



Conscious' Festive Marketing Checklist for Law Firms



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The festive season is just around the corner and there are lots of opportunities for your law firm to be at the front of its clients' minds, but there is also some housekeeping your law firm should make sure to address as well. Print out and tick off our festive checklist to make sure you're covering all bases, so you don't end up on the shelf like an elf.

Website Checklist

- **Add some festive cheer** - If clients are visiting your website over the festive period, it is likely to be a difficult time for them. So, why not bring a bit of festive cheer to your website. We've added branded falling snow, Christmas cracker joke generators, festive games and pop-up Christmas cards to websites.
- **Add topical content** - It's a great time of the year to add some topical content and answers to frequently asked questions to your service pages and blogs. You could use Google Search Console or ahrefs to find ideas, but something like "how to agree on Christmas contact arrangements if you're divorced" could work for a family law firm.
- **Make sure you add your festive opening hours** - We'd recommend putting these on your homepage, as a banner at the top of your website and you could change your "thank you" page on the website which users see when they submit a form, to say that you'll reopen at XXX and will get back to them then (or if it's urgent, contact your out of hours number).

Social Media Checklist

- **Post some festive feel-good content** - Christmas is a great time to reiterate the community feel of your firm, so if you're taking part in an ugly Christmas jumper day or getting involved in a local foodbank, take some pictures and share how others can get involved too.
- **Schedule your social media posts** - We use Hootsuite to schedule our posts which has a great user experience, but don't forget to check the times you're posting at. For example, if you are sharing something to go out at midnight on new year's eve, make sure you don't schedule it for midnight the night before!
- **Create some festive social media templates or banners** - If you want to stick to your Instagram grid theme, a festive profile photo will mean you can add some festivities to your social media too. Alternatively, a Canva template can be used to create something festive where you can drop in a new image and change the text daily.

PPC and SEO Checklist

- **Update your Google Business Profile (GBP)** – Make sure you add your festive opening hours, and any other information clients might find useful.
- **Find your keywords** – If you're writing topical content, as mentioned above, make sure you're researching and adding in relevant keywords.
- **Pause your PPC campaigns** - If enquiries are going to go unanswered over the festive period, it's a waste of your PPC budget as people won't be hanging around waiting for your firm's reply.

Other Marketing Checklist

- **Add some festivities to your logo** - Did someone say Christmas hat?
- **Edit your email signatures** – Add in your working hours over Christmas, who to contact in the event of an urgent enquiry and your aforementioned Christmas logo.
- **Spread the Christmas cheer** – You could send out gifts to your clients, suppliers, donate to a local charity or volunteer with a local cause.
- **Send out a festive newsletter** – This is a great way to update your clients with everything your firm has achieved in 2023, and what is upcoming in 2024. You could also remind people of when your firm will reopen.
- **Take part in festive fun** – There are lots of great events going on over Christmas so have a look at what's local to you. Don't forget to visit our website enter our advent calendar daily to win great prizes from 1 – 24 December.

Things to do in the New Year

- **Get back to normal branding** - Change back any banners, profile pictures and logos.
- **Get your PPC campaigns back up and running** - Reinstate your PPC campaigns so you can be forefront of clients mind and start the new year with lots of new enquiries.
- **Find new content** - See what's trending and what your firm could be writing about.

Yule be sorry you missed out on utilising our festive checklist, so make sure to save or print a copy.

If you would like support with your website, optimising your blog content with SEO, PPC campaigns, social media management and more, give us a call on **0117 325 0200** or email sales@conscious.co.uk.

