**Providing quality customer service**

In order to get referrals, you need to make sure your clients are satisfied enough to tell others about you. This can be done by making very clear what they should expect when they hire you and when they hire you, you should fulfill your end of the bargain.

Efficiency and quality of service is definitely going to keep your customers happy and satisfied. They will therefore suggest your firm to other people they may know who need any form of legal services as they are assured that you will serve them just as well.

**Creating an efficient website**

A website can be a very powerful tool to market a legal firm. This is so because the prospective clients can derive all the facts and information they may need so as to decide on which firm they will select to represent them.

The website should first of all be easy to navigate. This allows the prospective consumer to look for the required information with ease.  
Secondly, one should provide certain points on the website that shows how their firm is the best choice in the legal market. This can be by showing off their achievements, setting offers such as providing discounts on referrals, providing services that other firms don’t etcetera.

**Utilizing FAQs (Frequently Asked Questions)**

A law firm can create a platform, for example on social media or even on the firm’s website, to answer any frequently asked questions regarding the legal sector in a concise way.

This will serve as a method of attracting prospective clients when the answers to the FAQs are resourceful and properly explained.

The prospective clients will be able to see that the firm is capable of providing quality legal services by observing the manner in which they answer the FAQs

**Taking advantage of events**

The firm can use various social events to promote their services.  
An example can be a trade fair. The firm might set up a stand that will provide non-complex legal solutions for free whilst advertising their firm.

Another example can be in the form of an individual or group of representatives from a firm offering to do some public speaking at an event. This opportunity can be used to express their skill and prowess as a lawyer in the way they speak, thus advertising themselves and ultimately, the law firm.

**Choose a specific legal practice**

Instead of being a general practitioner, you can automatically set yourself apart by choosing one type of law to focus on. For example, you could focus on tax or trademark issues. When a prospective client is looking for a lawyer or firm, they normally already have a particular legal issue in mind. Therefore, they are more likely to both find and trust a lawyer who focuses on that type of law, rather than one that spreads their attention between several specialties as the service provided will be of greater quality due to focusing on a single practice by the firm.

**Offering pro-bono services**

Pro-bono services are those whereby a lawyer from a firm may take on a case without charging the client, since the client is not able to fund for the legal services for a variety of reasons.

This will greatly boost the reputation of the firm, especially if the lawyer wins a difficult case.  
This will therefore attract clients as the competence of the lawyers has been displayed in the performance of lawyers in pro-bono cases.

Sources:

<https://uhurunetwork.com/law-firm-marketing/>

<https://smallbiztrends.com/2014/08/how-to-market-a-law-practice.html>