

Internal Law Firm Communications



An often-missed marketing opportunity for many law firms is the failure to have an effective internal marketing communications program. An effective program has many benefits including educating your salesforce of the firm's collective capabilities, creates cross-selling and cross-marketing opportunities, helps with branding and messaging consistency, and will enhance collaboration amongst colleagues. An added benefit of a strong internal program is that it will create content for your external market.

ESQusite is experienced in creating and implementing internal communications programs for law firms. We offer the following services:

- Internal communications strategy
- Content writing and editing
- Design including layout, branding and images
- Intranet development and content
- Best practices training
- Mining internal data for external use

Do you have an internal communications program? If not, call us to learn more. If yes, are you getting all you can from it? We can help!