

The Smartest Marketing Strategy LNCs Overlook

LNctips®

THE SMARTEST MARKETING STRATEGY LNCS OVERLOOK

Most LNCs market on LinkedIn — and that's smart. But there's another place LNCs overlook: **small firms with one or two attorneys in the practice area you want to support.**

These firms are far less likely to have an in-house LNC and far more likely to need outside support. And they're not always active on LinkedIn, which means you have to know where and how to find them.

When I started, I used the Martindale-Hubbell directory, in book form, at the library. I'd look up firms, check which attorneys handled medical malpractice, and focus my outreach on small firms (one–two attorneys). Today, the entire directory is online, and it's still a useful resource because not every attorney or firm is active on LinkedIn.

Here are the reliable ways to find the right firms:

1. Use [Martindale.com](https://www.martindale.com)

You can't search by number of attorneys anymore, but you can:

- Search by practice area (medical malpractice, personal injury, litigation, long-term care, etc.)
- Click into each firm's website from the Martindale listing
- Check the attorney roster to see how many handle the cases you want to support
- Prioritize firms with 1–2 attorneys in that area

It's slower than a filtered search, but it's accurate — and it reveals firms that don't show up on social platforms.

2. Use [Google](https://www.google.com) or [Gemini](https://gemini.google.com) to search by city or county

- You can search for:
- “medical malpractice attorney [city]”
- “personal injury firm [county]”
- “law firm [city] attorney profiles”
- “long-term-care firms with 1–2 attorneys [county]”

Then click through to firm websites and check how many attorneys handle the types of cases you want to support.

This works especially well in smaller markets where firms are not heavily indexed on LinkedIn.

3. Check your state bar association directory

Some state bar associations let you search by practice area and provide the attorney's website and email address. Others require the attorney's name or return results that aren't accurate for med-mal, PI, LTC, or other practice areas. It's hit or miss, but in states with good directories (Florida is one), it can be a helpful supplement to Martindale and Google.

Why this matters

Targeting small firms with 1–2 attorneys gives you:

- A clear audience
- A manageable list
- Attorneys who actually need outside LNC support
- A marketing message that feels specific, not generic

Broad marketing feels safe, but targeted marketing gets traction.

