

TECHNOLOGY & DIGITAL MARKETING STRATEGIES THAT MOVE YOUR FIRM FORWARD

Law Firm Marketing Catalyst Podcast

Host Sharon Berman



The competition for sophisticated legal services continues to grow, and if firms want to capture their share of the market, they'll need to stay ahead of the curve. The guests who joined the [Law Firm Marketing Catalyst podcast](#) pointed to technology and digital marketing strategies as a way for firms to distinguish their practice offerings and expertise. Below are some of their top techniques for attorneys and legal marketers to implement and set their firms apart.



Leveraging LinkedIn as a Powerful Business Development Tool

BRYNNE TILLMAN, *CEO of Social Sales Link*

#1: Have a complete LinkedIn profile. LinkedIn is usually one of the top websites that comes up in a Google search for a person's name, so it behooves you to offer as much information as possible. Be sure to incorporate a branded banner image with your logo and use a recent headshot.

#2: Use the various sections to your advantage. The headline should employ the "who you help, how you help them, why they should care" formula. Use "About" to expand on your headline and focus on your prospects' needs, rather than your work history. The "Experience" section should include case studies and deliverables that demonstrate your skill.

#3: Repurpose existing business development time into a LinkedIn strategy. Since the internet is basically a 24/7 networking event, look at how you can shift current business development efforts over to LinkedIn. This may prove to be significantly more productive in making and fostering new contacts.



Data-Driven Marketing Strategies to Gain a Competitive Advantage

ADAM STOCK, *Vice President of Product Strategy at Foundation Software Group*

#4: Integrate your systems to better serve clients. When your programs such as HR, time tracking and billing are integrated, it's much easier to pull out information that can be a value-add to clients. It can also help track the behavior of your contacts and allow you to adjust your marketing accordingly.

#5: Implement an experience relationship management system to get new business. An ERM links marketing systems and billing systems, putting key data at your fingertips. This is incredibly useful when responding to RFPs, providing pricing estimates or doing strategic planning.

#6: Convince your firm to invest in data. Identify the must-have systems that are linked to business development and demonstrate how they can bring in new clients. Partners will be happy to invest in tools that support firm growth.

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Attracting New Clients Through Word-of-Mouth Marketing

BILL BICE, *Founder & CEO of Boomtime*

#7: Create attorney visibility. Center your marketing around each of your rainmakers as this is where referrals will generate from. Own the online search results for each of their names, and focus on thought leadership and content-driven marketing.

#8: Leverage the power of LinkedIn. Your prospects and referral sources are on LinkedIn, so it stands to reason that you should be there too. Go beyond simply making connections – join targeted groups, post educational articles and add videos so potential clients can get to know you better.

#9: Commit to a long-term marketing strategy. Successful marketing doesn't happen overnight, and you need to track your progress to gauge whether it's working. Use data to determine if you're on the right track, or if something needs to be modified.



Embracing Technology & Innovation to Effectively Deliver Legal Services

GABRIEL TENINBAUM, *Legal Technologist & Professor at Suffolk University Law School*

#10: Involve associates in the application of technology. Students coming out of law school have a solid understanding of tech tools and are extremely savvy in applying them to solve legal problems. Recognize the value of these skills and include associates in decision-making and implementation.

#11: Look beyond the traditional associate role. Many associates are building their practices on a foundation of innovation and are looking for opportunities that allow them to be creative. Consider how your firm can accommodate and nurture this approach to attract this type of talent.

#12: Brush up on your tech knowledge. Younger lawyers want to work at forward-thinking firms. Take advantage of local classes or online resources such as YouTube to educate yourself on the latest innovations. Associates will appreciate your efforts, and this will lead to stronger working relationships.



Legal Procurement: Understanding What the Buyer Wants to Win RFPs

DR. SILVIA HIDGES SILVERSTEIN, *CEO of Buying Legal Council*

#13: Invest time and money in technology. Companies are putting tremendous resources into technology and expect law firms to do the same. Demonstrate you're at the forefront of this space and have the capabilities to handle any tech-related legal issues your clients might have.

#14: Make cybersecurity a priority. The risks associated with cybersecurity are top of mind for any large company and if your firm shows signs of weak spots, this may cost you a new client or potentially lose a current one.

#15: Demonstrate efficiency and savings. Clients still want to work with firms where they have personal connections, but it has to make good business sense as well. Companies are taking a data-driven business approach, so be sure your firm looks good on paper as well as in the spreadsheet.