

10 Steps to Law Firm Marketing in 2018

1. Have a Marketing Plan



Think of business development as a 365-day journey in search of new friends and revenue sources. A marketing plan is like a road map to help you stay focused and within budget. Try education-based campaigns to help attract and retain clients.

2. Stay in Touch



Current and past clients are your best source for new revenue and referrals. Stay in touch through personal outreach efforts, continuing education programs, service enhancements, and quarterly client alerts. Identify your best prospects for revenue growth, and focus on those accounts.

3. Set Goals



The number of new clients you want to attract in 2018 is a very important goal. Increase your chance of success with monthly goals for the steps needed to acquire a client, such as proposals, prospect meetings, speeches, etc.

4. Identify Your Prospects



You may need to target at least 10 prospects for every one new client you sign. Put together a list of your ideal prospects, with company and contact name. It may take up to five or six contacts to sign a client, so plan a campaign with multiple outreach efforts.

5. Keep Score



It is very easy to take your eye off the business development ball with the daily demands of managing a law firm. A marketing committee that meets monthly to review a "pipeline" report can work well to keep track of new business leads.

6. Get Social



Take a few moments to update your LinkedIn photo, profile and company page. Add new connections monthly, and consider the use of status updates to stay in front of your contacts. LinkedIn is a free resource that will help you to maintain a high profile.

7. Update Your Website



Busy law firms can easily overlook the need for periodic website updates. Attorney bio pages are particularly important, and should be kept current in terms of credentials, court admissions, and representative cases. Frequent updates to your News & Events page are also beneficial.

8. Stay Visible



New business sometimes goes to the law firm with the best marketing, and not the best attorneys. News releases, published articles, client alerts, and speaking engagements all work well to draw more attention to your firm.

9. Refresh Marketing Materials



A serious effort to attract new business needs to be supported by well-written and attractively designed promotional materials. A professional firm overview or brochure can help to make a favorable impression. Plan now for your 2018 needs.

10. Outsource Your Marketing



An independent business development firm can help you implement an effective marketing program. Look for a firm that knows the legal marketing sector, as well as attorney advertising guidelines. A focus on new account growth can generate a favorable return on your investment.



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