

# Law Firm Marketing: What Are The Top Five Tricks of The Trade?

*How should one market their law firm?  
Let's take a step back and talk about just  
what should and should not be included  
in your law firm marketing plan!*

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Law Firm Marketing: Top 5 Tricks of the  
Trade



[Advisory Concept Evolvers](#) is a full-service marketing agency that caters to lawyers and law firms. Our main office is in Philadelphia, PA with satellite offices in Montgomery County, Pittsburg, PA and Southern New Jersey. In this article, we provide important tips that lawyers and law firms should include on their lawyer marketing plan.



Lawyers are best when they are working on clients cases or matters, we can help them become more efficient while attracting new clients.”

*Maryann Fasanella, CEO*

## Tip 1: Know your audience

Though it seems obvious, this tip is the crucial ingredient that is the most overlooked in any [marketing strategy](#), not just law marketing. The idea that the widest cast captures the most is a deeply held, and equally flawed, belief. Make sure when you are constructing your plan, you are targeting those who most need your services. You cannot let fear of the one that got away drive your strategy. The best plan is one that is tailored

to attract the clients that are most likely to sign on with you. Your marketing materials and strategy are the first pieces of information that many potential clients will see. With that in mind, make sure that your first impression will ensure that when they walk through that door, it will be with purpose and intent.

## Tip 2: Content Content Content

Crazy Eddie selling used cars at prices so low he must be insane may have gotten a laugh back in the early days of television. It may have even garnered a sale or two. However, today everyone has a world of information at their fingertips 24/7. The only way to shout through the noise is through your content and message. It is vital that the content you display is relevant as well as easy to digest. If knowing your audience is the key to getting the right clients, then your content is the key for those clients getting to know you as the right firm.

There cannot be enough emphasis placed on the content of your attorney marketing. The words and visuals that you choose to place before your potential customers should always follow your

messaging. The internet has a long memory, and something that sounded good in the moment can and most times will come back to haunt you. Solid ideas and marketing will always hold up to scrutiny, and you would have to be crazy to allow anything less than the best out into the landscape.

### Tip 3: Your Stop Doing List

In Jim Collins book, *Good to Great*, he outlined his findings from examining companies that went from mediocre to remarkable results over a 40 year period. One of the biggest takeaways from that research was that what the companies had stopped doing was much more important to their success than what they were doing. This idea is at the core of a great marketing plan. Once you have your messaging, stop doing anything that doesn't measurably contribute. Some things may seem like great ideas, but anything that doesn't serve the message strips funds and momentum from everything that does.

So spend a few moments thinking about everything that you do to market your firm. Odds are there are a few that have returned questionable results. Don't simply jettison those ideas out of hand though. Just as you wouldn't throw yourself into a case without the proper [legal research](#), consider the value of each of them carefully. Be tough and fair, but if they don't fit the message, then they have to go. Your lawyer marketing strategy will be all the stronger for your efforts.

### Tip 4: Building Your Web

In our previous article, we used the metaphor of a spider's web as an analogy for generating interest and maintaining your client base. This idea should be at the very core of your law firm marketing strategy. You cannot, and should not expect clients to simply walk through your doors with no effort. The effort that you place in building your web of clients extends beyond just your online presence, but in cultivating the referrals that will walk through your door. Never miss the opportunity to ask a client for a referral. You may not get one every time, but you lose nothing in asking. In today's day of instant information, it is the collective strength of your web that will set you apart.

### Tip 5: Engagement, not Visibility

There are thousands of large billboards that are passed on everyone's commute to and from work every day. It is not possible to say that these signs do not have a high degree of visibility. However, we would argue that a good conversation will exert more influence than the flashiest, most expensive advertisement on the heaviest traveled roadway. When you look at your plan for attorney marketing, consider that. If most of your plan revolves around passively presenting information to your potential clients, you may be spending more than you need to get the returns you want. It is the conversation that will provide the most influence, so don't be shy about pursuing it. Join a trade association, or get involved with charity groups. If you surround yourself with clients, you are bound to raise the level of your engagement, which will translate to a better return.

### Finally: Be Accountable

By using these tips, you can create a solid law marketing plan that will generate returns. But don't just pay them lip service. Discuss them, argue over them, and refine them until you are satisfied that they meet the goals of your firm. And most importantly of all, write them down! After all the hard work in coming up with a plan, don't allow it to slip through your hands. After all, if it means garnering more business coming through your doors it is well worth that extra effort to solidify it in writing.

However, the worst trap you can fall into is believing you are finished with your plan. Lawyer marketing, indeed marketing of any variety, is never complete. If your success is to be properly

measured, accountability must be the ruler. The best and most carefully laid plans can and often are, decimated by excluding it. Let's take a ludicrous example. Say that my goal is to see a sunrise and my plan is to run west until the sun cracks the horizon before me.

Now, we all know that I will never see that sunrise. It doesn't matter how much time I put into it, nor does it hold that working harder or longer will produce my desired results. Without accountability though, I would never question that ridiculous plan. Make sure to review your plans regularly. Celebrate the successes and learn from the failures. Remember, accountability is just as important to do internally as it is externally. You would not expect to keep a client's business if you were not accountable to them, so make sure to keep your law firm marketing plan accountable to you.

We at Advisory Concept Evolvers hope that these tips and tricks will help place you on the path to forming a great law firm marketing strategy. However, this is just the tip of the iceberg. If you are interested in more information, please contact us at (215) 510-2167. We would love to help you break out into the sun.

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