Best Legal Digital Marketing Agencies for Lawyers & Law Firms (2026)

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Law firm marketing can feel overwhelming,m especially when terms like SEO, top-of-funnel, and pay-per-click aren't second nature. But in today's competitive legal landscape, marketing is essential to stand out and attract new clients. The good news? You don't have to do it alone. There are expert digital marketing agencies ready to help.

To make your search easier, we've compiled tips for choosing the right marketing partner and highlighted the top legal marketing companies in 2026, so your firm can grow with confidence.

Want to attract more clients and strengthen your firm's online presence? See how Clio and Scorpion work together to help law firms grow with smarter, more effective marketing.

What is legal marketing?

Legal marketing is an umbrella term that refers to driving awareness and attracting clients to a law firm through various methods.

These methods can range from print ads and television spots to online strategies, like search engine optimization and social media marketing.

The ultimate goal of legal marketing is to generate business and drive revenue for a law firm.

Understanding law firm marketing companies

Advertising was banned in all states by the Supreme Court up until 1977. That means that up until a few decades ago, marketing in law firms was virtually non-existent.

While recently there's been a spike in digital marketing, many firms still don't market themselves. According to research in the *2023 ABA Legal Technology Survey Report*, only 47% of firms have an annual marketing budget. What's more, our latest *Legal Trends Report* found that the average law firm dedicates just 5% of its overall budget to marketing.

That's where legal marketing agencies step in. With their unique skill set and expertise, they take on a lot of this heavy lifting.

Services offered by legal marketing companies

Today, there are a variety of legal marketing companies that offer specialized services.

- **SEO agencies.** You'd be hard-pressed to find a law firm that doesn't want to appear on the first page of Google, which is where SEO agencies can help. These specialized agencies can increase your ranking on search engines and drive traffic to your site by harnessing tactics like keyword analysis and link building.
- **Advertising agencies.** With their ability to plan, develop, and execute impactful campaigns, digital marketing agencies help law firms get noticed in a highly competitive landscape. They use a wide range of channels, from print ads to radio and TV spots.
- **Content creation agencies.** Content continues to be king, and the legal industry is no exception. Offering everything from strategy to copywriting and analytics, these agencies help law firms produce valuable content that resonates with their audience and builds their brand's authority.
- **Social media agencies.** Social media agencies specialize in developing campaigns that help firms connect with their community and showcase their expertise. LinkedIn is an especially popular platform for legal professionals.
- **Branding agencies.** Brand agencies specialize in the development of your greatest asset. Through tag lines, logos, marketing materials, and more, they help create an image that conveys what sets your firm apart.
- **Website development agencies.** Nowadays, your website is one of the first places potential clients will interact with your firm. So, it shouldn't come as a huge surprise that 74% of lawyers use their firm website to promote or market their services to potential clients, according to our *latest Legal Trends Report*. If a custom-built website is beyond your reach, Clio Grow offers an easy-to-use law firm website builder within its legal management software system.

Benefits of marketing agencies for lawyers

Legal marketing companies offer a wealth of benefits to law firms. Here are some of the top advantages.

They know the ins and outs of the legal industry

There are scores of marketing companies that cater to many industries, but working specifically with a *legal* marketing company can truly make a difference. Legal marketing companies understand the unique requirements of the industry, from the ethical considerations to the latest regulations. That means you can count on them to get the job done without facing any potential consequences.

They help you work more efficiently

Finding new clients is a massive commitment. After all, lawyers are already strapped for time as it is, with most completing fewer than three hours of billable work each day. With one less thing on their plate, law firms can work smarter and focus on the things that really matter.

They grow your firm by boosting your online presence

Through strategies like search engine optimization, paid advertising, and content marketing, legal marketing companies help increase your law firm's visibility. As a result, you'll attract new clients and grow your business. Accordingly, as you take on more cases, you can leverage legal practice management software, like Clio Grow, to seamlessly intake clients.

10 of the best law firm marketing companies of 2026

As you set out to pick a potential legal marketing partner, you'll quickly discover a dizzying array of legal marketing companies in the marketplace. If you're not sure where to start, don't fret. We've rounded up the top ten legal marketing companies to know about.

Scorpion

Scorpion is a trusted digital marketing partner for law firms looking to build a stronger online presence. With over 20 years of experience, they offer services like SEO, pay-per-click advertising, website design, and content marketing—tailored specifically to the legal industry. Scorpion supports firms across a variety of practice areas and focuses on helping lawyers attract more qualified leads and create a better client experience.

Scorpion is also Clio's Preferred Marketing Services Partner, and Clio is Scorpion's sole Preferred Software Partner for legal services—offering firms a seamless connection between their marketing and practice management tools.

Matador Solutions

Matador Solutions is a legal-marketing agency focused on SEO, web design, content marketing, social media and review generation for law firms, they are also one of Clio's Certified Partners. Their approach emphasizes measurable results, a custom strategy for law-specific needs, and turnkey services that allow firms to outsource the heavy lifting. Matador delivers scalable strategies that help firms grow ethically and effectively in today's digital-first market.

LawRank

LawRank is a specialized marketing agency dedicated to law firms, providing SEO, pay-per-click advertising, and web design services. Founded by an SEO expert, LawRank is trusted to elevate your firm's online presence, ensuring your webpages rank on the first page of Google, attract more traffic, and generate valuable leads. They have expertise in personal injury, workers compensation, family law, criminal defense, employment law, and other practice areas.

Rankings.io

Rankings.io is an award-winning marketing agency focused on search engine optimization for personal injury lawyers. Founded in 2013, the company helps law firms boost their online presence and organic search rankings through strategies like website optimization, content marketing, and link building. They're catered to "elite law firms" that often have larger legal marketing budgets.

Comrade Digital Marketing Agency



Chicago-based Comrade has been delivering digital marketing services to law firms. The company's talented team of designers, brand specialists, and developers support clients with needs from web development and SEO to pay-per-click advertising and social media marketing. In addition, they work with legal professionals in fields like personal injury law, criminal defense law, family law, and immigration law.

Kaleidico



Founded in 2005, Kaleidico is a Michigan-based digital marketing agency focused on lead generation. Working with mortgage lenders, law firms, and financial technology companies of all sizes, they provide web design and development, brand strategy, SEO, and content marketing.

Jurispage

JurisPage is a full-service digital marketing firm that only works with law firms. Founded by a lawyer, JurisPage helps firms increase their visibility in addition to scaling their business. Moreover, this legal marketing company partners with law firms to build a web presence to impress referrals, potential clients, and colleagues.

ONE400

ONE400 is a leader in the legal marketing world. Its team of experts support law firms, legal tech companies, legal services organizations, and others in the field with marketing, design, and website development.

Nomos Marketing



Nomos Marketing is a boutique legal marketing agency serving solo, small, and mid-sized law firms across all practice areas. Their services span SEO and AEO, paid search, web design, branding, and social media, paired with hands-on account management and transparent reporting. Nomos focuses on building firm-specific growth strategies rather than running one-size-fits-all campaigns.

MarketCrest

MarketCrest® Law Firm Growth Agency

MarketCrest is a Texas-based legal marketing agency and one of Clio's Certified Partners. It works with immigration and family law firms, offering SEO, PPC, website design, content marketing, and multilingual campaigns. MarketCrest also helps firms improve intake so more leads become signed clients.

How to choose the best legal marketing agency for your law firm

As you pare down your list of potential legal marketing companies, there are a number of considerations to keep in mind.

- **Reputation.** Does the legal marketing company have stellar reviews or testimonials on their website? Great. If not, you may need to do some digging to find reviews that speak to their professionalism and reliability. Additionally, it's helpful to see what firms they've worked with in the past.
- **Experience.** Is the firm just starting out, or do they have decades of experience? Partner with a company that boasts an impressive track record in helping clients achieve their goals.
- **Skills**. For example, is the agency focused on legal? Or are they an agency that serves a host of industries? The former has incredible benefits for law firms, as they'll understand the many nuances of the legal industry. Additionally, there are also legal-specific questions to ask and skills to look out for to assess their knowledge, like when hiring a law firm web designer or legal SEO writer.
- **Portfolio.** Reading about a company's expertise on their website is one thing—but as it often goes, showing can be so much more powerful than telling. In any case, take a look at their case studies, portfolio of past work, or success stories.

Want more? We cover seven basic skills to look for when hiring a law firm marketing consultant.

Final thoughts on legal marketing companies

In today's highly competitive landscape, law firms are turning to marketing to stand out. Fortunately, this work can be outsourced to legal marketing companies. On the whole, this can help you work more efficiently, increase revenue, and take your firm to new heights.

Along with finding the right legal marketing partner, consider some of the tools already at hand that boast impressive marketing features. For example, Clio Grow's client intake and website builder, which comes with everything you need to deliver a great first impression, right out of the box.

Looking for more information or resources? Discover our complete guide on digital marketing for lawyers.

About Clio

Clio is the global leader in legal AI, powering legal work across the profession, from law firms of every size to corporate legal teams, government agencies, and courts. Its Intelligent Legal Work Platform unites the business and practice of law, connecting the people, information, and processes behind legal work. Clio's AI brings the context together with legal sources drawn from Clio Library, a growing collection of more than one billion legal documents. Over 400,000 legal professionals in more than 130 countries rely on Clio to run their legal world. Learn more at www.clio.com.