

A NEW APPROACH TO MARKETING

We understand the frustration that comes from ineffective marketing. We also understand the steady stream of business that is essential to the success of a law firm.

Most law firms fail to focus on the fact that they sell results, and law firms that get great results should *never* hurt for business.

So why is that many excellent lawyers struggle to keep themselves busy?

The simple answer is they lack visibility, and better-organized competitors drown out their accomplishments.

The traditional rainmaker approach to marketing- where a few lawyers bring in the majority of new business -has left many firms vulnerable and exposed to high risks when top rainmakers leave.

As we observe industry and market trends reshaping how law firms generate new business, it's time for law firms to take a different approach to marketing.



- Fear, resistance, inaction
- Limited brand loyalty
- Too few rainmakers
- Origination fights

It's time to build a marketing system that benefits everyone.

It is no longer enough to be a good lawyer that everyone likes. The quality of your team and the process your firm offers continues to matter more to clients.

WHY NOW?

WHY NOW?

Legal industry and market trends

Various social and economic priority shifts have affected both attorneys and clients and how legal services are bought and sold. Significant changes include:

Changes in client buying criteria

Selecting a lawyer and buying legal services are now more data-driven decisions. The availability of online information, public ratings, and decision support tools (algorithms and metrics) injects significant objectivity into buying decisions. Personal relationship factors that have always dominated legal counsel selection become less potent.

As objective performance measurements continue to supplant personal relationships in the purchase of legal services, law firms must develop organizational brand-based approaches to marketing and build data-driven service delivery systems.



Changes in work/personal life priorities



Career and personal priorities for younger generations have evolved. Young attorneys value a more balanced work/personal life schedule and flexibility than previous generations. Attorneys now make less time available to entertain clients, attend events, and join social and professional organizations. They prefer a more collaborative business development strategy that is more in tune with their priorities.

Benefits of a system approach to marketing



It serves everyone.



It creates tangible firm value.



It establishes
economic
benefits that
will strengthen
connections to
the firm.

magine the security that comes from a consistent stream of new and repeat business that your firm can do successfully and profitably. Imagine the kind of law firm you and your partners can build with a consistent stream of work so that you no longer need to rely only on individual rainmakers and lateral hiring to ensure growth and long-term success.

With a system-oriented approach to marketing, your firm has new business coming in based on brand strengths. It reduces the risk of having only a few rainmakers generating most of the firm's business. This approach improves the firm's long-term revenue stability and growth prospects.

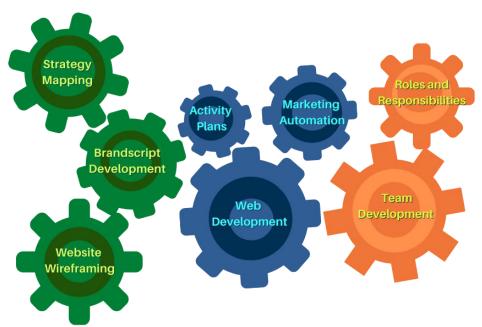
Additionally, this type of marketing system is not location-dependent. It can provide benefits on a broader spectrum, including a strategy map, brand strengths, a helpful website, SEO credibility, automated marketing systems, and superior service delivery.



Marketing System Development

While the benefits of developing a marketing system for your firm sound great, law firms must realize the considerable investment of time and effort involved in developing and maintaining a productive marketing system. *If not given the proper attention, it will not produce the desired results and your firm will have wasted precious time and money.*

To facilitate the likelihood of success, consider the following components for building a team-oriented marketing system:



We will outline the approach we have found to be most effective for law firms to develop a marketing system in the following pages. The process includes practical steps that guide firms in defining a strategy, clarifying their message, creating interest with quality content, and building reliable content distribution channels.



Development



Strategy Mapping (Blue Ocean Process)

To start, your firm should thoroughly reflect on how law firms in your industry compete and on ways your firm can find uncontested market space.

With an understanding of your competitive factors, strengths and challenges, as well as market and industry trends, your law firm should determine goals over a 5-10 year period and the strategies to realize them.

Brandscript Development

A BrandScript is a powerful marketing tool that can help you organize and simplify your firm's messaging so your ideal clients understand that you solve the problems they have.

When done correctly, your firm's Brandscript (or story) won't be all about the firm's history and accomplishments. Rather, it will be focused on clients and what they want, the problems that are keeping them up at night, and the solutions your firm can provide to reach a successful outcome.

Website Wireframing



Next, we suggest creating a wireframe for your website. A wireframe is a very basic outline of each website page and includes no graphics or color. The purpose of a wireframe is to guide your law firm in developing an effective website that clearly conveys your firm's message. The wireframe process will also help your firm to develop the content that resonates with your ideal clients.





Web Development

Using new wireframes (created in the stop above), law firms should next embark on revising their websites with the help of in-house resources, web developers, and marketing agency partners. The wireframe will guide the implementation of both content and design. Much more than the way a site looks, design includes a website's functionality, load times, ease of use, mobile responsiveness, consistency, analytics, and adequate opportunities for direct engagement.

Marketing Automation Software Selection & Buildout

Marketing automation refers to the software applications used to automate various marketing actions. Automating repetitive tasks such as emails, social media, and other website-related functions gives law firms more time to focus on other marketing initiatives. Automation makes marketing easier!



These software systems can manage all digital marketing and client relationship management efforts virtually. The software becomes a virtual marketing director for the law firm. One such platform that we recommend to law firms wanting to automate their marketing efforts is Hubspot.



Activity Plans

Attorneys must develop plans that complement the firm's action plan, focus their individual marketing activities, create time and cost budgets, and commit to activity goals.

Check out PerformLaw's handy activity plan template: ACTIVITY PLAN TEMPLATE



7. Team Development

(Internal and External Support)



The marketing system's team includes the administrative and legal team, and potentially outside agencies. We suggest creating an attorney oversight committee for firms that are too small to hire a marketing manager. To ensure the software system is utilized to the fullest extent, it is important to assign a current staff member or hire an administrator. An agency can also handle this job, which includes web development and day-to-day digital marketing output.

In addition to these firm activities, we suggest attorneys participate in individual activities like content writing and contact management.

8. Roles and Responsibilities

To make sure the whole structure is well-maintained and producing results, marketing system management and administration duties need to be assigned. This includes overseeing all firm marketing efforts, administering the automation software, making marketing investment decisions and coordinating the relationships with outside agencies. Team cohesion also includes expectations for attorney contributions via activity plans and the service scope for agency support.



You have a distinguished law firm that gets excellent results.

You owe it to yourself and your team to implement a proven system to secure the best opportunities for success.

If you want to build a marketing system that benefits everyone, here is how PerformLaw can help your firm:

- 1. Create a law firm marketing plan with strategy to outline what you are trying to do
- 2. Clarify your brand messaging, so clients understand the problems you solve
- 3. Fix your website, so it generates revenue
- 4. Select the best marketing automation software to make marketing easier
- 5. Build a great team to pull it all together

For the past 20 years and thousands of hours working with law firms, we have witnessed the limitations of superstar reliant marketing approaches. A new approach is essential.

Get your message out and build brand loyalty the whole firm will enjoy.



Contact Performaw Now

☑ Or get in touch: hello@performlaw.com

