89 Strategies to Market Your Law Firm

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Sometimes we forget how many opportunities are out there to market and advertise our law firm. Many lawyers tend to think “in the box”. Their marketing strategy basically focuses on traditional 30 second TV and radio ads, coupled with some ads in the Yellow Pages. While these advertising vehicles work, they can also swallow your budget whole without seeing any real results.

Use a variety of things to market and advertise your firm. Never put all of your eggs in one basket!

Here is a quick list containing tips and ideas for marketing your firm. I’ve successfully implemented many of these ideas for my own firm. The main thing I’d like you to gain from this report is that there is an infinite number of ways to get new clients and increase awareness of your legal services.

(I’ve categorized the strategies to the specific mediums they apply to, but many of the strategies can be interchanged with other mediums as well.)

Print, Direct Mail, and Promotional Items

1. **Use The Front and Back of Your Business Card**
   Have business cards with you at all times. You never know when an opportunity will arise to network yourself and your practice. Also, many people only put information on the front of their card. Put information on the back as well! The fronts of my cards display my name, practice, logo, and contact information. The back lists the numerous areas of practice I handle.

2. **Create a Newsletter**
   Newsletters are a great way to reach past and potential clients. If you include relevant content, people will look forward to reading your newsletters every time. With the wide-use of email, it’s much cheaper to send e-newsletters, but you must familiarize yourself with ways to get through the recipients junk folder. It’s also important to note that people receive email all the time, sometimes receiving something physical in the mail will get more attention from the reader. Include doctors, labor unions, plumbers, and other professional groups on your mailing list. Groups such as these can send new clients your way.

3. **Handout Calendar Magnets**
   Calendar magnets are a great way to keep your firm’s name on the top of people’s mind. People generally place these in high traffic areas in the house like on the...
refrigerator. These are also cheap, and if someone needs a lawyer they know exactly where to get your contact information.

4. **Send Out Holiday and Birthday Cards**
   People always open mail around the holidays and their birthday. There’s always a chance they’ll get a card. This is also a great excuse to contact a past or potential client without overtly selling your service. It associates your firm with the positive feeling of getting a card.

5. **Offer Free Reports**
   Offering a free report is a way to capture a potential client’s contact information. It also gives you the opportunity to showcase your knowledge and increase credibility.

6. **Write A Book**
   Writing a book is the ultimate way to increase your credibility. Give the book out as a business card to potential or existing clients. It gives you the opportunity to demonstrate in depth knowledge on a legal topic. It’s also a great referral generator. You’d be surprised how cheap it is to print a book, and you can write it on something you’re already an expert on.

7. **Have Consistency in Ads**
   It’s important that your logo is consistent with your company’s message. Inconsistent messages can cause conflicting messages to potential clients. Make sure you use the same logo, colors, and fonts on all of your promotional and marketing materials.

8. **Create an Effective Tag line**
   A tagline should reinforce your positioning statement or unique selling point. Decide who you are trying to reach, what feelings you want to evoke, and what benefits you deliver that your competitors don’t. Spend a few days brainstorming one to two line statements until you have an effective and memorable tagline.

9. **Hand-Out Phone cards**
   You can purchase custom phone cards with your firm’s logo and contact information on the fronts. These are basically business cards that people will keep in their wallets all of the time.

10. **Focus On Repetition With Your Direct Mail**
    Send direct mail on a regular basis. If you’re on a limited budget, focus on one area or demographic and dominate it. Repetition is the key when sending direct mail. If you can only afford mailing to 5,000 people once, mail to 1,000 people 5 times.

11. **Survey Your Clients**
    Get feedback from your existing clients. Sometimes we get so caught up in our work, we may forget little things that can easily improve our clients experience. Solicit feedback every 30 days, at the end of the case, and at least one follow up. Seeking feedback also shows the client that we are dedicated to their satisfaction.

12. **Use Cross-Selling Sales Letters**
    Market other areas of your practice in all of your sales letters. If you’re pushing social security disability, also mention things like handling dog bites, worker’s comp, etc. This technique is similar to using a shotgun to hit a bull’s-eye. It’s much easier than using a
rifle. You’re throwing many services to your reader instead of one, in order to hit their primary legal need.

13. **Send Follow-up Mailings to Undecided First Time Callers**
   Send out mailings to recent callers who inquired about your practice. This may be the extra push that they need to use your firm. Try to send it out the day they call, before another firm gets them first.

14. **Use Unique Promotional Items**
   Don’t spend a lot of money on meaningless promotional items that people will just throw in the trash. Try to think of something unique that people will get good use out of. I’ve even donated fans for churches, and had my firm’s name printed on them.

15. **Highlight Vanity Numbers in Your Ads**
   Making it as easy as possible for a potential client to remember how to contact you is crucial. Buy or rent toll-free numbers that are easy to remember. Numbers like 1800LAWYERS, or 1800HURTNOW. It is also easy to track the success of these numbers. Record how many people call the number, and how many calls turn into sales.

16. **Remember Who’s Reading the Press Release**
   When writing a press release, remember who you are writing too. Tailor the content to the audience of your message. If you are sending a press release to the media, focus on why your subject is newsworthy. Make sure the most important information is first. People who receive press releases generally only read the first two paragraphs.

17. **Never Send a Naked Letter**
   Always include some type of promotional item along with your sales letters. This could be as simple as a business card, promotional sticker, or postcard. If they discard the letter, they will almost always at least read the included item.

18. **If You Use Yellow Pages...Make Your Ad Unique**
   When a prospect is looking for an attorney in the Yellow Pages, there are dozens upon dozens of ads trying to get their attention. Usually, the ad that stands out more than the others gets the first call. That said, your ad must be unique. Study the other ads, and think of ways to one-up-them in terms of grabbing attention. It may be a good investment to pay the extra money for a larger ad.

19. **Use 2x2 inch ads targeted at one tort**
   In order to use a two inch ad effectively, you must keep it very short and to the point. Use a heavy black icon and a drop-shadowed border. And REMEMBER; focus on only one tort per ad! Place the ad R.O.P. (run of paper). This is the equivalent to R.O.S. (run of schedule) in the TV advertising world.

20. **Create an Education-based follow-up system**
   When someone is considering to hire a lawyer, they are usually also in search for information about their case. Create useful education based materials to give to potential clients for free (books, reports, brochures). Every time a new caller calls your firm, have a process in place that gets this material out to the person over a 10 day period.
Internet

21. **Websites! Not Yellow Pages**
   Instead of focusing on your yellow page ad, put the resources into your website. People use the internet to find the information they used to use the Yellow Pages for.

22. **Use Search Engine Optimization (SEO)**
   If someone in Utah is looking for a lawyer online, they will more than likely type “Utah Lawyers” into a search engine. The person will then view the first couple of sites the search engine brings back. A good SEO will help get your website to the top of the results list. There is so much that goes into this, make sure you hire the right people to run this crucial aspect of your online presence.

23. **Post Videos On YouTube**
   Post all of your ads, infomercials, TV spots, etc. on YouTube. Also remember to promote your website on each video.

24. **Use Pay Per Click Advertising**
   While appearing in the top 5 results of an organic search listing is most beneficial, pay per click advertising can be another great way to boost your online presence. Being in the top 5 of an organic listing and appearing in the pay per click listing is your best bet for maximizing your online results.

25. **Make it Informational**
   Take every opportunity you can to educate clients and prospects with your online content. This allows you to showcase your knowledge, gain credibility, and capture the attention of your audience. Don’t limit yourself by only posting this information on your website. Submit articles on informational websites, include it on your newsletter, and direct marketing material, etc. If someone’s going to use a legal service, they’ll go to the person who informed them the most.

26. **Post Videos Online**
   There are countless ways to get your promotional videos seen by your intended audience. Include your videos on your website, but also on YouTube and other video related sites.

27. **Use Craigslist**
   You’d be surprised at how many people use Craigslist to find legal services. Post your service every day, or at least once a week. Plus, it’s free to use.

28. **Create a Blog**
   With relevant information, a blog can be your opportunity to speak directly to your target market. You can answer the questions of potential clients, which will draw interest in your firm.

29. **Use “Send to Friend” Icon**
   Anytime you post articles or important information about your firm online, include a link that easily allows the reader to email the content to a friend. This will help draw...
interest in your firm and drive traffic to your website. It’s also a great tool for capturing a prospect’s contact information.

30. **Apply “Instant Click Calling”**
This is a great way to give a prospect an immediate response to their need. You can set up this tool to inform you anytime a visitor to your website clicks the designated “click to call” icon. After they click the icon and enter their phone number, they receive a phone call from your office.

31. **Use Email**
Many people prefer communication through email. To some, it’s less pressure when seeking professional advice. Make sure your clients and prospects have numerous ways to reach you at their convenience.

32. **Offer Downloadable Free Reports**
Offering a free report like “Top 10 Things People Do To Ruin Their SSD Claim” is a great way to display your knowledge and capture a potential client’s contact information. It also draws interest in your firm and allows you to push your practice.

33. **Ask for Client Testimonials**
Get the testimonial soon after the case ends. You want to capture the happiness from your client when it is fresh. Post them on your homepage. A testimonial from a past client may be the most credible recommendation a prospect can get. Written testimonials are good, but video is better.

34. **Capture Email Addresses**
Email marketing is extremely cheap. That said, do whatever you can to build up an email list. When a prospect is on your website, create a system that allows them to enter their contact information.

35. **Stress How You’re Different From Your Competition**
Position your communication where you are emphasizing the shortcomings of your competition and praising your firm. Potential clients want to know one thing, “Why should I do business with you?”

36. **Create a Quality FAQs Page**
At some point, when a prospect is deciding which firm to use, they evaluate their choices. During this stage, many prospects are hesitant to call and ask the business for the answers to their questions. They prefer the information is accessible without the involvement of calling the firm. Include a Frequently Asked Questions section on your website that answers the questions a prospect may have. If the prospect can’t get their answers immediately, they might move onto the firm’s website that does.

37. **Distribute Press Releases Through Newswire Feeds**
Have your press releases distributed by PR Newswire. This solves the problem of getting the release to the right person, which is arguably the most important thing for a press release.

38. **Use Auto-Responder Programs**
There are countless auto-responder programs available online. Once you capture the email address of your prospective client, the auto-responder will send them whatever
information you choose. Many of these programs allow you to personalize the message depending on what information you receive from your prospect. Set the program to send an email immediately after you receive an email address.

39. **Test the SEO Firm Before You Hire Them**
Try typing “law firm Web consultants”, “law firm Web designers”, “law firm SEO consultants”, “law firm Web marketing consultants” and similar phrases into Google. If they aren’t achieving rankings for themselves, they are unlikely to be able to achieve rankings for you.

### Client Relations

40. **Have Multiple Phone Lines**
Make it as easy as possible for prospective clients to reach you. If they try once or twice and receive a busy signal, they may move on to the next firm.

41. **Pay To Have the BEST Receptionist**
The receptionist can make or break your firm depending on how well they deal with people. Give this person great latitude to get the calls answered. I have found time and time again that the receptionist knows if you are meeting client satisfaction goals. The receptionist is the first to greet the client and the last to say goodbye.

42. **Have Recordings for Callers On-Hold**
Have a recorded message playing to those on hold. The message should emphasize the benefits of choosing your firm and your unique selling proposition.

43. **Signup Prospects Within 24 hrs**
When a prospect calls you, their need is urgent. Satisfy their need by getting them in your office or send someone to meet them. The more time they spend as prospects, the more time your competition has to sign them up. Get them when your services are fresh in their mind.

44. **Make Sure Prospects Speak with a Lawyer the First Call**
Give your prospects instant-gratification by giving them answers to their legal questions the first time they call. Every prospect has legal questions on the top of their mind that they need a lawyer to answer. You need to be the lawyer that answers those questions. I have found that the closing rate of signing up new clients increases dramatically when a lawyer speaks with the prospect within the first day of their inquiry.

45. **Call Clients Back the Same Day**
When clients call you, they have a sense of urgency. Make sure they receive a call back the same day.

46. **Create a Client Loyalty Program**
Offer some type of incentive for people to refer business to you. The incentive can be as simple as acknowledgement on your website or newsletter. A satisfied client is the most credible source of advertising you have.

47. **The Grandma Test**
Sometimes we don’t realize that we’re saying things that come-off as rude to our clients. Bestselling author and speaker, Jeffrey Gitomer, passes along a very useful bit of wisdom. Gitomer created a test that is a sure-fire way to determine how ‘what you say’ will sound to the client. This test encourages people to silently put ‘Grandma’ at the end of everything they say. Every time you speak to a client, end it with ‘Grandma’. Only say it if it sounds like something you would say to your grandmother, or it’s something she would want to hear.

48. **Institute a Client Bill of Rights**
   Create a bill of rights to show your commitment to your client’s satisfaction. It’s also a creative way of letting clients now exactly what they’re entitled to as far as service. Statements like: “Right to talk to your attorney the same day you call” can really mean a lot to a client when it’s in writing.

49. **Have a 24 hr Client Advocate**
   Have your most senior paralegal or an office manager handle client concerns and requests 24 hours a day. This demonstrates your firm’s dedication to the client’s satisfaction. It’s almost like a security blanket; we’re there when you need us. Having a Client Advocate is a great selling point that ensures your client that your firm will be there for them 24 hours a day.

50. **Write Scripts for Your Staff**
   Scripts will let your employees know exactly what you want accomplished with each phone call. Even if they don’t read the script verbatim, they at least have the framework in front of them.

51. **Institute Ghost Calling**
   A ghost caller is a lot like a mystery shopper. Hire someone to call your firm monthly to act like a new caller. Have it recorded, review it, and use it for training purposes.

52. **Under Promise – Over Deliver**
   Never make promises to your clients that you can’t truly guarantee. Under-promising will increase your client’s satisfaction when they get more than what they were expecting. Leave the ridiculous claims of large sums of cash settlements to your competition.

53. **Live by the Golden Rule**
   I know it goes without saying, but always treat people as you would like to be treated. Live by this, and you will see how it positively affects your efforts in building relationships, networking, and developing client loyalty.

54. **Empower Your Staff to Go the Extra Mile**
   Give your lawyers and staff flexibility to handle small complaints from clients. For example, if a client gripes about an administration fee, give your staff the authority to waive it. Encourage your staff to use their best judgment in cases such as these. Give associates the authority to cut a fee or run a check to a client’s house.

55. **Let Prospects and Clients Know You Tried to Reach Them**
If you return a call and nobody answers, send a letter or postcard indicating your effort. Even if the person ignored your call, this is like an open invitation for them to call you again.

56. **Keep Clients Updated on Case Status**
   All through my years of law practice, one habit my clients say they appreciated the most was my dedication to updating them on their case status. They don’t have to ask me; I take the initiative and tell them. Every 30 days, every client receives an update on their case, PERIOD.

57. **Offer Free parking**
   Make sure your clients don’t pay a cent for parking. Also, make sure your office is in a convenient location and easily accessible for all clients.

58. **Thank People That Have Been Loyal**
   Send gift baskets to your best clients and referral generators every Christmas. Things like this show great appreciation. It also reminds them that your still there.

59. **Learn How to Use Social Networking Sites**
   Familiarize yourself with the social networking sites and use them to your full advantage. A large percentage of our clients, prospects, and business partners use these popular sites at least a few times per week. Send out updated information on your firm, holiday and birthday greetings, etc. as reminders that you’re still there. Some of the more popular social networking sites are MySpace, Facebook, Twitter, and LinkedIn. Some of the sites are geared more towards business to business networking while some would be used for client and prospect networking. Though it’s unlikely a prospect will hire you based off of your Facebook page, it is a way to create top-of-mind-awareness, and better your online presence. These sites are also a great way to stay in-touch with local businesses that can generate referrals.

60. **Hire someone that is Bilingual**
   If you live in an area that has a sizable population of non-English speaking residents, make sure you have someone in the office that can speak their language. Just being able put something like “Se habla español” (whichever language applies) on your ads can put your firm ahead in that certain community.

**Mass Media**

**TV**

61. **Be Picky When Placing Your TV Ads**
   If you don’t have the budget to run primetime ads on all of the network stations, focus on a niche. For example, run ads pushing an area of your practice on one station late at night. Once you pick one station, stay with it! The key is to build upon your success. As your ads become increasingly successful, do the same on another station.

62. **Get the Most Out of Your Infomercials**
An infomercial is a great way to go into full detail about your practice. You can really do anything. Set it up as an Q and A with one of your attorney’s, make it an educational program about common mistakes people make when hiring an attorney, etc. The downside is you usually have to run infomercials very late at night, on unpopular channels, or on the weekends in order to keep costs down. But, if you can get just one client or referral from the airing, it will make your investment more than worth it. An infomercial will also dramatically increase the awareness of your business and give you the credibility that is crucial for attorneys. Also, to get the most out of it, post segments of it on your website.

63. **Send Press Releases To Local News Outlets**
   Send out press releases to local news outlets and mention you are available for comment on a specific news story (i.e. dog bite, catastrophic injury case, etc.). This allows you to display your expert knowledge and promote yourself as an attorney.

64. **Do A Public Service Announcement (PSA)**
   Sponsor a public service announcement. Do a PSA on a subject like ‘safe driving’ for a radio station or TV station. These are usually inexpensive or free to air.

65. **Your Ad Must Have A Call To Action!**
   Make sure your ads call for people to take action. This action could either be to visit your website, call your office, etc. The old branding commercials are not as effective. People want to be told what to do.

66. **Do an Annual TV Buy and Ask for Free Spots to Run Overnight**
   Try to negotiate some value-added benefits when you do your annual TV buy. You’ll be surprised how willing stations are to throw in some late-night spots just to get your business.

**Radio**

67. **Repetition Is Key**
   Make sure you pick a station that matches the demographics of your target market and dominate that station. The key is repetition when it comes to these types of ads. Instead of running 20 ads on 5 stations, run 100 ads on one station.

68. **Sponsor Station Programming**
   Many radio programs allow businesses to sponsor their programs. The sponsor’s ad is usually read by the DJ, which will sound more like an endorsement than a typical radio ad. Sponsors will usually also receive other perks for being involved with the station.

69. **Get Involved With Radio Call-in Shows**
   Send out press releases to local talk shows pushing your availability for comment on a specific news story (i.e. dog bite, catastrophic injury case, etc.). Radio talk shows are much easier to get on than TV, in some cases you can just call into the show unsolicited. If your opinion is strong or interesting enough, you’ll get on. If you get on enough, you may become the regular attorney they contact for comments on all legal matters.
70. **Push Your Vanity Phone Number**
   If there are two things you want the audience to remember from your radio ad, it’s what you do and how to contact you. That said pick a good vanity number that’s easy to remember, and mention it in all of your ads, especially radio. Remember, in radio people can’t visualize your contact information so it must be especially easy to remember.

**Billboards**

71. **Keep It Short**
   Drivers have 8 seconds on average to read your billboard. That said; keep it short and to the point.

72. **Highlight Your Vanity Phone Number**
   Make sure that a main highlight of your billboard is your vanity phone number. A billboard’s main purpose is to create top-of-mind-awareness among the people who drive by. The number must be easily remembered, while also explaining who you are (i.e. 1800LAWYERS, 1800HURT911, etc.)

73. **Go Digital**
   While many digital billboards require you to share the space with a couple other businesses, they are also cheaper for the advertiser. There is no cost of producing a vinyl poster board. Check with at least 3-5 billboard companies in your area to make sure you’re getting the best rates.

74. **Use a Mobile Billboard**
   Mobile billboards are great for advertising at large events. Negotiate with the event planners to see if you can rent a premiere parking spot for your billboard. A spot close to the entrance is obviously the ideal location.

**Networking for Referrals**

75. **Ask Clients for Referrals**
   When the case is over, at the height of your client’s satisfaction, ask them if they know anyone that could use your service. But, don’t just say “do you know anyone”, be specific. Say “do you have any co-workers”, or say “do you have any neighbors”. The reasoning behind this is that it helps the client group all of the people they know in that designated category. If you say “anyone”, they will try to visualize EVERYONE they know. That will then lead to them saying they’ll get back to you, and they probably won’t.

76. **Use Other Lawyers...Not in Your Area**
   Build relationships with lawyers outside of your area. You can both refer prospects to each other if there’s an opportunity. You can also use the relationship to learn from each other’s marketing efforts.

77. **Network With Doctors**
You can’t flat out ask a doctor to refer business to you, but you CAN build a relationship with them, take them out to lunch, send them your newsletter, etc. Your newsletter could even be left in their waiting room for their patents to read, as long as it’s educationally based.

78. **Network with Professional Organizations**
Build relationships with other groups like wrecker services, body shops, labor unions, social workers, etc.

79. **Speak at Seminars**
Take every opportunity you can to speak publicly at seminars and conferences. This gets your name out there and allows you to demonstrate your expertise. You will find that people who attend events like this are very willing to discuss their business with you.

80. **Remember That Everyone Knows 50 People**
If one person is sold on your legal services, there’s a potential of at least 50 more people being sold. Everyone knows 50 people, and people will generally trust a recommendation from a friend. So, meet as many people as possible. Even if that person didn’t use your law firm, they will mention you to other people who ask for a lawyer recommendation.

81. **Create a Client Advisory Board**
Invite 8-10 of your top clients to join a client advisory board. Meet a few times a year to get feedback and discuss how to better build relationships with clients. This allows you to view your firm through the client’s eyes. This is also a great way to encourage the members to refer new clients.

82. **It’s Building Relationships...Not Getting Clients!**
The way you approach a task can be the difference between failure and success. Don’t view networking as a way to get clients, view it as building relationships.

83. **Give People What They Want!**
Bryan Tracy put it best, “Give people what they want and you will get what you want”. Remember this when your developing your networking strategy.

84. **Send Handwritten Thank You Cards**
Make sure all of your Thank You cards are handwritten. This is a great personal touch that won’t go unnoticed.

85. **Acknowledge Referral Generators**
Thank your referral generators on the front page of your newsletter, with thank you cards, or on your website. Showing that you are acknowledging their service increases your bond and offers incentive for others to recommend your services.

86. **Start a Network Referral Group**
Start a group of local businesses that can refer clients to each other. Meet a couple of times per year to update each other on new selling points and to discuss how to increase referrals. Sometimes just being in a group of likeminded individuals can really get the ball rolling.

87. **Give Free Seminars**
Invite the community to a Free Q and A and discuss a topic like Social Security Disability, workers comp, etc. Encourage people to ask any question that they have or to just come and listen.

88. Rent a Booth
Rent a booth at local festivals and flea markets to handout free books, promo items, and free reports. Take the opportunity to collect contact information and give free advice.

89. Join a Mastermind Group
A Mastermind group is like a fraternity of likeminded lawyers in different competitive markets sharing and supporting other members with information of how to better run their practice. The saying that “two minds are better than one” is definitely true, but with a mastermind group it’s more like 10, 15, or even 20 minds! You’ll be surprised at business opportunities that will arise from networking with other members of the group. Check out PILMMA’s Mastermind Group in the Mastermind tab at www.PILMMA.org.

Conclusion

These are obviously just a few of the many ways to market your law firm. The key is to recognize the vast amount of opportunities that are available and take advantage of them. Don’t just do 1 or 2 things and quit, have at least 5 to 10 things going on all of the time. If something isn’t working after 3 months, try something new.

The investment of quality time into the marketing of your firm will open the door to the greatest return on investment!

Dedicated to your success,

Ken Hardison
President of PILMMA

JOIN PILMMA AND PUT YOUR PRACTICE ON THE TRACK TO SUCCESS TODAY!

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