

The 12 Essential Components of Law Firm Marketing

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As I stressed in the *previous marketing article*, law firms that support a diverse approach to marketing expand their opportunities for success. In this article, we will provide an introduction to the 12 components deemed essential to such an approach. When executed in a meaningful and cohesive manner, these components can deliver maximum return on a law firm's marketing investment.

Future articles will highlight each component in greater detail.



Supported through the funding process. May provide in house solution, but the idea is to empower the individuals to seek the most effective solution.

INBOUND MARKETING SUPPORT



Primarily left to the individuals. Budget process allows for external relationships, use of firm resources, or both.

Firm level advertising based on market research. If there is an identifiable value, add to support the SGI efforts.

PAID ADVERTISING & PR



Based on market research, specific to goals and in addition to all of the no cost channels.

Create best practices, buying relationships and vetting processes. Training beneficial to all SGI's.

MARKETING TRAINING



Support from SGI budgets. Wide discretion to choose, including staff and lawyer training afforded to SGI's.

Focused on joint activities aimed at lifting opportunities for all SGI's.

TRADITIONAL MARKETING ACTIVITY



Targeted activities from SGI to support execution of entire marketing plan.

Management of the firm ecosystem, communication and coordination of SGI efforts. Marketing director or partner role.

STAFFING



Individual support as part of the SGI budget. For in-house solutions, SGI's may allocate their budget to these positions as necessary.

Responsible for allocating the overall pool of money, developing allocation policies and creating evaluation and tracking systems for SGI's

BUDGETING



Responsible for apportioning the allocated amounts of budget to specific actions. Substantive plan changes subject to firm approval.

Focused on comparative effectiveness of marketing approaches. Designed to support and evaluate SGI choices.

ANALYTICS SUPPORT



Focused on the effectiveness of various approaches. Designed to support good choices.

Firm level policies and systems that support marketing goals, promote accountability and reward success

COMPENSATION & INCENTIVES



Clearly defined rewards for marketing successes based on profit contributed. Origination sharing occurs when value is added to securing client work.

