



Digital Marketing Services

From LSAC Legal Education ConsultingSM

Precision Targeting. Optimal Recruiting Results.

Elevate Your School's Recruitment Efforts

LSAC supports law schools through robust digital outreach, campaigns, and programming that attract thousands of prospective law students and encourage them to take the next step. LSAC's Digital Marketing Services create and activate tailored media campaigns that are powered by LSAC's proprietary database, enabling law schools to reach and convert their best audiences online with greater efficacy and in a cost-efficient manner. Rely on our Legal Education Consulting team for targeted media strategies to boost applicant numbers and achieve recruitment goals. Whether you're just starting your digital marketing efforts or want to enhance your current approach, we will work with your team to craft tailored, cost-effective media plans that leverage LSAC's database targeting and digital marketing expertise to connect with potential law students where they are online.

Through LSAC's Digital Marketing Services, one of the many services we offer through Legal Education Consulting, we will help you:



Find, reach, and engage with individuals interested in legal education. Using LSAC's proprietary database, meet them where they view and actively interact with content while online.



Maximize your impact with high-performing media placements across display, social media, native advertising, and video, all fine-tuned for cost efficiency and optimized for performance. LSAC digital marketing advertising strategies are tailored to help you reach your recruitment goals and generate brand awareness of your school and programs.



Convert audiences based on your goals, whether you're seeking information requests or applications. Real-time tracking and reporting of ad-influenced requests for information and applications generate valuable insights about those who have expressed interest in or applied to your school. LSAC continuously leverages this data to inform and refine your ongoing lead generation and admission efforts.



You'll benefit from an effective four-step approach. We will:

1. **Assess** your current digital marketing capabilities, goals, and budget.
2. **Design** a tailored, highly targeted digital media strategy that is aligned with your goals and key performance indicators (KPIs).
3. **Deliver** a campaign plan that:
 - Is tailored to your specific goals and budget
 - Targets specific audiences on multiple channels and across multiple placements
 - Clearly details launch requirements and specifications for creative assets alongside intuitive copy sheets and platform access needs
 - Establishes a series of check-ins which include report delivery, optimization recommendations, updates on emerging digital media capabilities, and other relevant topics
 - Continuously tracks campaign performance and provides flexibility to support the best-performing platforms, placements, and creative assets
4. **Launch** the campaign and adjust budget allocation and placement based on the success of channels against your KPIs.

LSAC's Digital Marketing Services also include:

- Ad tag implementation and testing
- Ongoing consultation throughout the life of the campaign
- A campaign dashboard for near real-time reporting
- Performance optimizations throughout the life of the campaign
- Access to additional proprietary reporting (based on your application process)
- Evaluation of current digital marketing efforts with recommendations for enhancements

We're Ready to Connect With You

If you have any questions, or if you would like to discuss how LSAC's Digital Marketing Services can help your school, please contact us at LEC@LSAC.org.

About Legal Education Consulting

Backed by the expertise of LSAC, the Legal Education Consulting staff understands your mission and strives to support your success. With a suite of individually tailored consulting services, we collaborate with your school to meet your goals using comprehensive solutions focused on strategic planning, enrollment, accreditation, bar passage, and more.



Connect With Us



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