



## Podcast Round-Up: Marketing Tactics That Will Make Your Firm Shine

From your website and social media profiles to nominations such as *Chambers & Partners*, there are countless marketing strategies that can make your practice shine; it's a matter of finding the ones that work for you. The guests who joined the [Law Firm Marketing Catalyst podcast](#) shared their tried-and-true strategies, and we've rounded up some of their techniques below.

---

### Executing a Successful Law Firm Rebrand

**Lisa Simon**, *Chief Marketing and Business Development Officer at Lewis Roca Rothgerber Christie LLP, Phoenix*



Listen In

**#1: Understand your firm's brand.** Branding is almost more important internally than externally. Before implementing any external marketing campaigns, make sure everyone in the firm fully understands the brand message and is on the same page.

**#2: Use firm retreats wisely.** A retreat is the perfect environment to bring lawyers and staff together. Keep retreats to one day in length, and consider bringing in outside experts to lead discussions.

**#3: Define your client service standards.** Client experience is everything. Identify how you want clients to feel when they work with your attorneys, and work from there to build a client experience plan.

---

## Strengthening Your Online Presence to Generate New Business

Jason Ciment, CEO at GetVisible



Listen In

**#4: Conduct a competitor analysis.** Google your competitors to help determine how saturated the space is and build a keyword phrase list for your website. There may be a bigger opportunity to promote yourself.

**#5: Develop a distinct communication strategy.** Authoritative websites with original content rank higher on Google. Focus on topics that only a few can speak to.

**#6: Optimize your website.** To get your website visible on search engines, optimization is critical. Optimization includes things such as headlines, metatags and how fast your pages load.

---

## Showcasing the Value of a Marketing Department

Michael Blachly, Chief Marketing Officer at Gray Reed & McGraw, Dallas



Listen In

**#7: Demonstrate your value.** Marketers aren't just an operational expense—show that you're a revenue enabler. Think of yourself as a consultant within the firm and take on the role of a thought leader, e.g., share articles, give presentations, etc.

**#8: Track metrics.** Hard data is an important way for marketers to show the value of marketing and track improvement over time. If you've never tracked metrics before, it's time to start, even if that just means making a basic Excel spreadsheet.

**#9: Take a microscopic look at your budget.** Knowing the numbers prepares you for financial conversations. You'll know the exact cost of everything, down to the nitty-gritty.

---

## Implementing a Ninja Marketing Strategy to Bring in Business

Barry P. Goldberg, *Personal Injury Attorney, SoCal*



Listen In

**#10: Modernize your website.** If your current website is more like a business card than a dynamic, interactive website, it's time to update it.

**#11: Create educational content.** Stay enthusiastic about blogging, even if you don't see an immediate increase in readers. Blog consistently and eventually you'll see an uptick in website visitors and, inevitably, new clients.

**#12: Be present on social media.** Prospects are more likely to hire lawyers who are on social media. There's also a strong connection between active social media use and high search engine ranking.

---

## Getting Buy-In for a Strategic Planning Process

Kate Pearch, *Chief Marketing & Business Development Officer at Morris, Manning & Martin, LLP, Atlanta*



Listen In

**#13: Select the right people.** Find the right people to drive the strategic planning process, such as supportive partners who will get buy-in from the partner committee. You should also carefully select a consultant who can provide an unbiased perspective.

**#14: Keep the momentum going.** The real challenge comes after the strategic planning process is over. Choose two or three priorities each year and break down big goals into achievable chunks. Update attorneys and staff on progress through internal memos and monthly or quarterly check-ins.

**#15: Track your progress.** Major initiatives take time to show results, and it's easy to get discouraged by the slow pace. Track your progress so you can look back and see that you *have* made improvements, even if it doesn't seem that way.

---

**Download/Subscribe to the Law Firm Marketing Catalyst Podcast**



Listen to all Law Firm Marketing Catalyst episodes

We hope you enjoy the Law Firm Marketing Catalyst podcast!

To leave a review on [iTunes](#), follow these easy steps:

1. First, [click here](#) and select the blue button underneath the show art that says “View in iTunes.”
2. Click on the link titled “Ratings and Reviews” and write your review.

Thank you!

### Stay Connected

Email: [berman@berbay.com](mailto:berman@berbay.com)

Phone: (310) 405-7345

Website: [berbay.com](http://berbay.com)

