Contact Law is introducing thousands of potential clients to its member firms every month.
ABOUT US
At Contact Law we are dedicated to generating new client enquiries for the solicitors we work with. Hundreds of law firms across the UK and Ireland already use the Contact Law service, generating significant levels of new business.

HOW WE GENERATE CLIENT ENQUIRIES
Contact Law uses expertise in online and offline marketing to generate thousands of client enquiries a month to distribute to our member firms. This is done through our own successful websites and marketing arrangements using multiple channels, including:

We ensure we feature as prominently as we can online to maximise the number of enquiries we generate to distribute to our partner firms.
Our presence online was rated as the number 2 most prominent legal website*

*Source: Greenlight Legal Sector Report

**WHAT SORT OF CLIENT ENQUIRIES DO WE GENERATE?**

We cover all areas of law, including commercial, private client and litigation.

We get a broad slice of the UK and Irish markets and therefore see all types of clients covering a wide range of legal issues and fee values in all parts of these countries.

**HOW DO WE FILTER AND ALLOCATE CLIENT ENQUIRIES TO THE FIRMS WE WORK WITH?**

All client enquiries come through our trained case-handling team. During the first call with a prospective client we offer some initial guidance on their situation and legal requirements.

The case handler ensures that the client has a genuine need and only then are they passed on to your firm. Clients with no budget, or if their case isn’t suitable for a no-win, no-fee arrangement, get referred to free information sources, not into our solicitor network.

We screen out more than half of all incoming enquiries, which gives you an indication of our commitment to quality.
HERE’S HOW HUNDREDS OF LAW FIRMS ALREADY BENEFIT FROM WORKING WITH US

Partner with the market leader – Having been established for more than eight years, Contact Law has grown to become the leading client-referral business covering all areas of law in the UK and Ireland.

Partner with a trusted brand – Our long association with Thomson Reuters and our knowledge of lead generation allows us to maintain the position of the UK’s number one legal marketer in the country.

We warmly invite you to visit our offices in south-west London and see how our operation works and get to know some of our team.

Benefit from the changes brought about by the Legal Services Act – With brands like the Co-op, AA, and Saga entering the legal market, there will inevitably be winners and losers from deregulation. Contact Law’s model is designed to help its member firms prosper through this time of major change.

Outsourced marketing – We know that today’s successful firms need to tap into this growth but we also understand that most firms don’t have the time or resources to create significant in-house capabilities in online marketing. Our service offers firms the opportunity to essentially outsource a large part of their online marketing activity to us, so they can focus on doing what they do best – practising law.

Our in-house expertise allows us to maximise our online client generation via Google, Microsoft and Yahoo. In the case of pay-per-click (PPC) marketing we have a very substantial budget and advertise on more than 100,000 keywords.

We also implement a large range of search engine optimisation techniques and generate significant natural search results. This has been achieved by creating 1000s of pages of legal content which are picked up by search engines such as Google. This means that contactlaw.co.uk is the highest-ranking website of any referral company in the UK.

In 2010 we opened our newly converted office.

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I have known and worked with Contact Law for seven years. The experience has been very worthwhile in terms of the spread of interesting and often very worthy cases they have introduced to my firm, and commercially in that properly handled the cases have proved productive. Contact Law’s staff at all levels are pleasant to work with, responsive and professional. I look forward to building the relationship into the future. I am pleased to recommend them to other law firms.

Duncan McNair – Cubism Law – London, UK
MORE BENEFITS

Benefit from Contact Law’s partnerships - As well as our extensive online marketing activity we have a number of marketing partnerships both online and offline. The Contact Law business model is an attractive solution to those organisations looking to capture part of the £20 billion legal market and this has enabled us to strike up some high-profile relationships and in turn expand our reach to consumers. For example:

- Legal helpline and expense insurance providers
- Professional institutions like the IoD – by providing legal services via our network of firms we’re able to generate high-value business referrals
- Directory services – promoting our service to a wide audience creates a high volume of enquiries
- Online affiliates – these partnerships are set up with sites attracting targeted visitors e.g. legal advice websites

Help and guidance on converting enquiries into instructions - With a dedicated account manager you will always have someone who can assist you in achieving good conversion rates. In addition, you will receive periodic marketing newsletters and updates with tips and advice on how to make the most of the leads we send you, and indeed all of the leads your firm generates.

Sending you your ‘best-match’ leads – It’s important to us that we’re sending our firms the type of work they’re looking for. We have a sophisticated process for capturing client information in order to accurately assess case value, funding ability and likelihood to instruct. This works in conjunction with our ‘rate the referral’ initiative that provides firms with the opportunity to give feedback on the leads they receive.

Our approach can save you time and money – We assess all clients so we only pass on those who have a genuine need for legal advice which aligns with your firm’s areas of expertise. This saves you and your colleagues significant amounts of time vetting unsuitable clients.

Fully compliant referrals – Contact Law is regulated by the Claims Management Regulator in respect of claims management activities. We are also fully compliant with the SRA Solicitors Code of Conduct 2011, and in particular Chapter 9 covering client referrals.

Capture more business - Research shows that 39% of client enquiries happen outside of standard office hours. By becoming a member of Contact Law, we will greet the client and gather the information when your offices are closed.

Proven return on investment – Ongoing analysis has shown that the average ROI is 125% in the first year, 300% in the long run.

However, like any new business opportunity, the more you put into converting the leads we send, the more conversion you will see.
HOW WE GENERATE THOUSANDS OF CLIENTS FOR OUR MEMBER FIRMS EVERY MONTH

We have developed a broad range of marketing channels to generate thousands of client enquiries each month for our member firms.

1. Our Websites

- [www.contactlaw.co.uk](http://www.contactlaw.co.uk) – the UK’s leading referral site
- [www.contactlaw.co.uk/blog/](http://www.contactlaw.co.uk/blog/) - our blog
- [www.no-win-no-fee.com](http://www.no-win-no-fee.com) – a site dedicated to generate personal injury enquiries
2. Online Marketing Expertise

People are going online to find and select their solicitor in dramatically increasing numbers.

93% of consumers with a legal need who did research used the Internet*

*Source: Findlaw UK Consumer Online Survey

WHAT OUR TEAM SAYS ABOUT OUR SERVICE

“Given that UK consumers are global leaders in searching for goods and services online, it should be no surprise that 93% of individuals and SMEs use the internet to help them find legal advice and representation. Contact Law has been established to capitalise on the move from word-of-mouth to online search, by providing easy-to-access information to consumers, followed by referral to trusted lawyers. Meanwhile, our law firm customers benefit from filtered client introductions matched to their legal expertise, geographic location and price point.”

- Dan Watkins, Founder

“I’ve been with Contact Law for more than four years, working with firms to develop their new business strategy and maximise client billings. The full value of our service is very significant when considering all of the costs associated with marketing – not just advertising, but also saving firms billable time by generating and qualifying leads on their behalf. Our team provides valuable support to our network of firms, providing tips on converting leads through to feedback on our referred clients’ experience. We very much pride ourselves on developing positive partnerships with the individuals and firms on our network.”

- Elle Craig, Head of Sales & Account Management

“I’ve been a case handler since Contact Law launched eight years ago, so I’ve seen a lot of clients in my time! Many come to us with very little experience of legal issues so we try to make it a bit less intimidating for them by explaining how the process works. For the more experienced client, we like to focus on how we can help get them what they want more efficiently than they would through traditional channels of finding a solicitor. We do give basic advice when we can and also have a good base knowledge of the price of legal services. As such, we can discuss this ‘ball-park’ figure with them as well as time frames and complexity – by the time they speak to the solicitor we’ve referred them to, they will have already bought into their service and understand the costs involved.”

- Harry Pitcher, Case Handling Quality Manager

To find out more about other firms’ experiences, visit our case studies page at

http://www.contactlaw.co.uk/law-firm-case-studies.html
ADDITIONAL SERVICES

CRIMINAL LAW ADVERTISING SERVICE

If you’re looking to access more privately paying criminal defence work, we have a solution for you.

As well as generating enquiries on civil matters, we also create several hundred leads each month for privately paying criminal defence clients, including business fraud, motoring and regulatory offences and general crime.

Our Criminal Law Advertising Service differs financially and practically from our Civil Law Referral Service in order to comply with Chapter 9.

How the service works for you:

Guide
Our trained case-handling team address all incoming enquiries. During the first call with a prospective client, our team offer initial guidance and then explain the legal process in relation to the clients’ situation.

Match
Once the case-handler determines the client has a genuine need for a solicitor, they are given your firm’s contact details to get in touch.

At a time when many firms are looking to shift their reliance away from publically funded criminal work, Andrew Ewbank, Marketing Manager from Hodge Jones & Allen LLP comments:

“Since working with Contact Law we’ve had a large number of enquiries, and importantly, a good deal of clients as a result. It’s hassle-free and we see it as a valuable addition to our traditional marketing methods, particularly as more and more clients are searching on the internet for legal services.”

BARRISTER ADVERTISING SERVICE

A service for public access barristers

Contact Law provides a service to public access barristers on suitable matters. Since April 2010 and the extension of the public access scheme, we identify suitable clients across all areas of law, from motoring offences to employment law. The public access route has proven to be more cost-effective and time-efficient for such suitable clients, rather than the traditional route of first going to a solicitor. Clients can benefit from the public access route for advisory or drafting work or litigious matters. The service complies with Rule 307 and it is an advertising/recommendation service rather than a referral service. Lay clients seem to be more receptive to the public access route for all types of legal matters.
WHAT CLIENTS SAY ABOUT CONTACT LAW

I received prompt and succinct advice on a matter that was complex. The regular follow-ups and support was also very valuable at a very stressful time.

It was a fast response and when I was not able to speak I was offered a call back at a convenient time. I was given a great recommendation!

I have received encouraging and instructive advice from the local solicitor I was put in touch with.

I was referred to a solicitor quickly who was able to assist.

The response was fast and the advice was good.

(Source – Contact Law Customer Satisfaction survey)
FIND OUT HOW WE CAN HELP YOUR FIRM GENERATE QUALITY CLIENT ENQUIRIES

Contact us today:

Tel: 0800 1777 164
Email: info@contactlaw.co.uk