

EverConvert Expands Social Media Marketing Services for Law Firms as Client Research Shifts Online

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GREENVILLE, SC - May 26, 2026 -
EverConvert, a full-service digital marketing agency based in Greenville, South Carolina, has expanded its social media marketing services specifically for law firms, responding to new industry data showing that 79 percent of legal clients now research attorneys online before making contact, up from 57 percent just three years ago.

The expansion addresses a critical gap identified in the 2025 Legal Trends Report from Clio and MyCase 2025 Law Firm Marketing Statistics. While 89 percent of law firms maintain a presence on social networks, with LinkedIn at 87 percent and Facebook at 62 percent adoption, 64 percent of law firms do not syndicate their website content to social channels. This disconnect creates a significant visibility gap between firms that maintain active social distribution and those that merely hold accounts.

"The data reveals a fundamental disconnect in legal marketing," said Shannon Ludwig, spokesperson for EverConvert. "Nearly 90 percent of law firms have created social accounts, but most treat them as static

profiles rather than active client acquisition channels. When 79 percent of prospective clients are researching attorneys online before making contact, a dormant social presence means losing cases before the phone ever rings. Our expanded services focus on building attorney-led video content and platform-specific distribution programs that transform law firm social channels from digital business cards into active business development tools."

The timing of the expansion aligns with significant shifts in how legal information appears in search results. Google's AI Overviews now appear in approximately 47 percent of legal-related searches in 2025, according to BrightEdge data, changing how law firm content is discovered and requiring social media content to be structured to feed AI-powered summaries rather than just traditional search rankings.

Video content has emerged as a particularly powerful differentiator. Legal websites and social profiles featuring video content see 2.6 times more engagement than those without video, according to Wistia's 2025 State of Video Report. Short, authentic attorney-led videos consistently outperform professionally produced content in engagement metrics, making Social Media Marketing the primary distribution channel for the video content that now drives legal client decisions.

The expanded Everconvert social media marketing services arrive as law firms prepare to increase their marketing investments. According to MyCase research, 69 percent of smaller law firms and 79 percent of larger firms report plans to increase their marketing budgets in the next 12 months, with social media and video content among the highest-priority investment areas for firms targeting client acquisition growth.

The digital advertising market was valued at $667 billion in 2024 and is projected to surpass $1.5 trillion by 2030. However, nearly 47 percent of businesses still lack a coordinated digital strategy, leaving significant competitive advantage available for law firms that build consistent, audience-targeted social media programs before the market saturates.

EverConvert is a full-service digital marketing agency based in Greenville, South Carolina, specializing in social media marketing, SEO, paid advertising, video marketing, and lead generation for law firms. The agency's social media programs are built around client acquisition, tracking engagement, lead attribution, and case generation from social content, with a focus on attorney-led video content and platform-specific distribution strategies that turn law firm social channels into active business development tools.

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EverConvert

EverConvert is a digital marketing agency specializing in lead generation, SEO, PPC, and web design. They help businesses turn online traffic into profit through tailored strategies that drive growth and deliver results.

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