

Retargeting Ads for Law Firms



What are retargeting ads?

It's an **advertising strategy that keeps your law firm in front of potential clients after they leave your website.**

Retargeting ads are explicitly shown to visitors based on their activity on your website.

In other words, display ads target people who have never heard of you, while **retargeting ads target those who've already "touched" your business.**

How do retargeting ads work for law firms?

Retargeting ads make it possible to show ads to your website visitors based on a range of metrics, including:

Number of times they visited your website.

Time spent on your website.

Pages clicked on.

Other behaviours displayed on your website.

The process a visitor to your legal website might follow with retargeting:

A potential client visits your website.

They show interest in your legal service-

They leave without taking action.

Later, they visit other legal websites.

Your retargeting ad appears and recaptures their interest.

The client then clicks on the ad, returns to your website and contacts you about your legal services.

Finding the right platforms for legal retargeting ads

Retargeting ads can be delivered across several common marketing channels. Most lawyers will use three primary platforms:

Social Media

Facebook and Instagram are the easiest platforms to run retargeting ads on because of their built-in platform capabilities, including features like the Facebook Cookie Pixel. However, solicitors can also run retargeting ads via X (Twitter), LinkedIn and YouTube.

Google Display Network

The Google Display Network displays side-of-site and banner ads on sites that are part of the network. This retargeting platform is effective because it features ads on websites your audience will likely visit, meaning your message follows your prospect.

Google Ads

Google ads follow the same principle, but they show up on the search engine itself.

Setting up a successful retargeting campaign for your law firm

1- Build your list of targets

2- Choose the right platforms

3- Creating ads that convert

4- Manage your ad appearances

5- Track and optimise

Turning to an experienced digital marketing firm is essential for acquiring results and avoiding wasted funds. To learn more, **Speak to one of the Tao Digital Marketing team** about launching your retargeting campaign today.



