

HOW TO GENERATE  
THE BEST

# MASS TORT LEADS



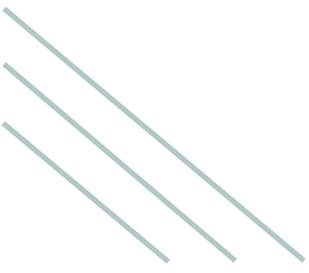


Mass tort lead generation requires an intricate strategy. A single lead can be worth tens of thousands of dollars, so the race to acquire these leads is highly competitive.

Some law firms choose the “easy way out” and buy mass tort leads. With one lead costing less than \$1,000, it may seem like a smart choice; however, lead buying is not always worthwhile.

While **49% of law firms** say buying web leads is their best marketing channel, digital and traditional lead generation usually bring much better results. Lead generation tactics for mass torts are similar to strategies that work for other industries, advertising being the channel to generate the best leads. You can reach different target audiences and attract the best clients with the right approach.

In this guide, we’ll talk about mass tort lead buying and other lead generation tactics. In the end, you’ll decide which one works best for your firm.



# BUYING MASS TORT LEADS

Buying leads may seem like a “quick-fix” solution, especially for firms that have an unclear understanding of proper marketing strategies. However, while the American Bar Association doesn’t prohibit lead buying, it provides serious restrictions.

According to **Rule 7.2: Communications Concerning a Lawyer’s Services: Specific Rules**, it’s important to clearly understand the difference between buying a lead or paying another company to recommend your services.

In **Comment 5 of Rule 7.2**, the American Bar Association clearly states that a lawyer can pay others for generating client leads. However, any recommendation is prohibited. A lawyer can’t pay a lead generator that implies recommendations or referrals.

Is lead selling without referrals and recommendations possible? When it comes to following these rules, lawyers face many fine lines and gray areas.

## **PAYING FOR LEGAL LEAD GENERATION:**

If you’ve decided to purchase mass tort leads, doing it legally involves substantial scrutiny. Every step of the way, you must ask yourself: “Am I paying for referrals or recommendations?”



## THREE TYPES OF LEGAL LEAD GENERATION EXIST:

### 1. Lawyer Listings

Online directories list law firms and lawyers with their contact details. They may feature ads and provide opportunities to move the listing to the top for a fee. The directory service lists all lawyers who want to be listed. They don't make any subjective choices or recommend specific firms.

This lead-generating method is legal but rather slow. While being great for your marketing efforts, it can hardly be the only tactic you rely on.

### 2. Legal Referral

Unlike most online directories, legal referral services require a fee to join. The service matches clients with the best lawyers to deal with their legal issues.

In reality, some of these services may favor lawyers who pay higher fees and recommend them more often. There are also questions about the legality of the process.

### 3. Legal Matching

These services provide databases full of individuals with descriptions of their legal situations; lawyers pay a fee to gain access to the information. You may not be granted access if your services don't meet the basic criteria for solving the individual's legal problem.

This in-between option probably has the best return on investment (ROI) since you are matched with clients without paying for referrals. However, success depends on how large and how detailed the database is.



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## BUYING MASS TORT LEADS

### PITFALLS OF BUYING MASS TORT LEADS:

The worst part of buying leads is not knowing where they come from. **Many lead providers** may buy vendor lists or harvest and repackage emails from other lists. Meanwhile, the lead may have already been sold to other firms once or twice.

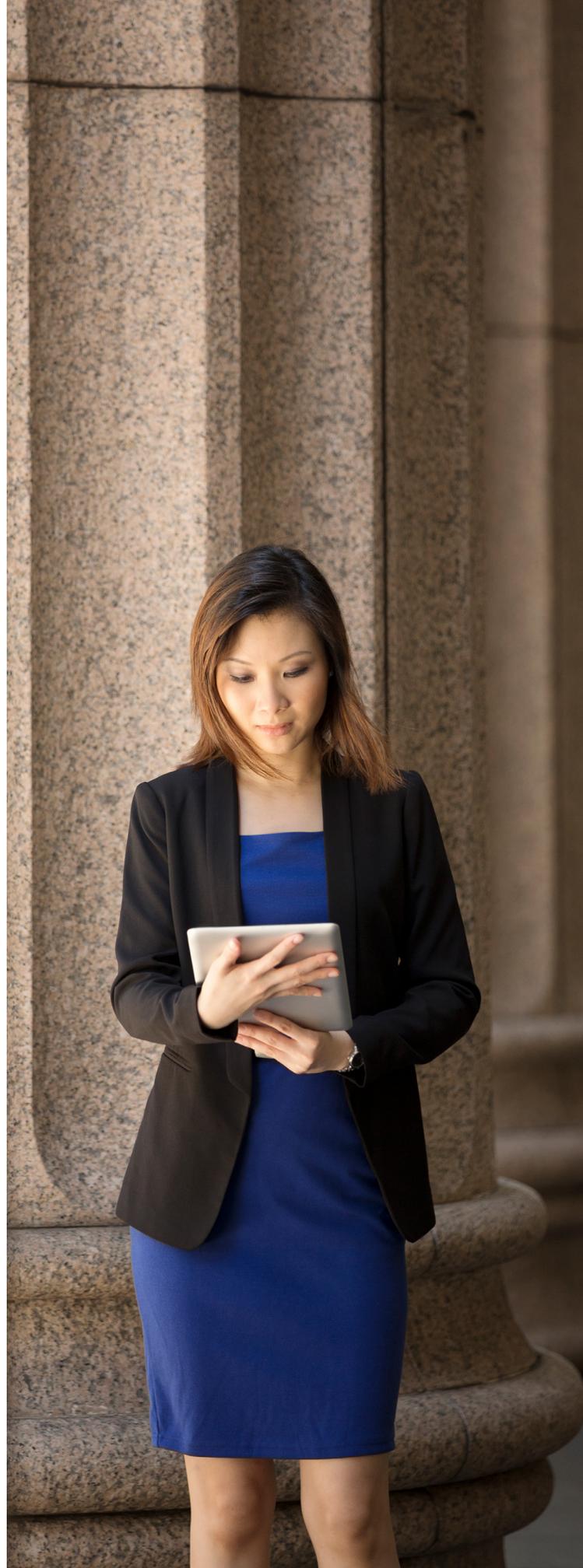
Since you don't know where the leads come from, you risk getting **involved in a fraudulent scheme.**

Leads you buy could be victims of the bait-and-switch fraud, rendering them useless for your needs. Many companies use affiliates for lead generation, pushing you even deeper into the gray area.

The best lead sellers acquire them through traditional and digital marketing channels, such as TV, radio, Search Engine Optimization (SEO) and Social Media Marketing (SMM).

Your firm can do the same without paying the third party.

In this case, you are paying a marketing specialist and the lead dealer instead of simply hiring a suitable marketing expert. Since hardly all leads convert, you may be overpaying dramatically.



# MASS TORT LEAD GENERATION THROUGH TRADITIONAL & DIGITAL ADVERTISING

The alternative to purchasing mass tort leads is generating them using various marketing channels, such as:

- Social Media Marketing (SMM) – using social media advertising tools to reach the target audience based on its interests
- Pay-Per-Click (PPC) Display Advertising – putting ads in front of the target audience and paying only when the potential client clicks it
- Search Engine Optimization (SEO) – adjusting your website structure and content to bring your website to the top pages of search engine results
- Search Engine Marketing (SEM) – using paid advertising to bring your website to the top pages of search engine results
- Traditional Advertising – putting your ads on TV, radio and billboards



*The alternative to purchasing mass tort leads is generating them using various marketing channels.*

# MASS TORT LEAD GENERATION THROUGH TRADITIONAL & DIGITAL ADVERTISING

You can choose which mediums are appropriate and track leads across marketing channels to adjust your strategy and achieve the best results.

Both digital and traditional advertising can generate mass tort leads legally according to the [American Bar Association's Comment 3 of Rule 7.2](#).

Since you know exactly where these leads come from, you don't risk breaking the law.

## CONVERTING MASS TORT LEADS:

Marketing converts mass tort leads by creating touchpoints (interactions between the brand and prospects) across the available channels used by the leads. This helps move them along the sales funnel towards signing on as your client.

### The sales funnel has five key stages:

- **Awareness** – brand awareness and other strategies make the target audience receptive to further marketing and sales efforts.

- **Consideration** – potential clients consider the advantages of your business over the competition.
- **Conversion** – potential clients make a decision to buy your products or use your services.
- **Loyalty** – clients stay with your brand and find it difficult to go to the competition thanks to your loyalty programs and retention efforts.
- **Advocacy** – your clients actively recommend your products and service to others, supporting your future marketing funnels.



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## MASS TORT LEAD GENERATION THROUGH TRADITIONAL & DIGITAL ADVERTISING

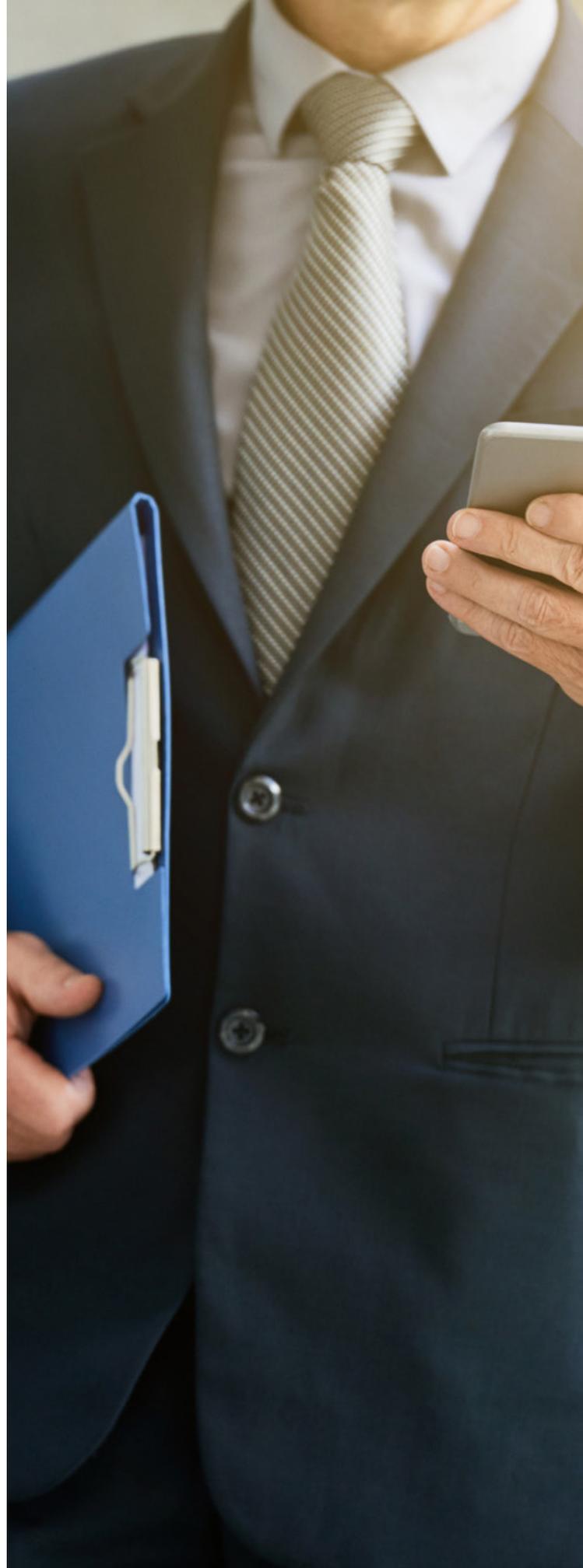
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Touchpoints can move prospects from the Top of the Funnel (TOFU) to the Bottom of the Funnel (BOFU). These touchpoints involve different content creation strategies, including social media interactions.

BOFU touchpoints are aimed at converting the client to call the law firm or make an appointment.

Long conversion tactics pay specific attention to the stage when the client is at the TOFU, capturing a much larger target audience than quick conversion strategies.

By taking full advantage of all available marketing channels and tactics, it's possible to achieve better results creating leads than by buying them.



# ETHICAL REFERRAL OPTIONS

While the law prohibits paying for recommendations, ethical referral options exist. You can take advantage of such online directories as:

- [Yelp](#)
- [Google My Business](#)
- [Nolo](#)
- [Find Law](#)

These resources are excellent for brand awareness. By filling out your profile and keeping it updated, you are legally generating leads.

As your clients leave positive reviews in these directories, you take full advantage of organic lead generation. By reacting to reviews (both positive and negative), you can build your presence and improve lead generation efforts.

Remember, it's legal to ask clients to leave reviews. However, incentivizing in any form is prohibited. You must act according to the rules set by the American Bar Association.

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# BEST MASS TORT LEAD GENERATION CHOICES

When it comes to mass tort lead generation, even the best quality leads may not be ready to convert immediately. You need extra effort to push them down the sales funnel. That's where digital and traditional lead generation methods work the best.

Leads purchased from a third party are often inferior to those acquired through your own marketing efforts; not all purchased leads convert and buying them is always a risk.

At the end of the day, magic tricks for mass tort lead generation don't exist. High-quality leads are usually generated by digital and traditional marketing methods. A lead seller pays marketing experts to do it. Then you pay the lead seller.

Once you have leads, a new problem arises. Instead of having too few leads, you will soon have too many leads to handle. This is known as **"call overflow."**

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# DEALING WITH MASS TORT CALL OVERFLOW

If you are successful at generating leads but do not plan for the aftermath, ROI from your lead generation efforts will drop drastically.

In order to maximize ROI, leads must be qualified and converted as they come in. Waiting longer than **three rings** to answer the phone or longer than 2-5 minutes to respond to a web lead will likely result in that lead giving up on you. They will move on and seek out a firm that can help them solve their legal situation immediately.

Each missed lead raises your firm's cost of acquiring a new customer (CAC). If CAC is too high, then the lead generation methods described above will become much less viable.

To solve this, consider partnering with a legal call center to handle the influx of mass tort leads. Legal call centers are staffed by intake specialists who respond to calls and web leads 24/7/365. These specialists can qualify and convert quality leads on your behalf.

To learn more about how a legal call center can boost your marketing ROI and lower lead loss rates, contact **[Alert Communications](#)**.

