



7 MARKETING PITFALLS THAT KEEP SMALL LAW FIRMS INVISIBLE (AND BROKE)

The Retainer Agency helps family law firms dominate their local market and become the obvious choice.

ABOUT THE RETAINER AGENCY

The Retainer Agency is the marketing and media firm helping family law firms dominate their local market with bold visibility strategies, powerful branding, and AI-driven systems. We don't just make your firm look good—we make it the obvious choice. From content creation to client conversion, we implement smart, streamlined, and automated solutions that position you as the trusted go-to in your community.



Tameka Chapman is a visibility strategist with 15+ years of legal industry as a paralegal specialist and over 20 years of marketing & media experience. After watching her parents divorce at 13 with no guidance or healing, she vowed to help others get the support they deserve—starting with the family law firms on the frontlines.

Today, she works hand-in-hand with family law attorneys to dominate their local markets through expert branding, SEO, content strategy, and client-engaging campaigns.

When you're ready to elevate your law firm's branding and authority, work with
The Retainer Agency.

www.TheRetainerAgency.com

BENEFITS OF LEARNING THE PITFALLS

- 1 Discover Why Your Phone Isn't Ringing
- 2 Get Clarity on What Actually Works
- 3 Save Time and Money on Wasted Marketing
- 4 Position Yourself as the Go-To Family Law Firm in Your Area
- 5 Take the First Step Toward Consistent, High-Quality Clients



If you're a small law firm struggling to stand out in your local market, you're not alone—and you're not to blame.

You didn't go to law school to become a marketing expert. But in today's attention economy, invisibility is bankruptcy.

This guide breaks down the 7 most common marketing mistakes that silently kill growth for small law firms—and how to avoid them starting today.

Read this before spending another dollar on marketing that doesn't move the needle.



Pitfall #1

Having a “Pretty Cool” Website With No Purpose

Most small firms settle for websites that look professional... but don't convert visitors into paying clients. Your site isn't a brochure—it's a silent salesperson.

Fix It!

Use clear CTAs, trust signals, and client-first messaging.



Pitfall #2

Ranking on Google... Nowhere

If you're not showing up in the top 3 Google Map listings or local search results, you're basically invisible.



Fix It!

Invest in local SEO, including reviews, keywords, and citation management.



Pitfall #3

Talking Like a Lawyer, Not a Lifesaver

Legal jargon doesn't connect emotionally with real people in crisis.



Fix It!

Use pain-point-driven messaging that shows empathy, clarity, and outcomes.

Pitfall #4

Inconsistent Content That Goes Nowhere

A blog post every 6 months and a couple of random social posts won't build authority.



Fix It!

Build a visibility engine—consistent, high-value video and written content targeted to your ideal cases.





Pitfall #5

Ignoring Reviews (or *Hoping* for the Best)

One bad review with no response or zero reviews at all will cost you more clients than you know.

Fix It!

Ask every happy client for a review and respond to every comment—good or bad—with professionalism.



Pitfall #6

Not Following Up with Leads

How many people filled out a form or called once... and never heard from you again?



Fix It!

Use automated follow-ups—texts, emails, retargeting—to stay top-of-mind until they're ready to retain.





Pitfall #7

Not Positioning Yourself as the Local Expert

You're probably better
than your competitors
—but they're louder.

Fix It!

Leverage podcast
interviews, press, speaking
engagements, and strategic
partnerships to become
the obvious choice.



Now that you know what not to do... it's time to implement what *actually* works!

Let us help you position your firm to dominate locally, consistently, and confidently.



Schedule your free consultation with
The Retainer Agency today.

go.oncehub.com/TheRetainerAgency