

## Legal Marketing Tools

Marketing "Tool"	Benefits	Drawbacks
<b>Advertising</b>		
Newspapers	<ul style="list-style-type: none"> <li>• Excellent for promoting events</li> <li>• Local business visibility (business section)</li> </ul>	<ul style="list-style-type: none"> <li>• Short Shelf Life</li> <li>• Requires frequency</li> <li>• Expensive</li> </ul>
Trade Publications	<ul style="list-style-type: none"> <li>• Industry visibility</li> <li>• Image-building</li> <li>• Potential for article placement</li> <li>• Merchandising opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Requires frequency</li> <li>• Expensive</li> <li>• Competitive clutter</li> </ul>
Opportunistic/Sponsorships	<ul style="list-style-type: none"> <li>• Visibility within a defined community</li> <li>• Affiliation to a cause/group</li> <li>• Does not require frequency – less expensive</li> <li>• Tie to a specific topic/area of law</li> </ul>	<ul style="list-style-type: none"> <li>• No mass visibility</li> <li>• Competitive clutter</li> <li>• May require a cumulative effect</li> </ul>
<b>Direct Response</b>		
Direct Mail	<ul style="list-style-type: none"> <li>• Highly targeted</li> <li>• Measurable</li> <li>• More space for message delivery</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive on per person basis</li> <li>• Mail often screened</li> <li>• Competitive clutter</li> </ul>
<b>Public Relations</b>		
Seminars/Presentations	<ul style="list-style-type: none"> <li>• Highly targeted</li> <li>• Allows interface</li> <li>• Conveys expertise</li> <li>• Can be publicized</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Requires prospect "effort" (e.g., travel)</li> <li>• Number of attendees is uncertain</li> <li>• Must be promoted</li> </ul>
Press Releases	<ul style="list-style-type: none"> <li>• Generates awareness if disseminated on an ongoing basis</li> <li>• Inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of control over placement</li> <li>• By itself, will not generate new business</li> </ul>
Feature Articles	<ul style="list-style-type: none"> <li>• High visibility</li> <li>• Conveys expertise</li> <li>• Use of reprints</li> <li>• Adds to credentials</li> <li>• Inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of control over placement</li> <li>• Can be time- consuming</li> </ul>
Broadcast Interviews	<ul style="list-style-type: none"> <li>• Very high visibility</li> <li>• Conveys expertise</li> <li>• Adds to credentials</li> <li>• Inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of control over placement</li> <li>• Potential lack of B2B "stories"</li> </ul>
Special Events	<ul style="list-style-type: none"> <li>• High visibility</li> <li>• Can be targeted</li> <li>• Can convey affiliation with group/cause</li> <li>• Can promote goodwill</li> <li>• Can convey expertise</li> <li>• Interface</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Requires prospect "effort" (e.g., travel)</li> <li>• Expensive (must be promoted)</li> <li>• Number of attendees is uncertain</li> </ul>

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<b>Internet</b>		
Web Site	<ul style="list-style-type: none"> <li>• Conveys information</li> <li>• Relatively inexpensive</li> <li>• Can be a database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Not as image-oriented</li> </ul>
Search Engine Optimization	<ul style="list-style-type: none"> <li>• High listings on directories/generates click-throughs</li> </ul>	<ul style="list-style-type: none"> <li>• High placement can be time consuming</li> <li>• May not reach high level decision makers</li> </ul>
Pay-Per Click	<ul style="list-style-type: none"> <li>• Ensures high visibility on search engines</li> </ul>	<ul style="list-style-type: none"> <li>• High placement can be expensive</li> <li>• May not reach high level decision makers</li> </ul>
Banner Ads	<ul style="list-style-type: none"> <li>• Additional visibility at related sites</li> <li>• Another click-through option</li> </ul>	<ul style="list-style-type: none"> <li>• Usually expensive</li> </ul>
Blogs	<ul style="list-style-type: none"> <li>• Conveys expertise</li> <li>• Relatively inexpensive</li> <li>• Can develop a following</li> </ul>	<ul style="list-style-type: none"> <li>• Time-consuming</li> <li>• Competitive clutter</li> </ul>
E-Newsletters	<ul style="list-style-type: none"> <li>• Good continuity/maintenance vehicle</li> <li>• Conveys expertise</li> <li>• Inexpensive</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• E-Mail addresses may be difficult to obtain</li> <li>• May not be read</li> <li>• Clutter</li> </ul>
Webinars	<ul style="list-style-type: none"> <li>• Highly targeted</li> <li>• Allows interface</li> <li>• Conveys expertise</li> <li>• Can be publicized</li> <li>• Allows for anonymous attendance</li> <li>• Relatively inexpensive</li> <li>• High tech approach</li> <li>• Can be archived</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Number of attendees is uncertain</li> <li>• Must be promoted</li> <li>• No face-to-face interaction</li> <li>• Impersonal</li> <li>• Can be dull</li> </ul>
Social Networking	<ul style="list-style-type: none"> <li>• Allows some measure of interactivity</li> <li>• Continuity</li> <li>• Inexpensive</li> <li>• Can convey expertise</li> <li>• Reflects 'cutting edge" approach</li> <li>• Interconnects many people</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming</li> <li>• Limited message delivery</li> <li>• May attract unqualified prospects</li> </ul>

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<b>Marketing "Tool"</b>	<b>Benefits</b>	<b>Drawbacks</b>
<b><i>Collateral Materials</i></b>		
Brochures	<ul style="list-style-type: none"> <li>• Conversion vehicle</li> <li>• Represents firm in attorney's absence</li> <li>• Presents image, services, qualities</li> </ul>	<ul style="list-style-type: none"> <li>• Not a lead generator</li> <li>• Conveying quality can be expensive</li> </ul>
"Expert" Brochures	<ul style="list-style-type: none"> <li>• Conveys expertise</li> <li>• Can be publicized</li> <li>• Shows good will via free information</li> <li>• Many ways to disseminate</li> <li>• Database Builder</li> </ul>	<ul style="list-style-type: none"> <li>• Some expense</li> <li>• Does not directly sell firm services</li> </ul>
Newsletters	<ul style="list-style-type: none"> <li>• Good continuity/maintenance vehicle</li> <li>• Conveys expertise</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• May not be read</li> <li>• Clutter</li> </ul>
<b><i>Trade Shows</i></b>		
Booth/Exhibits	<ul style="list-style-type: none"> <li>• Interactive</li> <li>• Generates awareness within specific community</li> <li>• Database builder</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Time consuming</li> <li>• Clutter</li> </ul>
<b><i>Business Development</i></b>		
Personal Networking	<ul style="list-style-type: none"> <li>• Irreplaceable as an interactive activity</li> </ul>	<ul style="list-style-type: none"> <li>• Expenses add up</li> <li>• Time consuming</li> <li>• Requires skill/training</li> </ul>
<b><i>Miscellaneous</i></b>		
Super Lawyers	<ul style="list-style-type: none"> <li>• Can be publicized</li> <li>• Conveys some expertise/quality</li> </ul>	<ul style="list-style-type: none"> <li>• May be meaningless to business decision makers</li> </ul>