



SECRETS OF ATTORNEY MARKETING

Published by [Speakeasy Authority Marketing, Inc.](#) · January 2nd, 2023

The team at Speakeasy Authority Marketing is testing a groundbreaking new service...

Each month, our marketing experts conduct research in the top practice areas so that we can position your firm at the cutting edge of the market.

Then it dawned on us: *Why keep all of this insider information to ourselves when it could benefit you?*

So, we're introducing something new...

Now, you can get even more insight into what we're seeing on the frontlines of the legal world and stay yet another step ahead of the competition by:

- Knowing what's latest and greatest,
- Analyzing the data on behalf of your potential clients,
- Showing that you are ready to use this new info to help them get more favorable outcomes for their cases.

This month in personal injury law, we're kicking things off here...

New Study Shows Trucking Accidents Are On The Rise

Even with a trucker shortage and industry declines through the beginning of the pandemic, the number of accidents continues to increase. In fact, truck accident injuries have not declined on a year-to-year basis since 2013.

From 2009 to 2019, accidents involving trucks increased by over 40%, more than doubling the number from 2009. Unfortunately, these accidents are also escalating in severity, with fatalities increasing by 28% from 2009 to 2020 and jumping another 13% from 2020 to last year.

So what can you do?

If you are already handling trucking accidents and wrongful death cases, it's a good time to focus additional marketing efforts on these cases. If you are not yet handling trucking accident cases, you might consider expanding your PI practice areas to include claims in this rapidly-growing area.

Of course, as trucking accident cases are more complex than car wrecks, most attorneys can't jump right into handling these claims. If you are considering adding or focusing on these cases could use the rest of 2022 to research and hone related skills.

If you're interested in adding this sub-practice area to your roster of services, or if you're looking to expand your marketing to target this area – get in touch with your Speakeasy CSR to talk about how we can help!

What do you think?

Trends like this and similar changes greatly affect what legal needs dominate society. Is pivoting your practice to include commercial accident services feasible? Have you considered expanding your practice? Why do you think there is an upward trend in these accidents, and how long will it last?

Something to consider this month...

If you want to read more, take a look at our sources:

[16 Truck Accident Statistics And Facts - 2022 Update | House Grail](#)

[21 Chilling Truck Accident Statistics \(2022\) \(carsurance.net\)](#)

[Are Fatal Car Accidents with Large Trucks on the Rise in Texas?
\(legalexaminer.com\)](#)

[Why Truck Accidents Are On the Rise in 2022 \(nelsonpersonalinjury.com\)](#)

[Feds Record 13% Increase in Trucking Accident Deaths in 2021 — Georgia
Injury Law Blog — June 4, 2022](#)