes
21. Update what constitutes a GOOD lead for you
22. Update what constitutes a BAD lead for you

Moderate To Do:

1. Master the "cost of your services" PNC conversation
2. Support your value through publishing more educational materials
3. Write five articles showcasing your expertise in immigration law
4. Host a club or association with ties to immigration or a type of case you prefer
5. Brainstorm additional sources of ideal clients
6. Cultivate a welcoming atmosphere for clients visiting your office
7. Form a personal board of directors or advisory council
8. Participate in boards, engage in community activities, and increase public visibility
9. Create an eBook for your website
10. Author a book
11. Raise your rates/prices
12. Host open office hours one morning a week
13. Facilitate monthly mastermind calls for VIP clients
14. Solicit feedback and suggestions from top clients
15. Employ a non-attorney salesperson to use as a closer
16. Establish a more prominent personal brand

Hard To Do:

1. Join boards, get involved in community, be more visible
2. Identify and address obstacles hindering your law firm's progress
3. Reenforce your reputation/expertise in one practice area
4. Become a referral partner for someone who shares your targeted client base
5. Refer clients with cases outside your area of expertise & earn referral fees
6. Establish strategic alliances with complementary professionals
7. Tweak your image/brand to best represent the type of firm your target audience wants
8. Describe your services in a way that resonates with PNCs
9. Brainstorm additional ways to reach your ideal clients
10. Brainstorm how to stand out in a crowded with a unique offering
11. Upgrade your entire intake system to improve efficiency, costs, and close ratio
12. Have the consultation attorneys practice effective "sales" closing techniques
13. Set boundaries for missed appointments/consultations and enforce them
14. Teach PNCs to understand the full "cost" of not hiring your law firm
15. Create a monthly e-newsletter to your client list (consider multiple languages)
16. Utilize Marketing Automation for client acquisition "while you sleep"
17. Regularly check in with past clients or prospects



Don't Have Time to Implement All of These Strategies?

No problem—our team at MarketCrest can help! We specialize in immigration law marketing and would be happy to lend a hand. Contact us today for more information, to strategize or simply set up a [free consultation](#).

[Schedule a Free Immigration Marketing Consultation](#)



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We do website design and development, search engine optimization, conversion rate optimization, ROI dashboard reporting, pay-per-click, local search marketing, email marketing, press releases, blog articles, ebooks, graphic design, branding and messaging, reputation management, social media, and photography.