

Legal Marketing Tools

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
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
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) • Number 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 • Allows for interface with prospective clients/referral sources • Database builder 	<ul style="list-style-type: none"> • Requires prospect "effort" (e.g., travel) • Expensive (must be promoted) • Number of attendees is uncertain

Legal Marketing Tools



Marketing "Tool"	Benefits	Drawbacks
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	<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
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"> • Number 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

Legal Marketing Tools



Marketing "Tool"	Benefits	Drawbacks
Direct Response		
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
Collateral Materials		
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
Trade Shows		
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
Business Development		
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
Miscellaneous		
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