

LEGAL MARKETERS: MAKE YOUR VOICES HEARD

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



In a recent study, nearly half of all attorneys reported that hiring/increasing marketing staff ranked among the top most effective investments in developing new business. That doesn't always mean, however, that marketers get the support they need to do their jobs effectively. Take note from the expert marketers who joined us on the Law Firm Marketing Catalyst podcast. Their strategies will foster attorney engagement and boost marketing initiatives.

Demonstrating Your Capabilities & Diversity to In-House Counsel

TYRONE THOMAS, JR. *Deputy General Counsel at Invenergy LLC*



#1: Nurture personal relationships. Personal connections and one-on-one marketing are the best ways to secure corporate business. Once a connection is made, firms need to have proof (such as white papers and articles in trade publications) to back up the expertise they say claim to have.

#2: Commit to diversity and inclusion. Diversity not only helps firms stand out from competitors, but it also fuels innovation. Aim to hire people of different races and ethnicities, genders, economic positions and educational backgrounds and include them in core teams and leadership. A wide variety of perspectives at all levels of the firm is good for everyone.

#3: Get a seat at the table—literally. Thought leadership activities, such as sitting on a panel, can be the difference between securing corporate business or never getting an initial meeting.

Building Better Client Relationships

IRIS JONES *Chief Business Development & Marketing Officer at McNees Wallace & Nurick LLC*



#4: Hone your listening skills. Use the 80/20 rule (listen 80 percent of the time and ask questions 20 percent of the time) to ensure you're really hearing lawyers and not just what you're saying.

#5: Get candid feedback to fix relationships. Find out what you haven't delivered on and accept criticisms with an open mind. Work on refining expectations and finding a solution.

#6: Focus on teamwork. Teamwork is critical for the successful functioning and operation of the firm. Moreover, when a client works with multiple attorneys at a firm, the relationship is deeper and the firm is less likely to be terminated, benefiting everyone.

The Steady Approach to Firm-Wide Changes

SHEENIKA S. GANDHI *Director of Marketing at Greenberg Glusker*



#7: Meet attorneys and law firms where they are. When it comes to rolling out new marketing initiatives, slow and steady wins the race.

#8: Show, don't tell. Rather than sending a lengthy email that may get overlooked, meet with attorneys and show them exactly how to achieve their marketing goals. A one-on-one demonstration will help generate interest and action.

#9: Be objective. To appeal to lawyers who are used to examining evidence, use facts, figures and analytics to get marketing buy-in.

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Creating the “Right” Vision

MARI-ANNE KEHLER *Chief Marketing and Strategy Officer at Green Hasson Janks*

#10: Discover your brand with a visioning process. Your firm’s branding and culture flows from your vision statement. A dynamic, inclusive visioning process can transform your entire firm.

#11: Find your firm’s “why”. All firms offer legal services; the one thing that differs is *why* each firm exists. Determine your firm’s “why” to drive marketing and branding efforts.

#12: Embrace your talents. Marketing, branding and business development takes skill, experience and critical thinking. For initiatives to succeed, they must exist within firm priorities, not in addition to them.



Making the Culture Shift to Firm-Wide Business Development

DAVID H. FREEMAN *CEO of David Freeman Consulting Group & Founder of Law Firm CultureShift*

#13: Focus on legal operation now. More and more organizations are entering the legal space and putting pressure on law firms. Firms have to figure out how to be the provider of choice for legal counsel and essentially all of the service pieces that surround legal advice. Efficient operations give you a competitive advantage.

#14 Discuss your process and goals. Operations managers need to have constant conversations to create understanding and get buy-in. Lawyers have varying degrees of business understanding, and a successful operations manager will meet them where they are.

#15: Have an open mind. A lot of operations strategies are brand new to partners, so you need to be clear-eyed about your goals and willing to try new tactics to achieve them. Understand what clients are asking for and explore different ways to provide service.



Promote Yourself by Promoting the Successes of Others

JESSICA JARAMILLO *Marketing Director at Ireland Stapleton Pryor & Pascoe, PC*

#16: Demonstrate your value. Prove your worth by rolling up your sleeves and becoming a trusted resource throughout the firm.

#17: : Manage expectations. Your colleagues will value your opinion more when you give it to them straight. That means being able to say “no” when an idea needs to be scrapped. Create clear expectations to make it easier to get buy-in when you do have a million-dollar idea.

#18: Don’t be afraid of self-promotion. It is possible to promote yourself and your work without being a braggadocio. Tout your own success by touting the work of your colleagues—a subtle way to point out the achievement you were a part of, without taking all the credit.



Becoming A Different Kind of Chief Marketing Officer

GREG FLEISCHMANN *Chief Marketing Officer at Lowenstein Sandler LLP*

#19: Showcase shared skills. Marketers can build credibility and create trust with attorneys by highlighting the similar skills you share, such as selling, building relationships and managing projects.

#20: Don’t push new technology too soon. Marketers are better off spending their first months at a firm building relationships. Change should happen if it needs to, but not before firm dynamics are understood.

#21: Find balance between guidance and autonomy. Decentralized firms are great from an entrepreneurial perspective, but this isn’t always the best solution for a client.