

Marketing Mix Options

| Marketing "Tool" | Benefits | Drawbacks |
|----------------------------|---|--|
| Advertising | | |
| Newspapers | <ul style="list-style-type: none"> • Excellent for promoting events • Local business visibility (business section) | <ul style="list-style-type: none"> • Short Shelf Life • Requires frequency • Expensive |
| Trade Publications | <ul style="list-style-type: none"> • Industry visibility • Image-building • Potential for article placement • Merchandising opportunities | <ul style="list-style-type: none"> • Requires frequency • Expensive • Competitive clutter |
| Television | <ul style="list-style-type: none"> • Excellent for image building • High visibility • High "reach" • Consumer oriented | <ul style="list-style-type: none"> • Very Expensive • Not typically best for B2B |
| Cable TV | <ul style="list-style-type: none"> • Excellent for image building • High visibility • Used to generate frequency • Can be targeted to B2B or consumer | <ul style="list-style-type: none"> • Expensive on out-of-pocket basis • Limited reach capabilities • Not typically best for B2B |
| Radio | <ul style="list-style-type: none"> • Good for targeting specific consumer or business segments • Used to generate frequency | <ul style="list-style-type: none"> • Can be expensive on out-of-pocket basis • Has limited reach capabilities (the exception being perhaps a major news station) • Not typically best for B2B |
| Consumer Magazines | <ul style="list-style-type: none"> • Good for Image-building • Longer shelf life • Targeting capabilities • Can generate high reach levels | <ul style="list-style-type: none"> • Very expensive • Typically requires frequency of insertions • High levels of clutter |
| Outdoor | <ul style="list-style-type: none"> • Potentially good for both reach and frequency • Geographical targeting • Good for augmenting an existing message or campaign • Consumer-oriented | <ul style="list-style-type: none"> • Limited message space • Typically requires frequency (e.g., 6 months) in order to be effective • Sometimes viewed as downscale medium (for law firms) • Typically not used in B2B campaigns |
| Opportunistic/Sponsorships | <ul style="list-style-type: none"> • Visibility within a defined community • Affiliation to a cause/group • Does not require frequency – less expensive • Tie to a specific topic/area of law | <ul style="list-style-type: none"> • No mass visibility • Competitive clutter • May require a cumulative effect |

| Direct Response | | |
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| Direct Mail | <ul style="list-style-type: none"> • Highly targeted • Measurable • More space for message delivery • Database builder | <ul style="list-style-type: none"> • Expensive on per person basis • Mail often screened • Competitive clutter |
| Public Relations | | |
| Seminars/Presentations | <ul style="list-style-type: none"> • Highly targeted • Allows interface • Conveys expertise • Can be publicized • Database builder | <ul style="list-style-type: none"> • Requires prospect "effort" (e.g., travel) • No. of attendees is uncertain • Must be promoted |
| Press Releases | <ul style="list-style-type: none"> • Generates awareness if disseminated on an ongoing basis • Inexpensive | <ul style="list-style-type: none"> • Lack of control over placement • By itself, will not generate new business |
| Feature Articles | <ul style="list-style-type: none"> • High Visibility • Conveys Expertise • Use of reprints • Adds to credentials • Inexpensive | <ul style="list-style-type: none"> • Lack of control over placement • Can be time- consuming |
| Broadcast Interviews | <ul style="list-style-type: none"> • Very high visibility • Conveys Expertise • Adds to credentials • Inexpensive | <ul style="list-style-type: none"> • Lack of control over placement • Potential lack of B2B "stories" |
| Special Events | <ul style="list-style-type: none"> • High visibility • Can be targeted • Can convey affiliation with group/cause • Can promote goodwill • Can convey expertise • Database builder | <ul style="list-style-type: none"> • Requires prospect "effort" (e.g., travel) • Expensive (must be promoted) • No. of attendees is uncertain |
| Internet | | |
| Web Site | <ul style="list-style-type: none"> • Conveys information • Relatively inexpensive • Can be a database builder | <ul style="list-style-type: none"> • Not as image-oriented |
| Search Engine Optimization (Includes search engine submissions, metatags, and directory listings) | <ul style="list-style-type: none"> • High listings on directories/generates click-throughs | <ul style="list-style-type: none"> • High placement can be time consuming • May not reach high level decision makers |
| Pay-Per Click | <ul style="list-style-type: none"> • Ensures high visibility on search engines | <ul style="list-style-type: none"> • High placement can be expensive • May not reach high level decision makers |
| Banner Ads | <ul style="list-style-type: none"> • Additional visibility at related sites • Another click-through option | <ul style="list-style-type: none"> • Usually expensive |
| Blogs | <ul style="list-style-type: none"> • Conveys expertise • Relatively inexpensive • Can develop a following | <ul style="list-style-type: none"> • Time-consuming • Competitive clutter |

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| E-Newsletters | <ul style="list-style-type: none"> • Good continuity/maintenance vehicle • Conveys expertise • Inexpensive • Database builder | <ul style="list-style-type: none"> • E-Mail addresses may be difficult to obtain • May not be read • Clutter |
| Webinars | <ul style="list-style-type: none"> • Highly targeted • Allows interface • Conveys expertise • Can be publicized • Allows for anonymous attendance • Relatively inexpensive • High tech approach • Can be archived • Database builder | <ul style="list-style-type: none"> • No. of attendees is uncertain • Must be promoted • No face-to-face interaction • Impersonal • Can be dull |
| Social Networking | <ul style="list-style-type: none"> • Allows some measure of interactivity • Continuity • Inexpensive • Can convey expertise • Reflects ‘cutting edge” approach • Interconnects many people • Database builder | <ul style="list-style-type: none"> • Time consuming • Limited message delivery • May attract unqualified prospects |
| <i>Collateral Materials</i> | | |
| Brochures | <ul style="list-style-type: none"> • Conversion vehicle • Represents firm in attorney’s absence • Presents image, services, qualities | <ul style="list-style-type: none"> • Not a lead generator • Conveying quality can be expensive |
| “Expert” Brochures | <ul style="list-style-type: none"> • Conveys expertise • Can be publicized • Shows good will via free information • Many ways to disseminate • Database builder | <ul style="list-style-type: none"> • Some expense • Does not directly sell firm services |
| Newsletters | <ul style="list-style-type: none"> • Good continuity/maintenance vehicle • Conveys expertise | <ul style="list-style-type: none"> • Expensive • May not be read • Clutter |
| <i>Trade Shows</i> | | |
| Booth/Exhibits | <ul style="list-style-type: none"> • Interactive • Generates awareness within specific community • Database builder | <ul style="list-style-type: none"> • Expensive • Time consuming • Clutter |
| <i>Business Development</i> | | |
| Personal Networking | <ul style="list-style-type: none"> • Irreplaceable as an interactive activity | <ul style="list-style-type: none"> • Expenses add up • Time consuming • Requires skill/training |
| <i>Miscellaneous</i> | | |
| Super Lawyers | <ul style="list-style-type: none"> • Can be publicized • Conveys some expertise/quality | <ul style="list-style-type: none"> • May be meaningless to business decision makers |