

MARKETING TACTICS THAT WILL MAKE YOUR FIRM SHINE

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



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*

#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*

#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*

#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.

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Implementing a Ninja Marketing Strategy to Bring in Business

BARRY P. GOLDBERG, *Personal Injury Attorney*

#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*

#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.



Press Conferences: Tactics to Ensure Success

MEGAN BRAVERMAN, *Principal at Berbay Marketing & PR*

#16: Target the right media. It's not about the quantity of reporters that show up; it's about the quality. Develop a targeted media list based on the news you're announcing. Don't be discouraged if select media can't attend; you can follow up with a press release, video clip and other materials for their story.

#17: Don't overstate your news. If parties of a lawsuit or high-profile spokespeople will be speaking at the press conference, you'll want to alert the media to their participation, but don't mislead reporters if there will be limited commentary on a particular topic. Be clear about the story you're offering.

#18: Keep spokespeople to a minimum. Narrow your spokespeople down to two or three—one or two firm representatives and possibly the client. Any more, and you can lose control of your messaging. More people also makes it harder for media to capture everyone, particularly TV broadcasts.