

Lawyers



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Marketing

How We Define Marketing

There are a number of preconceived thoughts as to what marketing means. The reality is that there is no right or wrong way to approach marketing. The passion you have for your business, the power to think strategically about your consumer, and the ability to leverage new opportunities are where marketing success truly lies.

Marketing Processes

Let's talk about each process. Up first is awareness – more specifically, building awareness around your brand and your services.

John is a hotshot independent local lawyer with an undefeated record serving clients in his city. Armed with this success, he's decided it's time to expand nationally and starts making efforts to acquire new clients around Australia.

A significant piece of the online marketing puzzle is finding out ways to build brand awareness. Coming up with creative and effective ways to communicate who you are, what you do, whom you serve, and why you're worth working with.

John has no effective way of informing potential clients of his brand and services. Next up is communication. So, John gets started with his marketing and has now effectively crafted his brand. Now, he's achieving a little success with his national approach as clients begin to take him more seriously. However, it's not enough.

The expenses associated with his efforts are still far from equaling his client output.

Why?

John simply isn't communicating with his prospective client base well enough.

He has no effective means of informing potential clients about his brand and his services, and the little that he is doing is being lost in the shuffle.

Think of communication as information distribution, or simply education. You're coming up with creative and effective ways to communicate who you are, what you do, whom you serve, and why you're worth working within a manner that will make you stand out from the competition.

After six months, though, and numerous efforts to reach out to new potential clients, John's client base is still confined to municipal limits. Without a brand identity or even a company name, nobody has heard of John or how outstanding he is.

The bottom line? You could have the best services and the most skill on the planet, but if nobody knows about you, what's the point?

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Next comes the true heart of marketing – connection. This is where potential clients to know us, like us, and to trust us. Back to John. After many trials and tribulations, he's discovered the value of communication and has set up a number of digital platforms around his brand – including Facebook, LinkedIn, and even an email campaign.

But John's a busy man and has little time to devote to his online marketing and a lack of expertise in the area. He makes periodic posts on social media (which he copy and pastes from other pages), and sends out one cookie-cutter email per month.

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None of his online content accomplishes valuable personal communication with his client base, or even offers relevant content. As a result, John struggles to gain social media follows and email "opens", and his client base remains stagnant as a result. Simply having an online presence isn't enough; *you must take great care to connect with clients on a personal level in effective ways that reflect your brand.*

Now we move to service; one of the most overlooked pieces of the online marketing puzzle.

Since we last saw John, he's updated his online marketing strategy. He's made a commitment to content and placed much more of a focus on making personal client connections rather than just marketing to the masses.

The short-term results have been great; John has seen his sales rise by 200% in the three months since. However, his success is short-lived.

John forgot to place a commitment on client service and retention, and as a result, saw very little in terms of repeat or new business after that.

All of his focus was on getting new clients, and not on keeping them. This is a crucial element not just for repeat business but also for upholding a positive brand image and bringing in a continuous stream of new business.

Common areas of focus include getting frequently asked questions answered, fostering a great shopping experience, maintaining an updated and user-friendly website, and even being easily found in search engines.

Four elements of sales are;

- building relationships
- uncovering needs
- negotiation, and
- closing



Now for the final piece of the puzzle, and the one that brings about the most tangible results – sales.

We've got to make money, honey, right?

Our buddy John needs money too, and he's tied up loose ends in client service in order to ensure greater retention rates. Luckily, John is an expert salesman.

He's great at building relationships, uncovering needs, negotiation, and closing – four main elements of the sales process. Finally, he can reap the benefits of maximized revenues that come with an optimized marketing function – and the story of John has a happy ending.

All of the aforementioned processes – awareness, communication, connection, and service – come together to help boost new matters.

Your Business Mindset

Now that you've learned what marketing is in a nutshell and the processes behind it, it's time to address you.

Let's be real for a second – the legal profession is vastly overcrowded. This means you really have to stand out from the masses if you want to continue making a good living from your legal career.

You can always sit back and simply “exist” with your current client base while you enjoy a little more free time and a less hectic schedule.

Or, you can tap into your passion and drive – and kick things into high gear. Think back a few (or more) years when you were fresh out of law school and just getting started. You were young, fearless, and ready to change the world with your brilliant legal mind. Believe it or not, that drive is still there – but the reality is that the landscape has changed a bit. You can still tap into it, though – all that's needed is a little spark. And that spark is an updated online marketing strategy.

There is little to no future for a law firm without a solid web presence.

Online marketing – your NEW business mindset!

Fact is, there is no space for two types of mindsets when it comes to marketing. **In today's world, there is little to no future for a law firm without a solid web presence.**

It wasn't too long ago that a law firm could maintain steady growth relying solely on a strong reputation, a healthy referral network, and legal abilities. But now, technological advances have led to previously unforeseen levels of competition in all industries.

Everyone is more connected and more informed than ever before, and even the law field has become flooded with qualified individuals. *With this increase in competition and a lack of loyalty, law firm clients and prospects are turning to the Internet for both legal information and new service providers.*

This “older” mindset must make way for a new breed of lawyers who have so much at stake in a competitive marketplace. It’s a virtual necessity that lawyers have a solid understanding of online marketing principles, tactics, client needs, client management, acquisition, and personal educational development – as well as understanding the heart of their own business as a whole.

Do your research – create a strategy – build an online marketing plan – execute your marketing tactics.

The telephone of 1986 = the website of 2016

The Online Marketing Evolution

Online marketing, or digital marketing, is a necessity these days. Just like having a telephone was for businesses 30 years ago, having a website is one of the most fundamental things a business does. But online marketing doesn’t start and finish with just a website – it includes a number of other very important elements.

How Online Marketing Works

Must be continuously managed...protect that brand image!

Online marketing isn’t just an around-the-clock vehicle that attracts new clients. It also has the power to serve and support repeat clients and must be continuously managed in order to protect your brand image.

1. Think acquisition and retention – touch points
2. Effective marketing = optimized relationships

Effective marketing translates into optimized relationships. It’s crucial to address both the art and science of online marketing, but let’s not forget that it’s the people – the relationship part of marketing – that makes it truly effective.

It takes an average of seven touch points to secure a new matter.

Let’s lay out all of the potential touch points a business can have:

- Informal social interaction
- Client referral
- Web search
- Social media mentions
- Website visit
- Print media mentions
- Seeing a printed ad
- Getting an email
- Seeing an online ad
- Reading an online press release
- Hearing word of mouth
- Attending a conference

Advantages of online marketing

The changing technological landscape has greatly impacted our approach to marketing.

The internet has changed the way we work, communicate, spend time, and spend money. So logically, the way we approach marketing and how it's taught to us has changed as well. I mean 15 years ago, did you ever think you'd get a great marketing education from the comfort of your home like you are right now?

Online marketing carries a number of distinct advantages over its more traditional predecessor. They are:

It's 24/7 – and will always be at work for you!

First off, online marketing never sleeps. It's 24/7, meaning that even when you sleep, your online marketing activities are up working for you. It's the best employee you'll ever have.

Get your message out to exactly who it's intended for.

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Online marketing has also revolutionized the targeting process. You can reach a very targeted market of potential customers who truly value your business, without wasting resources on those who don't. So, even if you have services in certain niches, you can gain business and be found to people who want specifically what you are offering.

Customer Acquisition Cost (CAC) – or the cost of acquiring one customer – is much lower online vs. traditional marketing

Perhaps most importantly, especially for lawyers just starting out, is the cost consideration. Online marketing delivers a far lower Customer Acquisition Cost (CAC) – or cost of acquiring one customer – than traditional marketing practices. This is especially true with social media marketing.

In summary, these distinctions help maximize your customer acquisition and retention, saving you time, money, and human resources. In our time-crunched nation, consumers are more empowered and expect information at the click of their fingertips – so having a strong online marketing presence can give you a huge competitive advantage.

All true marketers must have a plan! All true marketers have a plan – and you're no different. Apart from the need to be flexible, the marketing plan is deceptively simple and somewhat standardized.