

How to Be  
**DAVID**  
— and Beat —  
**GOLIATH**  
in Your Market

A GUIDE FOR LAW FIRMS  
GOING UP AGAINST THE  
BIG SPENDERS

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# Introduction

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In every legal market, there's always a Goliath, a law firm that spends enormous amounts on advertising, dominating billboards, television, and online ads. But as history has shown, David can beat Goliath with the right strategy.

You don't have to outspend the big players to win. In fact, trying to match their marketing budgets is a losing battle, one where the only winners are the media companies and advertising platforms. Instead, you need a smarter, more strategic approach to claim your share of the market.

This guide outlines five key rules to help your firm outsmart the competition, build an effective marketing presence, and win more cases without draining your budget.



## About The Author

Eric Elliott empowers law firms with smarter, sharper marketing strategies. With a data-driven approach and a strong focus on content that converts, he's a trusted partner for firms ready to level up their growth.



Rule #1

# Don't Try to Outspend the Big Players, Outsmart Them



RULE #1

# Don't Try to Outspend the Big Players, Outsmart Them

When a major spender enters your market, many law firm owners panic and try to keep up by increasing their ad budgets. This is a mistake. The large firm will always have more money to spend, and the real winner in an ad war is the media company, not your firm.

## Don't Try to Outspend the Big Players, Outsmart Them



### Niche Targeting

Focus on a smaller, more specific audience that larger firms overlook.



### High Quality Content

A single, well-crafted video ad can have more impact than dozens of generic ones.

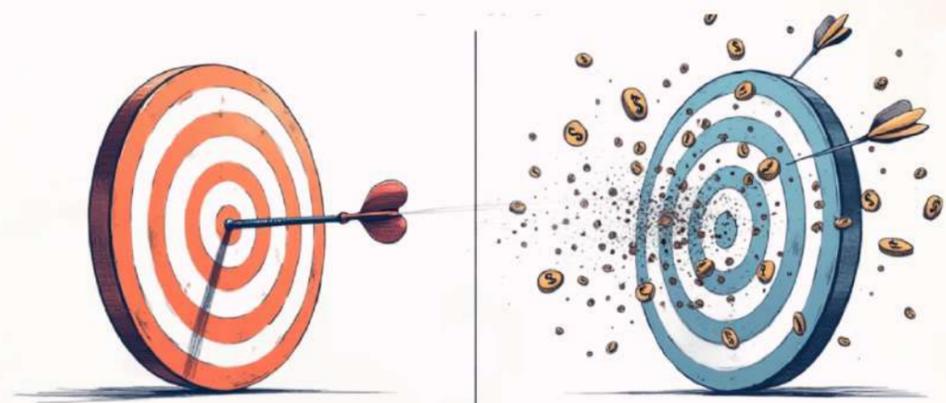


### Data Driven Marketing

Track your best-performing campaigns and double down on what works.

#### Key Takeaway

A smart, well-targeted campaign will always outperform a generic high-spend approach.



## Rule #2

# Don't Be a Copycat, Be Original



RULE #2

# Don't Be a Copycat, Be Original

Many law firms fall into the trap of mimicking their competition. They run similar ads, use the same slogans, and blend into the noise. The result? The firm with the biggest budget wins simply because they are seen more often.

**To stand out, you must be original.**



### Tell Your Story

Share why did you become a lawyer? What makes your firm different?



### Use unique branding

Create a memorable message that resonates with potential clients.



### Differentiate your ads

Show real client stories, standout case wins, or your firm's values in action—don't just repeat "We fight for you."

#### Key Takeaway

**Being a copycat means you're fighting on Goliath's terms. Be David, stand out and be memorable.**



## Rule #3

# F.O.R. Focus on Referrals



RULE #3

# F.O.R. – Focus on Referrals

Law firms often operate like car dealerships, resetting their marketing every month in search of new leads. But the best clients aren't always new ones; they're referrals from past clients. Your firm has helped hundreds (if not thousands) of clients, are you leveraging those relationships?

## Your CRM system is gold.



### Stay in Touch

Use email marketing and direct outreach to nurture past clients.



### Create a referral program

Offer incentives for past clients to refer friends and family.



### Build Trust

Clients who come from referrals are easier to convert and more likely to trust you from the start.

#### Key Takeaway

Instead of constantly chasing new leads, mine the gold you already have.



## Rule #4

# Be Creative

Define Why Your Firm Stands Out



RULE #4

# Be Creative – Define Why Your Firm Stands Out

Many law firms struggle to answer a basic question: Why should a client choose you? Clients aren't just looking for legal expertise, they're looking for someone they can trust, connect with, and believe will fight for their best outcome.

**Truth is, any lawyer can win a client money.  
But what makes your firm different?**



### Your Values?

Are you a family-run firm that treats clients like family?



### Your Approach?

Do you specialize in cases others avoid?



### Your Results?

Have you won life-changing settlements?

#### Key Takeaway

**Clearly communicate what sets your firm apart, every ad, page, and interaction should reflect it.**



## Rule #5

# Be Consistent

Pick a Time, Pick a Platform, and Own It



RULE #5

# Be Consistent – Pick a Time, Pick a Platform, and Own It

Many firms make the mistake of starting and stopping their marketing efforts. This inconsistency prevents them from building brand recognition and trust.

**Winning firms are consistent.**



### Pick a time period and own it.

Instead of spreading your budget across multiple time slots, dominate a specific time of day.



### Pick a station and own it

If you can't afford to be on every channel, focus on dominating one.



### Stick with your strategy

Marketing takes time. Expect months, not weeks, before seeing major results.

#### Key Takeaway

**Consistency builds trust. Trust builds cases. Stay the course.**



## Conclusion

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# The David Strategy Works

David wins by outsmarting. > Goliaths win by outspending.

By following these five rules, your firm can create a marketing strategy that levels the playing field against big spenders. You don't need the biggest budget to win cases—you just need the right strategy.

- ✓ Spend smart, not big.
- ✓ Leverage referrals to grow.
- ✓ Be unique, not a copycat.
- ✓ Clearly define what makes your firm different.
- ✓ Stay consistent—marketing success takes time.

### Need Help Implementing These Strategies?

VIP Marketing specializes in helping law firms compete in tough markets. Contact us for a free strategy session and let's build your David strategy today.