

The Business of Practicing Law

Targeting Millennials

By Ashley E. Heidemann

The word “millennial” is not clearly defined. There is some debate as to when the millennial generation begins and when it ends. For purposes of this article, a millennial is someone who was born between 1982 and the early 2000s. In other words, a millennial is younger than 35 years of age but above the age of 13. If you are trying to grow your law practice, designing your business to better reach millennials is a critical part of what you do.

Below are a few important steps you can take to target millennials.

Create and maintain a website with a blog

The first place a millennial will look when evaluating whether to hire you is your website, so it is critical that your contact information, firm bios, and practice areas are up to date. Your website should have professional photos and be easy to navigate. It is also a great idea to have a blog that discusses your practice areas and firm accomplishments.

Make your website do more than just sell your services

Millennials have been blasted with advertisements since they were infants! Thus,

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they naturally tune out as soon as they feel like they are being “sold” on something. Do not use your online presence solely to promote your services. Your advertisements will fall on deaf ears.

Instead, create great content

Instead of using your website only to sell your services, show a genuine interest in helping potential clients solve their legal problems. The best way to do this is to create useful content on your blog.

For example, if you write wills and trusts for young families, maintain a blog that discusses which factors an individual should consider when deciding between a will or trust. Or discuss why it is important to have a durable power of attorney.

Blogging about your practice areas builds trust with millennials. It also makes you appear as an expert in those fields. Further, updating your blog regularly is a great way to make it easier for potential clients to find you on search engines such as Google.

Make sure your website is mobile friendly

In other words, make sure your website is easy to navigate from a mobile device such as a smartphone. This is often overlooked but important for a few reasons. First, Google and other search engines rank your website based on its mobile friendliness. If your website is mobile friendly, it will be easier for prospective clients to find you online. Second, most millennials search for information on their phones, iPads, or other mobile devices. If your website is *not* mobile friendly, millennials using mobile devices will be instantly turned off.

Use social media

Get on Facebook, Twitter, and Instagram. Ask clients to leave testimonials or

reviews of your firm. If you have a powerful online presence that sends a consistent message, millennials will trust you more.

Give back to the community

Giving back to the community is not only good for you and the community, but it also attracts millennials. Many millennials seek to be part of a good cause and are apt to promote companies that take measures to give back. There are multiple ways to give back to the community. You could make an effort help the environment by “going green.” You could donate your time or money, or have your firm do some pro bono work.

Respond quickly to inquiries

Millennials expect to hear back quickly from someone after making an inquiry; if they feel ignored, they will likely start looking elsewhere for a solution to their problems. Even if you do not have an instant answer for an inquiry, reach out to the prospective client to let him or her know you received the inquiry and will respond shortly. Doing this will earn the prospective client’s trust. ■



Ashley E. Heidemann is a millennial whose customers are also millennials. She owns JD Advising, a company offering bar review courses and tutoring for the LSAT, law school, and the bar exam. She also founded the Heidemann Law Firm, which writes Michigan bar exam appeals. She graduated summa cum laude from Wayne State University Law School in 2010.