

Let's Talk Marketing

Advice and Resources

Just because you are a lawyer in a small firm, doesn't mean you can't market like the "big boys." Here is how *you* can harness the marketing power of the big firms.

Business Cards It goes without saying, these are a must. Have current business cards handy - reception area, secretary's desk, your desk and in your pocket or (pocketbook). Make it easy for people to reach you. New trend for lawyers: using color, logos and graphics. Don't forget to include your e-mail and web page address.

Print Advertising - A MUST

Even for the solo or very small firm, it is worth the investment to professionally produce quality advertisements. Publishing an advertisement in the *Bar News* is much more cost effective than professionally printed cards mailed to Bar members. Many small firms feel that a yellow pages ad is worth more than a newspaper ad. (Check out [Effective Yellow Pages Advertising for Lawyers in the Bar's Lending Library](#).)

Network - A MUST!

Tell everyone you know that you are in practice and the type of law you practice. Join your local bar association and ask colleagues for referrals. Volunteer for charities you support. Instead of joining a lot of organizations, judiciously choose one or two and devote "quality" time to them.

Practice Area Resumes - A Good Idea

Develop a resume for each area of practice. Include capabilities, background and success stories. Highlight what is important to the client.

This information can go on a firm brochure or Web page.

Brochures - Optional

Whether produced in-firm or professionally, don't forget to adhere to advertising rules. These days, more attorneys are opting to have an on-line brochure via a Web page, instead of a printed brochure. Advantages of an online brochure over a printed brochure: online offers cost advantages and the ability to make changes quickly without wasting printed brochures.

Client List - Optional

Prepare several industry versions of your client list. It can be very reassuring to see that the firm has experience in a particular industry.

Newsletters – A Good Idea

Make the newsletters valuable to your clients with tips, current information, legislative reports, and more. If the client agrees, send this information via an e-mail newsletter or e-newsletter. Note: this may not be the best use of your advertising budget if you are a solo or very small firm.

The Internet - A Good Idea

A well-designed and informative Web page on the Internet gives your firm exposure to thousands of potential clients. It can take the place of a printed brochure.

Web Page Do's and Don't's:

Do: remember to follow the Rules of Professional Conduct regarding advertising.

Don't: offer advice outside your jurisdiction

Do: keep information and vital data like phone numbers current.

Don't: offer your e-mail address (or print it on stationery and business cards) unless you intend to check it regularly.

Remember: when in doubt, leave it out.

Published Articles - A Good Idea

Decide who your target audience is and write for them. Once the articles are in print, ask the publisher for a supply of reprints to mail to selective individuals or your referral sources. Link to the article on the firm Web page.

Speaking Engagements – A Good Idea

Not only will you reach a large number of people who may seek your services later, you will learn from your research and preparation for the event. Another side benefit: you can receive free CLE credit for speaking at legal education seminars.

Program Sponsorship - A Good Idea

Contributing your time to appropriate organizations that interest you can give you recognition for the support as well as satisfaction for the advancement of a special cause.

Attorney Biographies - Optional

They should be concise and include degrees and special legal designations or certifications, leadership positions,

professional association affiliations, and the number of years associated with a certain type of practice. Photos can be added for a polished look. Keep these in a master file on your computer system for revisions and tailoring.

Client Survey - Optional

Although no small task to complete, a client survey brings information as its reward. A survey can also uncover potential problems, demonstrate the firm's commitment to clients and create cross-selling opportunities. Three ways of conducting surveys are 1) written questionnaires; 2) telephone interviews; and 3) in-person interviews. (Link to Form Four). Try tackling the survey in small chunks. For example, within a three-month period set a goal of contacting three or four clients for personal interviews. Although time consuming, it is also immediately gratifying to sit down face to face and talk about the business relationship.

Marketing Books

Be sure to check out the books on marketing available in the South Carolina Bar Lending Library. A list of all books available in the Lending Library can be found on the Web at www.scbar.org/pmap/library.asp.

Other Marketing Resources

Links to many legal marketing Web pages and articles can be found at www.scbar.org/pmap/marketing.asp.