

The Media Maze: Navigating Fragmentation Across Advertising Channels in the Legal Industry

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Executive Summary

The media landscape is more fragmented than ever, with law firms navigating an overwhelming number of platforms across digital and traditional channels. While this fragmentation can create complexity, it also offers opportunities for more targeted, diversified, and effective campaigns for law firms that strategically navigate through platform fragmentation. This white paper explores the challenges platform fragmentation presents in legal advertising, how it affects efficiency and performance, and the strategies firms can use to bridge the gap between traditional and digital marketing; ultimately turning fragmentation into a strategic advantage through thoughtful media mix planning.

Through a deep dive into the evolving media ecosystem, PracticeMadePerfect (PMP) analyzed the necessity of omnichannel strategies, data integration, and automation to maintain a competitive edge. In the world of media, there is paid media (marketing efforts that involve paying to display content), owned media (content your company creates), and earned media (exposure via word of mouth, mentions, reviews etc.). It is important to note that the scope of this white paper is limited to paid media. This white paper provides actionable insights to help personal injury firms bridge the gap between scattered platforms and a seamless, results-driven strategy.

The Synergy of All Platforms Working Together

How We Define the Media Landscape

Traditional Media

Traditional media refers to longstanding, non-digital forms of mass communication that are used to build brand awareness and reach broad audiences through offline channels.

Broadcast TV:

Commercials aired on major network television channels (e.g., ABC, NBC, CBS) that target broad demographics.

Cable TV:

Advertisements placed on subscription-based cable networks (e.g., CNN, ESPN, HGTV) that allow for slightly more targeted audience/geographical segmentation compared to broadcast TV.

Connected TV (CTV):

Ads delivered via internet-connected televisions and streaming platforms (e.g., Hulu, Roku, Amazon Fire TV). Allows for granular targeting capabilities, with the feel of traditional TV. CTV bridges traditional TV viewing with digital targeting capabilities.

Radio:

Audio advertisements aired on AM/FM stations, useful for increasing brand awareness and recall among commuters or regional audiences.

Billboards:

Static or digital out-of-home advertisements placed along highways, in urban centers, or near courthouses to provide high visibility for law firms.

Transit Advertising:

Ads placed on buses, subways, taxis, or transit shelters to reach local or urban populations, often used in markets with heavy foot or commuter traffic.

Paid Digital Media

Paid digital media refers to targeted advertising campaigns that run across digital platforms to drive specific actions such as calls, form submissions, or website visits.

PPC (Pay-Per-Click):

Ads that appear on search engines like Google or Bing, where law firms pay only when a user clicks. Common for targeting high-intent users searching for legal help.

LSA (Local Services Ads):

Google-verified ads that show at the top of local search results. Ideal for law firms aiming to generate leads directly through calls or messages.

Performance Max:

A goal-based Google campaign that uses AI to deliver ads across all Google channels (Search, Display, YouTube, Gmail, Maps) for maximum exposure.

YouTube:

Skippable or non-skippable video ads placed before or during YouTube content. Helps law firms explain complex legal concepts or build trust via testimonials.

Website Services

Website services support a law firm's digital presence by improving search visibility, maintaining functionality, and managing public perception.

SEO (Search Engine Optimization):

The practice of improving a law firm's website content and structure to rank higher in organic (non-paid) search engine results, increasing visibility for legal services.

Managed Services:

Ongoing support for a law firm's website including hosting, security, performance updates, and technical troubleshooting, ensuring optimal site health and uptime.

Reputation Management:

Proactively monitoring and improving a firm's online reputation through review solicitation, response management, and suppression of negative content in search results.

Programmatic Media

Programmatic media is the automated buying and placement of ads across digital platforms using data-driven targeting, often through real-time bidding.

Display:

Used in legal marketing to retarget website visitors or create awareness via relevant legal content. Banner or visual ads shown on websites, apps, or mobile devices.

Native:

Ads that match the look and feel of the content they appear within (e.g., sponsored articles or promoted listings). Effective for promoting educational legal content. There is typically higher engagement due to a non-disruptive format.

Video Streaming:

Pre-roll or mid-roll video ads placed in streaming content across platforms like Hulu or YouTube. Enables visual storytelling for complex legal services.

Audio Streaming:

Ads embedded in platforms like Spotify or Pandora or Apple Podcasts. Allows legal marketers to reach users in passive listening environments, often with geotargeting.

Paid Social

Paid social refers to sponsored content or advertisements placed on social media platforms to drive awareness, engagement, or leads, targeting users based on demographics, interests, and behaviors.

Meta (Facebook and Instagram):

Highly targeted ads using Meta's ad manager to reach potential legal clients based on location, interests (e.g., accident recovery, legal aid), or life events (e.g., new parents, recently moved).

TikTok:

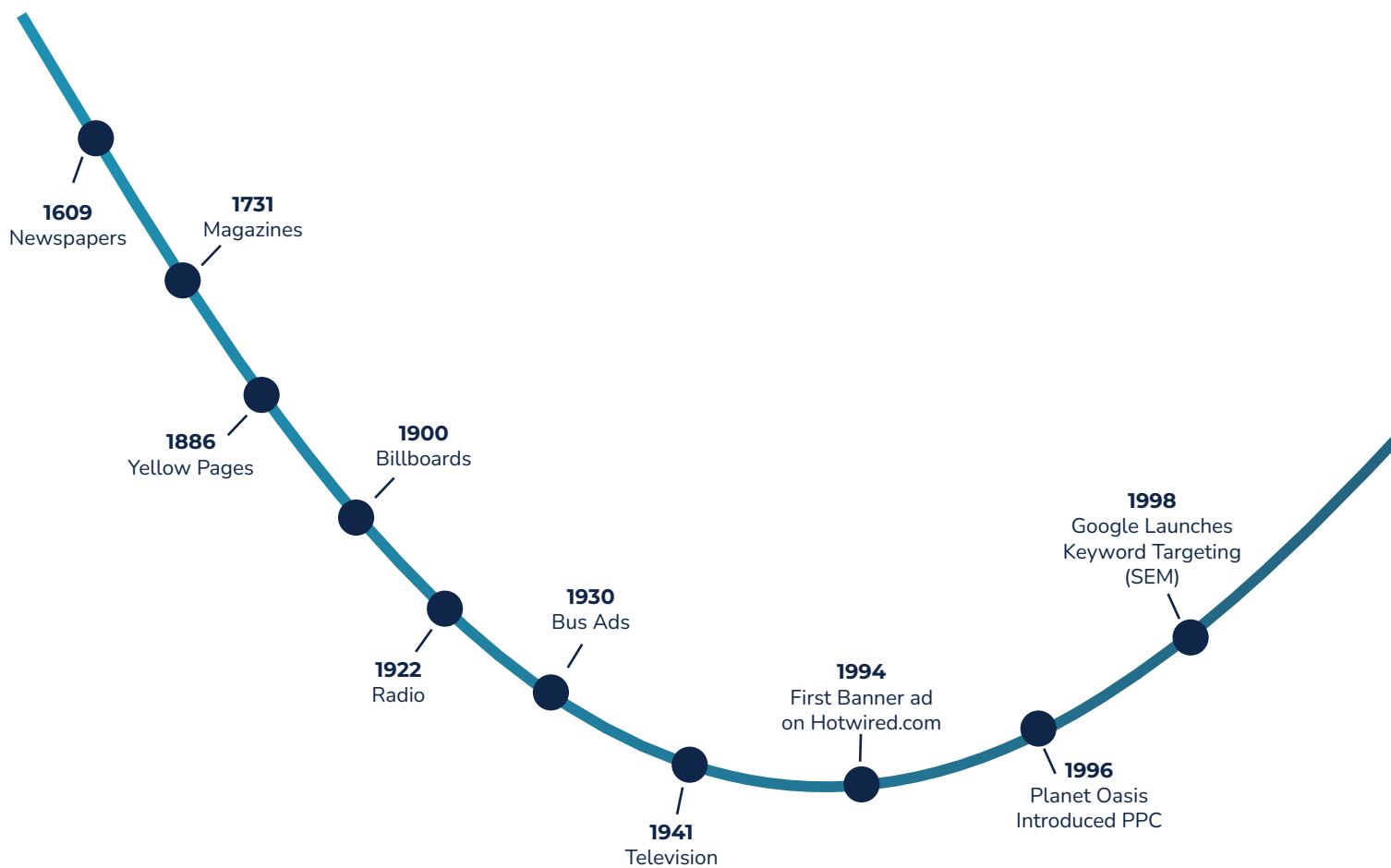
Short-form video ads targeting younger or mobile-savvy users. Law firms use this to build brand personality and explain legal topics in digestible, creative ways.

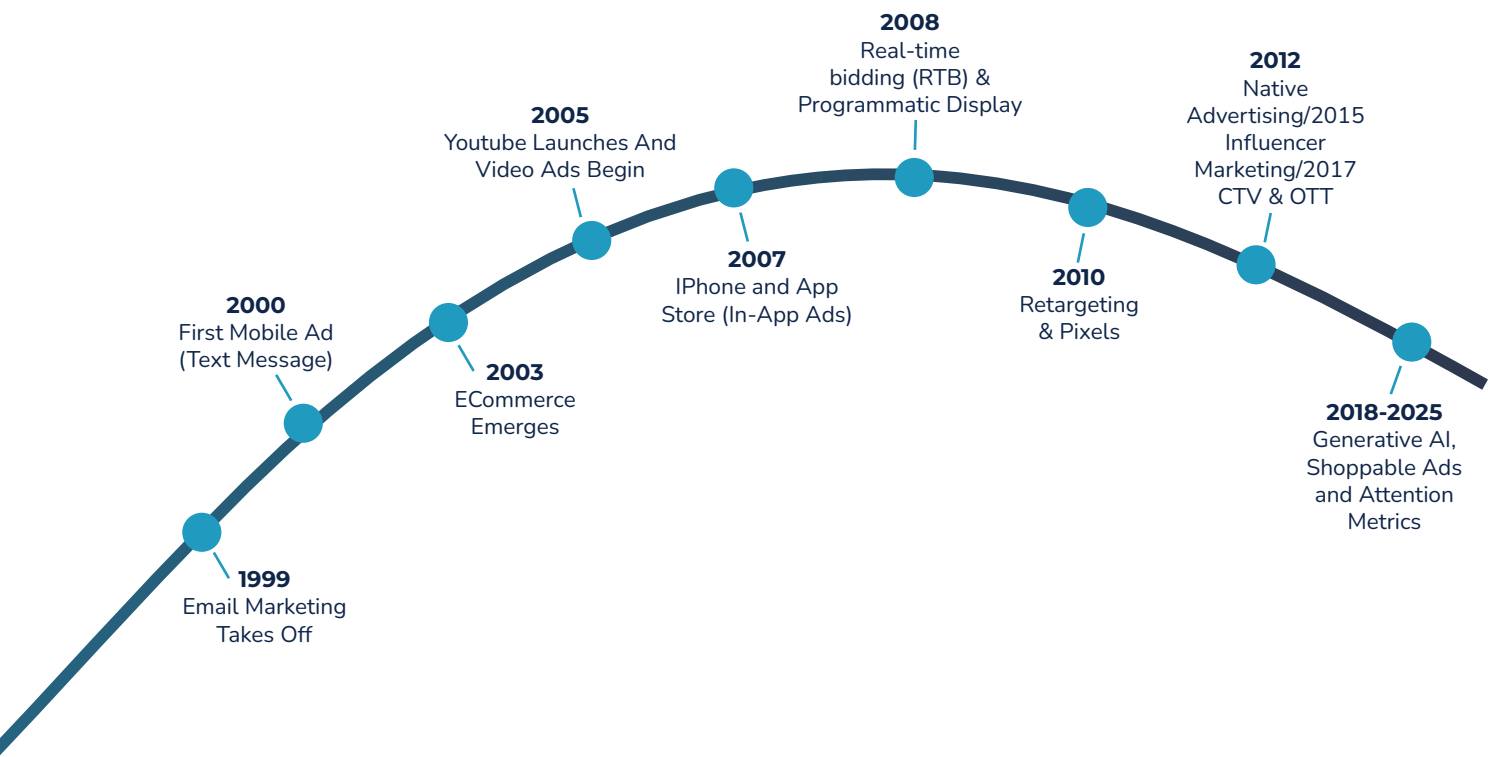
Introduction: The Challenge of Fragmentation in Legal Marketing

Legal marketing has entered an era of oversaturation and complexity, where firms must juggle multiple advertising platforms; Google Ads, Bing, Meta, CTV, programmatic, organic search, traditional media, and more – each with its own rules, data silos, and targeting limitations. The rise of walled gardens (eg. Google, Meta,) has only exacerbated this fragmentation, making it increasingly difficult for legal

marketers to track performance, optimize campaigns, and ensure a cohesive brand presence.

Previously, lawyers would rely on directories to spread the word about their firms, but now the game has changed. There are now more ways to advertise than ever before.





For law firms, where lead generation and ROI are of utmost importance, the inefficiencies caused by platform fragmentation can mean the difference between acquiring a high-quality case or wasting massive amounts of media budget. As competition grows fiercer, legal marketers must shift from disjointed strategies to integrated, data-driven strategies. These strategies need to align with consumer behavior, technological advances, and changing market conditions.

This paper examines the key challenges of platform fragmentation and offers strategies for overcoming them through deep research, automation, cross-platform tracking and integrated media planning.

How Lawyers Think About Platform Fragmentation

We believe that lawyers are greatly affected by platform fragmentation, but we recognize that its nuances aren't always easy to see. Many law firms activate on multiple platforms, but without clear strategy guiding their efforts. Mass reach does not automatically equate to success. They aren't taking into consideration the frequency and cohesiveness of their marketing. Having a large reach is beneficial, but without enough frequency, the message won't be memorable. Activating on multiple platforms, without a strategic and cohesive plan, often results in fragmented messaging, a diluted brand identity, and inefficient marketing spend. We believe that lawyers are not always seeing the full breadth of their efforts and spend. It's common for marketing agencies to run campaigns across various channels without cohesive reporting and unified performance insights. Law firms often split their marketing efforts across multiple vendors. This makes it difficult to measure what's truly working. At PracticeMadePerfect (PMP) we are a full service marketing partner who can unify your message across multiple platforms. It is important to adopt holistic marketing strategies, create messaging for each audience, and integrate a single reporting tool so that your efforts are not misguided.

Anecdotally speaking, our agency noticed that personal injury lawyers were not investing heavily on bottom of the funnel approaches. Our clients would rely on traditional strategies involving awareness and consideration media such as TV, cable, billboards, transit and other outdoor mediums. As the landscape evolved and platforms progressed, our agency started to experiment with analytic-supported new tactics. Some of these tactics include CTV, display retargeting, and paid social media (TikTok, Instagram, Facebook). We also began to implement more precise strategies that included geotargeting, third-party data, and the use of first-party data. This allowed our media strategies to have a more granular approach which allowed us to further focus on the right people, in the right places, and at the right times. Furthermore, our strategies became more reliant on bottom of the funnel tactics. There seems to be a lack of promotion and access of knowledge regarding the release of new platforms. Our purpose is to make sure our clients are well educated and informed of new strategies and tactics.

Current day, the media landscape has become increasingly fragmented, with audiences dispersed across a multitude of platforms. This shift presents unique challenges and considerations for legal professionals. Lawyers must navigate a complex environment where potential clients interact with content on various channels, each with its own rules and regulations.

Even though there are many options for advertising, our research found that the legal industry underutilizes these strategies and is missing out on opportunities for growth.

The pie charts shown on the following page provide clear evidence from nationwide studies that when personal injury attorneys are considering media budgets, their media mix appears to be highly fragmented. They do not utilize the channels available to them in the way that other industries do.

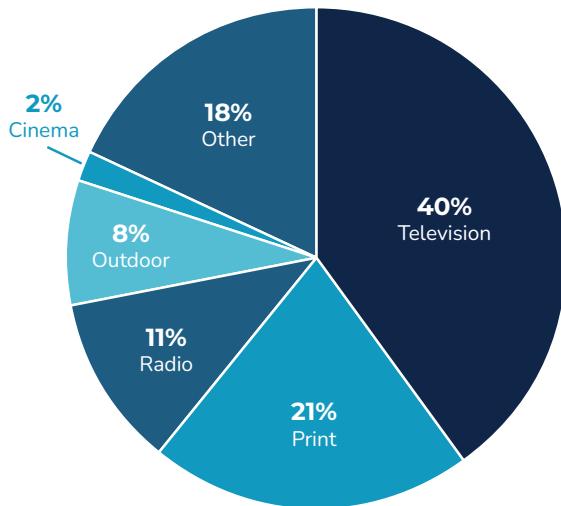
Personal injury attorneys are compelled to consider how platform fragmentation affects areas such as privacy, and the dissemination of legal information. For instance, the rise of numerous social media platforms requires lawyers to stay informed about differing terms of service, privacy policies, and content moderation practices that can impact clients' rights and obligations. It's becoming easier to violate local and national advertising policies within the personal injury space.

Moreover, the fragmentation of media platforms influences how legal services are marketed and delivered. Attorneys must adapt to reaching potential clients through various digital channels, ensuring compliance with advertising regulations and ethical standards across each platform.

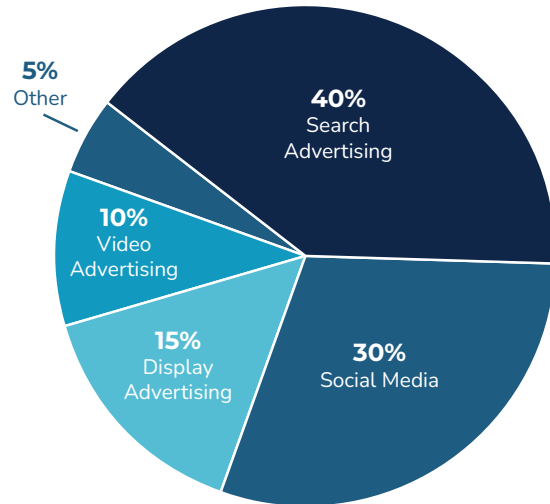
Understanding platform fragmentation is essential for lawyers to effectively counsel clients, protect legal interests, and maintain a robust presence in a diversified media environment.

All Industries

Total U.S. Traditional Ad Spend

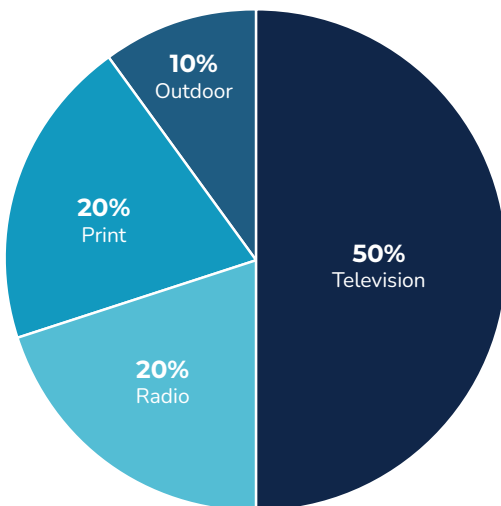


Total U.S. Digital Ad Spend

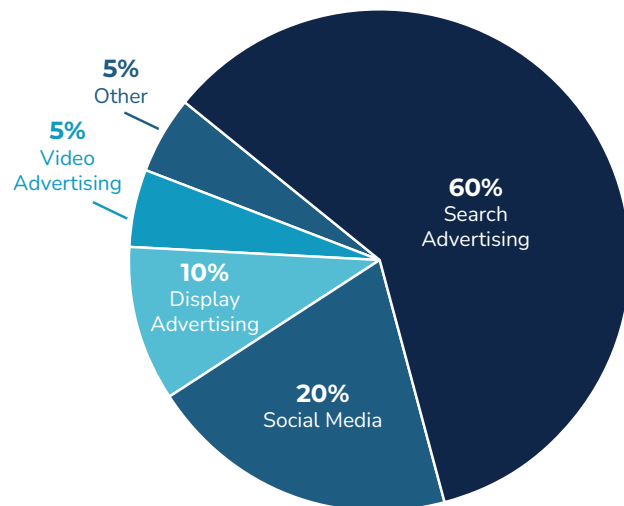


Personal Injury Lawyers

Total U.S. Personal Injury Traditional Ad Spend



Total U.S. Personal Injury Digital Ad Spend



Facing The Challenges of Platform Fragmentation

Challenges of Platform Fragmentation

From a strategic standpoint, we have experienced that attention to detail is paramount when navigating the challenges of platform fragmentation. If left unattended, businesses will experience inconsistent messaging, reporting and attribution confusion, improper allocation of media budgets and fragmented audiences.

Inconsistent Messaging

There are dozens upon dozens of creative placements that can be utilized across the robust landscape of advertising and marketing platforms. It is vital that marketers pay close attention to how these various platforms require businesses to deliver messages. For example, production-style creative (TV, cable, CTV) does not translate to paid social media platforms like Meta, TikTok, etc. Firstly, the aspect ratios do not translate – this means you cannot have TV creative produced and then upload it to paid social media platforms – it will not fit properly. The aspect ratio will cut off images and on-screen messages. Therefore, when developing a creative strategy tailored to each platform, it's imperative to produce content in the correct aspect ratios.

Reporting and Attribution Confusion

A disorganized reporting framework will cause insurmountable pain. Agencies are hired to generate more profit for their clients. They will press on KPI's (Key Performance Metrics) like cost-per-click, click-through-rates, conversion rates, and many other metrics that are internal KPI's. These metrics are important, yes, but do they matter to clients? The answer is no. In a world of fragmented platforms, fragmented reporting will also occur if ALL media metrics are not centralized into one report.

Improper Budget Allocation

With a plethora of platforms, is your budget being allocated accordingly? Are agencies keeping you on top of the newest strategies to hit the market? If the answer is yes, are they making strategic recommendations and how are they making their recommendations? Many agencies throw budgets against a wall and see if the strategy sticks. With more platforms than pennies in your center console, deep research tools need to be utilized to have SUCCESSFUL budget recommendations. At PMP Marketing Group, our first-party data provides our clients with a significant advantage. It's what we refer to as **real-data** – there is no debate as to whether first party data is real. . . because it is. Don't fall for "this is what Google/Facebook/Instagram/TikTok is telling us". Get to the source – use the real data.

Fragmented Audiences

Not only are there marketing platforms every direction that you look, but compounded with fragmented reporting and improper budget allocations – **audiences** are changing. It's not the same as 10 years ago, let alone 5 or even 1 year ago. As time goes on audiences are consuming media differently and that means that marketers need to adjust their strategy on how they are reaching their audience. The good news, per our previous section, is that we have the first-party data to reach the right audience. If first-party data is not accessible, we have access to third-party data as well. Although first-party data will always trump all, third-party data will suffice. A combination of both 1st and 3rd party-data is the lethal weapon.

What's The Solution?

This section is PMP Marketing Group's secret and we will be happy to share it with you – give us a call. In the meantime, we will provide you with a teaser...

1. Have you developed an effective, well-thought, cross-channel strategy for your firm?
2. When is the last time you checked if your creative messaging is consistent across all your channels
3. Are you tracking the right metrics?
4. Are you getting so many reports, you can't tell whether your strategies are working? Is the performance flawed? **USE A SINGLE SOURCE DASHBOARD.** Interested? We have one!

The following case study shows how a centralized reporting dashboard helped connect the dots on data for our client who was advertising across multiple platforms:

Case Study: Streamlining Fragmentation Through Integrated Reporting

Background:

Client X*, a mid-sized personal injury firm, had a media mix heavily skewed toward **traditional broadcast and cable television**. Their strategy was rooted in tried-and-true media channels but lacked visibility across fragmented platforms.

The Challenge:

As consumer behavior shifted and digital channels matured, fragmentation within their media ecosystem became more apparent. While new platforms were introduced—such as digital video and social—there was no unified view of campaign performance. The client risked media inefficiencies, and disjointed attribution, especially with no centralized dashboard.

Strategic Shift:

In response, we restructured the media strategy without reducing the number of platforms. Additionally, we connected them through our proprietary reporting software. This software allowed for:

- Centralized performance dashboards across traditional, digital, and programmatic media
- Real-time tracking and optimization based on unified KPI's
- Cross-platform budget visibility to ensure dollars were working together

By integrating all touchpoints into a single performance view, fragmentation became manageable—*not eliminated, but organized*.

Key Actions Taken:

- Introduced digital video as a complementary medium to broadcast/cable TV
- Layered in paid social media platforms
- Connected all channels into proprietary reporting dashboard
- Monitored performance on a weekly basis and optimized based on attribution trends

Results:

- +7% increase in total signed cases year-over-year
- +17% increase in qualified inbound calls
- Reduced reporting lag time
- Improved ROI through smarter reallocation of underperforming spend

Final Thought:

While the number of advertising platforms grew, Client X's success came from building an integrated infrastructure that turned fragmented media into actionable optimization tasks. This case reinforces the importance of platform integration over platform reduction, especially in the legal vertical where every conversion counts.

**Client X is a real client of PMP*

Omnichannel Strategies: The Key to Overcoming the Challenges of Fragmentation

It is important to analyze your goals and the market conditions. This will serve as a starting point to figure out what your media mix should be. That way, you aren't burning budget on the wrong channels.

While there is no perfect, one-size-fits-all strategy, here are a few examples of some of the archetypes we look towards as a healthy starting point.



The Local Leader

(Community Focused)

Small firms focused on thriving in local markets by leveraging geo-targeted campaigns and community messaging. This archetype builds local trust while generating cost-effective leads.

Media Mix:

3 Channels:

Branding* (20%): Local Radio

Performance* (80%): PPC, LSA, Social



The Strategist

(ROI Optimization)

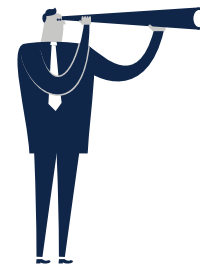
Cost-conscious firms prioritizing measurable outcomes and high ROI through data-driven campaigns. This archetype maximizes efficiency by focusing on performance-heavy strategies.

Media Mix:

4 Channels:

Branding* (30%): Radio, OOH

Performance* (70%): PPC, LSA, YT, Social



The Visionary

(Market Dominance)

High-budget firms aiming to dominate competitive markets through multi-channel branding and performance strategies. This archetype ensures top-of-mind awareness and trust-building for long-term leadership.

Media Mix:

7+ Channels:

Branding* (60%): TV, Cable, CTV, OOH, Radio

Performance* (40%): PPC, LSA, YouTube, Social Media

**Branding focuses on high awareness and low conversion to create trust. Performance focuses on high conversion to capture when a client is ready to take action.*

Furthermore, to avoid the challenges that can arise from platform fragmentation, there is a need for cross-platform attribution models for legal marketing. A sophisticated approach to omnichannel advertising can produce outsized gains for those who know how to harness it. Developing cross-platform attribution models is essential to:

- Holistic Performance Evaluation – understand the impact of each channel on conversions
- Optimized Budget Allocation – allocate resources effectively based on comprehensive performance data

CRM integration and first party data strategies can also bridge the gap between platforms. Integrating Customer Relationship Management systems and leveraging first-party data can:

- Enhance Personalization – provide tailored experiences based on customer profiles
- Improve Compliance – ensure data practices align with privacy regulations

Integrating marketing automation and AI in campaigns across fragmented ecosystems can also help your law firm optimize. Marketing automation and AI can:

- Streamline Campaign Management – automate repetitive tasks, allowing focus on strategic initiatives
- Deliver Insights – analyze large data sets to uncover trends and optimize campaigns

Case Study: 2 Firms, 2 Strategies, 2 Markets, 2 Different Media Mixes

The Evolving Advertising Ecosystem

Modern advertising is no longer limited to just TV and radio. With the birth of new media platforms like streaming services, social media, and digital search tools, the landscape has become increasingly fragmented. To stay competitive, law firms must constantly test, refine, and expand their advertising approach.

A firm's media plan must be tailored to its specific market dynamics and business objectives. Some regions, especially those with a high number of personal injury attorneys, require more aggressive and diverse media strategies. Larger markets typically mean higher competition and demand a greater share of voice.

How Market, Budget, and Goals Drive Divergent Media Plans

No two law firms are the same and neither are their media strategies. The path to sustained growth and market presence depends on multiple factors: market size, competition, budget, firm goals, and the ever-changing media landscape. This case study explores how two firms, operating in different markets with distinct goals and budgets, built highly customized media mixes to drive results.

Firm A: A Growing Market and an Expanding Media Mix

In 2010, Firm A* entered a DMA (Top 20) with a budget of \$1.4 million. Their initial media plan included broadcast TV, cable, transit, and taxi toppers—resulting in an average of 55 new cases per month.

By 2015, the firm had doubled its monthly case count to 102. This was fueled by a strategic expansion into additional channels such as metro buses, light rail, and radio. The firm also increased its budget to \$2.3 million to support this broader reach.

In 2019, Firm A continued building momentum by investing in outdoor billboards and more radio stations. PMP also helped ensure that the messaging and creative was refreshed based on the effectiveness of the messaging against clients calling in and word of mouth from other attorneys in the market. As a result, their budget grew by \$1 million, and they saw average monthly case counts climb to 126—a gain of over 250 cases for the year compared to 2015.

The most significant growth came between 2019 and 2025. Recognizing the shift toward digital consumption, the firm made its boldest investment yet: increasing their media budget to over \$6 million and embracing a fully integrated media strategy. Their plan now included:

- Broadcast TV and cable
- Outdoor billboards and full transit coverage
- Video streaming
- Facebook, Instagram, and TikTok advertising
- Google Pay-Per-Click (PPC) and Local Services Ads (LSA)

As of May 2025, the firm achieved its highest-ever monthly case count, nearly 180 new cases.

*Firm A is a real client of PMP

Firm B: A Growing Market and a Stale Media Mix with Call/Case Count Decline

In 2015, Firm B* was active in a growing market with an initial budget of \$576,000. Their media plan included broadcast TV, yellow pages, a website, and Google advertising. This strategy generated 383 cases and 789 calls during the 2015 fiscal year.

By the 2019–2020 fiscal year, Firm B made minimal adjustments to their media plan. They increased their budget slightly by \$22,000, removed yellow pages, and continued with TV, cable, Google, and their website. This resulted in 437 cases and 693 calls, a growth in cases but a decline in calls compared to 2015. The decline in calls was due to higher-quality leads, which required less volume and gave intake more time to focus on each inquiry.

*Firm B is a real client of PMP

Key Takeaways

- **Markets differ, so strategies must too** - Larger, more competitive markets demand more aggressive, multifaceted media plans.
- **Budget must match ambition** - As firms grow and set bigger goals, their media investment must scale accordingly.
- **Adaptation is survival** - The firms seeing the most consistent success are those willing to test and adopt new platforms.
- **Data drives evolution** - Performance metrics guide strategic shifts in media allocation to deliver maximum ROI.

In 2023–2024, Firm B again increased their budget by approximately \$50,000 but maintained the same media mix: TV, cable, Google, and their website. Despite the budget increase, both calls and cases declined, with 429 cases and 642 calls for the fiscal year.

Firm B's case study illustrates a crucial point: simply increasing a media budget without evolving the media mix and strategy is not enough to sustain growth. Unlike Firm A, which adapted to market changes by incorporating new platforms and diversifying its advertising approach, Firm B remained static. As a result, they experienced diminishing returns despite a growing market and higher spending.

Final Thought

There's no one-size-fits-all media mix. Each law firm's marketing journey should be built upon a foundation of market insight, realistic budget planning, and a willingness to evolve. Whether you're in a small town or a sprawling metro area, staying ahead means staying adaptable.

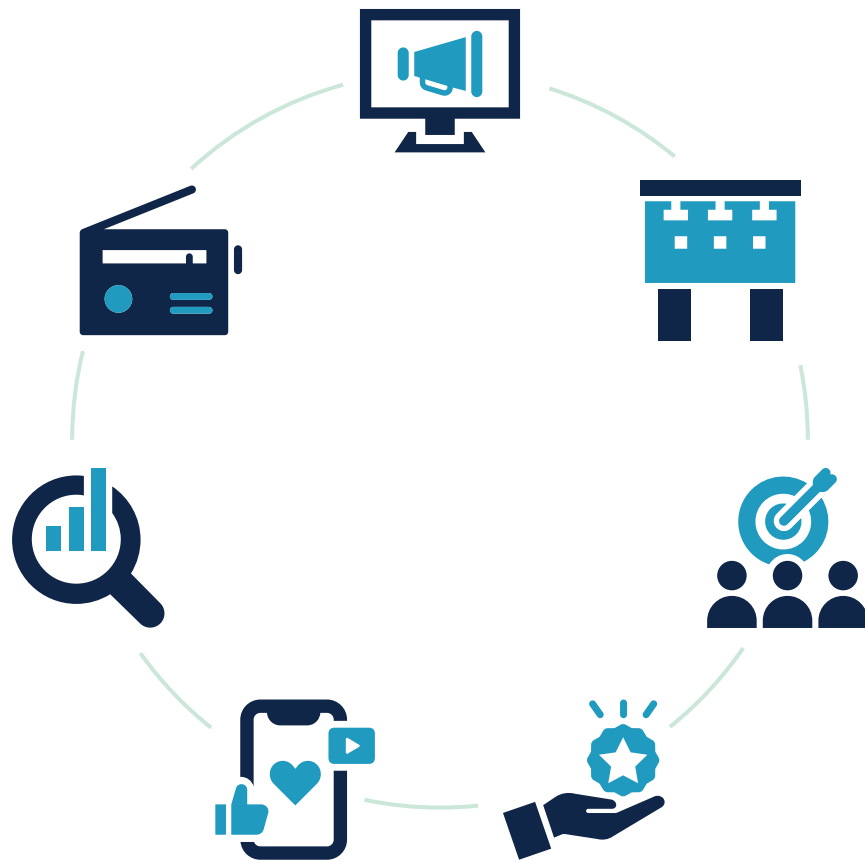
Action Steps to Strengthen Your Marketing Strategy

Thinking about your marketing strategy holistically helps create more targeted, diversified, and effective campaigns. To ensure you're setting yourself up for success, take the following actions (or review them with your marketing agency):

- ✓ **Run an audit on your current marketing plan**
Review all active campaigns, platforms, and performance metrics to identify what's working and what needs improvement.
- ✓ **Select the most optimal platforms for your law firm**
Focus your budget on the advertising channels that best reach your target audience—whether it's Google, Meta, YouTube, programmatic, or others.
- ✓ **Evaluate your media mix**
Ensure your strategy includes a healthy balance of brand awareness, lead generation, and retargeting across multiple platforms.
- ✓ **Use cross-platform attribution models** Track conversions more accurately by understanding how different channels contribute throughout the client journey.
- ✓ **Integrate your CRM and first-party data** Strengthen targeting, personalization, and reporting by syncing your marketing efforts with your firm's internal data.
- ✓ **House all media reporting in one platform** Streamline performance monitoring by consolidating your metrics for better visibility and quicker decision-making.
- ✓ **Review your budget allocation**
Reallocate spend based on platform performance and evolving campaign goals.
- ✓ **Ensure brand alignment across messaging**
Confirm your creative and copy reflect your law firm's voice, values, and positioning.
- ✓ **Make data-informed decisions**
Let analytics guide budget shifts, campaign adjustments, and content strategy.

Key Takeaways:

Effective marketing requires law firms to think about the platforms that they advertise on in an all-encompassing, thoughtful way. It is not necessarily a bad thing to advertise on multiple platforms, we just want law firms to be aware that platform fragmentation can occur if you do not strategize correctly. The best way to expand your reach is to make sure you are utilizing different platforms, but if you aren't first picking the most appropriate channels and making sure that the data is centrally housed, then you aren't going to be able to maximize outcomes.





About PracticeMadePerfect (PMP)

For more than 20 years, PracticeMadePerfect has been a leading, full-service legal marketing agency specializing in innovative and results-driven strategies for law firms. With a deep understanding of the legal industry and a commitment to excellence, we empower our clients to stand out in competitive markets, drive measurable growth, and achieve their business goals. Our expertise spans digital advertising, traditional advertising, website services, SEO, traditional advertising, and more, ensuring our clients stay ahead in an ever-evolving landscape.

Contributors

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PMP Marketing Group's Proprietary Data

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