

LAW FIRM MARKETING KIT

CONTENT BUILDS RELATIONSHIPS.
RELATIONSHIPS ARE BUILT ON TRUST.
TRUST DRIVES REVENUE.

- ANDREW DAVIS, BESTSELLING AUTHOR AND MARKETING EXPERT

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INTRODUCTION

As a lawyer, you have the opportunity to help people, businesses, and the community.

No one benefits if you never connect with those potential clients in the first place.

That's why we created the ESQquisite Law Firm Marketing Kit, an easy-to-use guide to growing your law practice.

We've included tools, techniques, and best practices to help you perfect your messaging, create and execute a marketing plan, and successfully reach your target audience.

LET'S GET TO WORK!

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DEVELOPING YOUR MARKETING PLAN

When we work with clients, we always stress, "Keep it Simple." Your marketing plan should fit on one piece of paper.

Your Value Statement

This is a one-sentence statement describing your firm and the value it provides. To begin creating your statement, answer these questions:

- What makes you an exceptional lawyer?
- What are the qualities your clients would use to describe you?
- How are you different from everyone else?
- What do you give your clients - be specific with tangible (e.g. successes and representative matters) and intangible (e.g. peace of mind)?

Once you've answered these questions, it's time to craft your value statement or elevator pitch. Make it active voice, focused on the unique value you bring to your clients.

Audience

Identify and understand your target audience so you're marketing to the right group with messaging that speaks to their pain points.

- Individuals
 - Life stage, age, demographic, geography, pain points
- Businesses
 - Title, company size, industry, geography, pain points

What channels are you planning to use?

We live in a world of 24/7 information, so getting your message to the right people at the right time takes a multi-channel approach.

For instance, a blog post on your website can be published in a newsletter, promoted via social media, and used as a handout at a speaking event.

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ASSESSMENT

Use the following checklist to rate your marketing activities:

Website

- Do you have a professional website?
- Does it clearly articulate your value proposition?
- Do you have a blog with at least one entry per month?
- Is your website search engine optimized?
- Does your website include testimonials?
- Is there a clear call to action?
- Are you tracking visits to your website?
- Is the traffic to your website growing? If not, what changes are you making?

Social Media

- Is your personal LinkedIn profile updated with a current photo?
- Do you post weekly on LinkedIn?
- Does your profile include testimonials?
- Do you have a Facebook business page?
- Do you have a Twitter account?
- Do you post regularly to the firm's social media channels?
- Are you tracking social media metrics?

Email Marketing

- Do you have a newsletter?
- Does it have the professional look and feel that you?
- Does it have a regular cadence and go out at least monthly?
- Does it include content your target audience will find valuable?
- Does it go to at least 500 people?
- How will you grow that audience?
- Have you tested sending it on different days at different times?
- Are you tracking metrics and working to make improvements?

In-Person/Virtual Marketing

- Are you a member of at least two organizations or committees that put you in contact with potential clients or referral sources?
- Do you participate in at least one networking event per month?

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Other

- Speaking events
- Columns/articles
- Appearances on podcasts/shows
- Media interviews/mentions
- Holiday cards
- Client alerts
- Sponsorships

Leads

Think about whom you know who could be a client or lead you to a client. Create a database or a spreadsheet with their names, email addresses, and notes.

Primary Leads: These are the people who fit into your target audience and may need a lawyer, now or in the future.

Secondary Leads (aka referral sources): These are the people who could introduce you to a new client. This could include extended family, friends, former colleagues, neighbors, people you met at business or other types of events, fellow members of an organization or a board, and anyone else who has a strong network.

Putting It All Together

Once you've answered the above, you can create your marketing calendar and tracking system. Be sure to include frequency by channel, audience, and success metrics.

The calendar can be a simple spreadsheet with the various marketing channels across the top and days or weeks down the side.

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MARKETING CALENDAR

	Event/Holidays	In-Person	Blog	LinkedIn	Facebook	Podcast	Newsletter
1-Jan	New Years' Day						
2-Jan							
3-Jan			Tax Law Update				
4-Jan		Networking Lunch		Tax Law Update	Tax Law Update		
5-Jan						Tax Law Update	
6-Jan							
7-Jan		Board Meeting					
8-Jan							
9-Jan							
10-Jan			EEOC News				
11-Jan		Chamber Event		EEOC News	EEOC News		
12-Jan						EEOC News	
13-Jan							
14-Jan		Zoom Happy Hour					
15-Jan							Legal Updates

Planning out your marketing activities will contribute to your success.

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DEVELOPING YOUR MARKETING PLAN

What is your one-sentence value statement?

Identify your target audience?

What channels are you planning to use?

- Website
 - Search-engine optimized?
 - Includes a blog?
- Newsletter**
 - Email list - size of list ____
 - Existing newsletter frequency _____
- Social Media**
 - LinkedIn - Personal - # of connections ____
 - LinkedIn - Firm - # of followers ____
 - Facebook - Firm - # of followers ____
 - Twitter - Firm - # of followers ____
- Podcast**
- Networking**
 - List your groups

 - List events you plan to attend
- Other marketing channels**
 - Do you speak at events?
 - Do you write for publications?
 - Have you made appearances on podcasts or other broadcasts?
 - Have you been interviewed or featured in an article?

08**Leads?**

List at least 10 primary leads - people who fall into your target audience and who might be in need of a lawyer

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Who are your secondary leads/referral sources?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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MEASURING SUCCESS

Like any business strategy, your marketing plan should include a mechanism for measurement and improvement. Your marketing plan is a living document that changes and improves.

Whether you're working alone or with a marketing team, make sure you have monthly check-ins to review metrics and discuss ways to improve your efforts and get better results.

Some key areas to measure:

- Website visits (unique and overall)
- Website traffic. Which pages are getting the most views?
- Blog views and engagement
- Email open rates
- Email click-through rates
- Email audience growth (subscribes vs. unsubscribes)
- Social media followers
- Social media impressions and reach
- Social media engagement (likes, shares, comments, clicks)
- Networking events attended
- New leads collected
- Leads converted

By measuring these areas and regularly identifying ways to improve, you will start seeing results that turn into new clients.

Great marketing can be fun, but it takes commitment - time and resources - and consistency.

This hard work has a payoff, though - a healthy client roster.