

PROPEL YOUR LEGAL MARKET-

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



Lawyers, business coaches and law firm marketers have all shared their expertise on implementing successful marketing tactics with the [Law Firm Marketing Catalyst podcast](#). We've collected their insights here.



Conveying Your Firm's Dynamic Strength: Overcoming Rebranding Challenges

RICK COHEN, *Founding Partner of Goldberg Segalla*

#1: Keep marketing discussions productive. Limit the number of people involved in any major marketing project. Too many decision-makers can bog down the initiative.

#2: Hire a marketing expert. Lawyers are knowledgeable in many things, but most are not experts in marketing. Defer to professionals when planning a major campaign and take the pressure off of your lawyers and other staff to lead the charge.

#3: Make pragmatic decisions. Marketing decisions should be based only on what will bring the most benefit to your firm as a whole. Take the emotions out of the decision-making process, and try to make sensible choices that are in line with your firm's overall strategy and goals.



Advancing Your Legal Marketing Career Through Mentorship

CLARE OTA, *Senior Marketing & Business Development Manager at Bryan Cave Leighton Paisner*

#4: Become a better marketer with mentorship. Having a mentor has significant benefits for your entire career, including marketing and business development. On the flip side, being a mentor helps you connect with younger professionals and can help you learn more about upcoming marketing trends and technology.

#5: Seek out a "marketing-specific" mentor. Sometimes, you only need a mentor to learn about a specific skillset. If you want to learn more about sales, technology, public relations or another area of marketing, find a mentor who's an expert in your chosen topic and see where the relationship goes.

#6: 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.



Legal Operations: Transforming the Practice of Law

KRISTI GEDID, *Senior Director of Global Legal Operations at Mylan*

#7: Communicate meaningfully with in-house counsel. Deepen your relationships with corporate counsel by asking them intentional questions and taking the time to truly understand their business.

#8: Check in with clients regularly. The worst-case scenario is finding out that a client is unhappy with your services when their matter is closed or it's time to renew your contract. Reduce the chances of this happening by having formal check-ins at least every six months, while maintaining an open conversation in between.

#9: Let legal operations staff support lawyers. Although the relationship partner is ultimately responsible for the client, there are certain issues, such as billing and scheduling, that should be addressed by legal operations staff. Allow operations staff into the conversation to free up time for partners to do their most important tasks: practice law and development relationships.

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Working with Nonprofits to Do Good and Benefit Your Practice

RANLYN HILL, *President of Benevolent Vision*

#10: Give back (and get something in return). Working with a nonprofit not only helps the community, but it's also a great marketing opportunity—it raises the profile of your firm and helps you expand your circle of contacts.

#11: Consider nonprofit clients. Every nonprofit needs tax-exempt expertise, but many organizations also need help with labor laws, real estate and corporate transactions. Don't forget about marketing to these valuable clients.

#12: Try "productizing" your services. It can be difficult for clients to see value with hourly billing, but offering a fixed-price package for matters that have a predictable time commitment can ensure clients feel like they got their money's worth.



Better Business Development and More Effective Marketing

SILVIA COULTER, *Co-Founding Principal of LawVision*

#13: Don't write off marketing because you don't have a huge budget. You don't always need a flashy campaign or a huge team of experts. At its core, business development is building relationships, and that can be accomplished with strategizing and networking skills.

#14: Take advantage of free tools. An annual plan with your list of targets for the year is free to create and it ensures that every decision you make is in service of your ultimate goals. A contact activity tracker is another free tool that helps you stay in touch with people and track your relationships.

#15: Learn about sales. Sales isn't a replacement for marketing; it's a complement and its popularity is growing in the legal field. The best thing you can do right now is learn the sales framework from people who are already experts at it (which may mean looking to the technology, financial services or accounting industries).



Surviving the Future of Law: Working with a Business Development Coach

ANTHONY GERACI, *Founder of LawCoaching.com*

#16: Learn from other lawyers. Seek out mentors and business coaches who have already achieved what you want to accomplish, and follow their lead.

#17: Identify your marketing objectives. Before you achieve your goals, you have to know what they are. Figure out what you actually want, not just what you think you should do, then break it down into manageable pieces.

#18: Be patient. It can take months or even years to move the needle on a marketing initiative. Create accountability and measure your successes so you don't lose focus or motivation in the meantime.