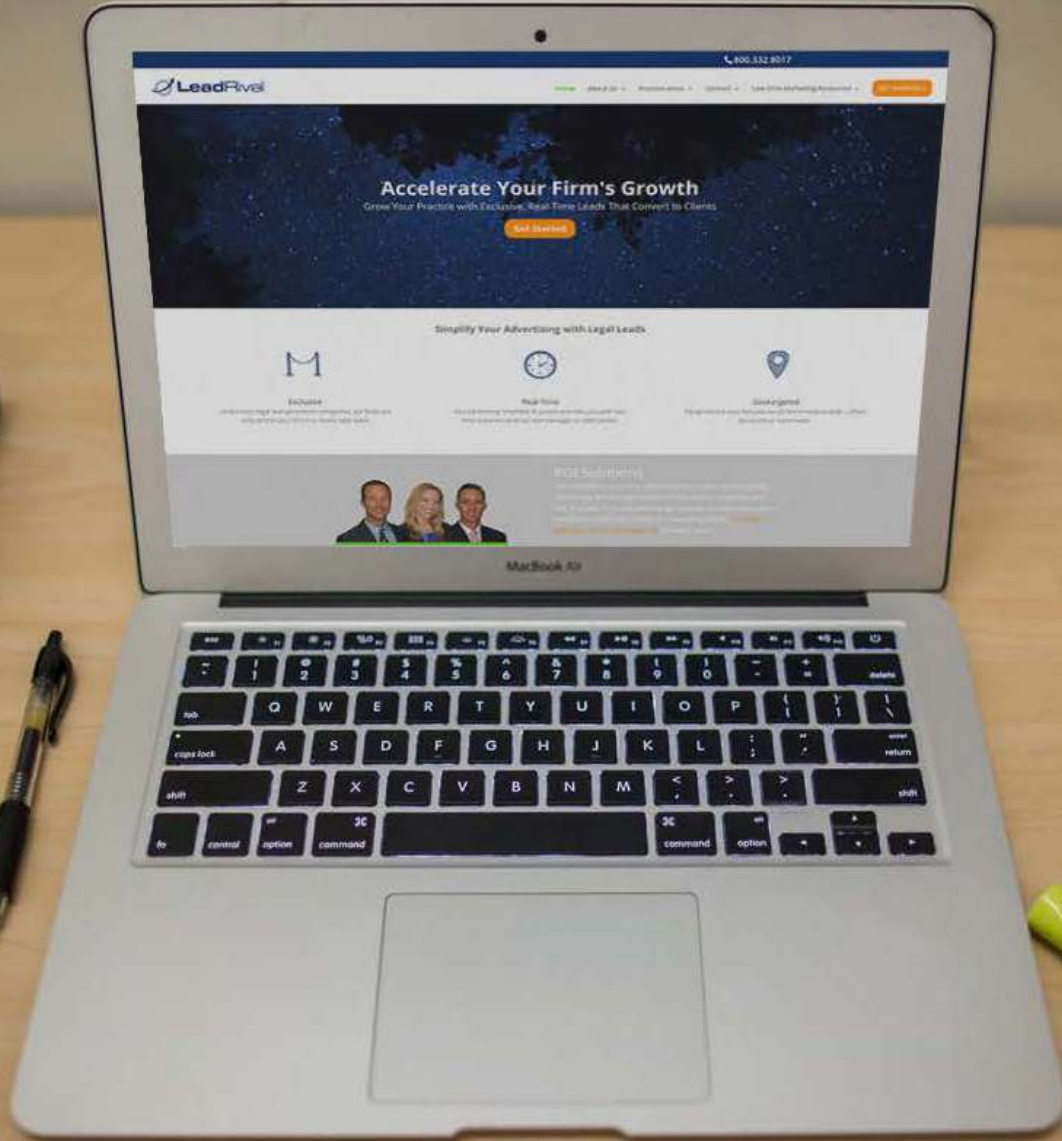


5 Ways To Market Your Firm

A White Paper by LeadRival

Index

- 1 Introduction
- 2 E-Marketing
- 3 Relationships
- 4 Social Media
- 5 Branding
- 7 Outsourcing



Introduction

E-marketing is one of the most effective online marketing techniques that can help lawyers reach their target audience in a convenient and affordable way. Most successful businesses have a database of clients and contacts that they use to get more sales.

Lawyers, however, fail to completely take advantage of this resource. This is why hiring on a lead service could benefit your firm. By having a steady stream of clients coming in, you will never have to worry where your next client will come from.

If your business isn't quite ready for a lead service, you can also benefit from e-marketing with newsletters, social media and more. Discovering the 5 ways to market your firm can increase revenue.

E-Marketing

There are many ways that your firm can take advantage of internet marketing. The most effective and easy methods of e-marketing would be creating an e-newsletter to send out to current prospects and clients. It is cost effective and has a high return on investment.



E-newsletters are excellent marketing tools that can help these lawyers make the most of an idle database. Those who don't have a database of email addresses can create one by opening an Excel file and inputting the contact details from the business cards they have obtained from the networking events they've attended. This database can be segmented so that only the most appropriate clients for the campaign can be targeted.

Email campaigns can be tracked and provide up to date statistics. With e-marketing, lawyers can keep in touch with prospects and build lasting relationships with their current client base.

Client loyalty is another benefit of e-marketing. If you provide relevant information and continue to keep in touch with your clients, they will keep on coming back to you. A properly designed e-newsletter also has higher chances of being shared. If the content is useful, the possibility of your brand being sent further than your current market is higher. E-marketing can persuade prospects to explore your business and help you build credibility.

A photograph of two business professionals shaking hands across a large, polished wooden conference table. The person on the left is wearing a dark suit and a light blue shirt. The person on the right is wearing a dark suit and a striped shirt. The table is cluttered with papers, a pen, and a small brass container. The background shows a wood-paneled wall and a blue office chair.

Relationships

Building sound relationships with your clients is among the keys to ensuring your success. Create a database listing the profiles, name, address and other important information about your clients. While obtaining new clientele should always be the focus in building a business, interacting with the existing clients can assist in creating a steady work flow. Determine the clients that are most likely to become loyal to your company and create a plan for building client loyalty such as special offers and deals.

Communicating with your clients is crucial. Send them newsletters, invitations to events and emails. Postcards and emails are fine, but making the occasional phone call gives a more personal feel when nurturing a relationship. Handling clients the right way will help your business grow. With the right combination of incentives, business insight and compassion, you can build lasting relationships with your clients.

Social Media

Becoming part of a social media site allows you to tap into a global market. This immediate access to an international audience is what you can use to get your service or message across. The best thing about it is that you can do it for free. Being active in social media is what can make or break you. There's nothing more irritating than someone that only pops up when there's something he wants to offer. Remember that it's easier to sell to a friend.

Look at your contacts as your virtual friends and not only as possible clients. Building real relationships with them allow them to know more about you and your work. Social media sites are only mediums and similar to real world marketing, imaging, presentation and service quality play a crucial role here. Efficiently navigating your way through these aspects and taking advantage of them can help you expand your client base and establish your brand.

Another way to relate with your clientele is by posting informational content to your firm blog or social media accounts. By not always promoting yourself, but promoting similar topics that your target audience will like, you will gain credibility in your field. Just ensure that what you are sharing is accurate and related to your field, or you could be seen as misleading.

When dealing with social media, never forget to promote awareness about your service in the forum community. This is one of the best ways of posting information about your service without compromising your credibility. Join forums or sites that are closely related to your service. Offering simple legal advice or answering a question could gain you new clients who were looking for help.





Branding

Your brand is the personality that identifies your service. It should be unique, easy to pronounce, memorable and appeal to your target customer. Your brand should communicate with your customers even without directly saying your message. The different ways that are available to make your brand unique are endless, but regardless of what you decided to do, you must ensure all elements create a cohesive design. Your clients should be able to distinguish your brand by your office, your website, your social media and more.

With the internet growing in popularity by the day, it is likely that your website is the face of your law firm. Website trends change every year, and have been evolving in a more interactive and user friendly direction.

How far behind in time is your firm's website?
There are many possibilities available for site designs that your firm could be utilizing to appeal to all demographics.

Below are some of the best ways to improve your website for better branding:

Multimedia Graphics

Whether it's a picture or a video, some of the most aesthetically pleasing websites have large pictures that capture the brand. Graphics are most affective when you use photos of people from your business instead of poorly shot stock photos. Would you rather a client know you as the face of your business or the face of a complete stranger? Adding graphics to your website humanizes your company, allowing for your clients to see your firm as someone who is relatable.



One Page Scrolling Design

With more clients using phones and tablets to browse websites, making sure your website is easy to navigate can set you apart from other law firms. Having your information on a single page allows for easy scrolling, and also can appeal to clients who quickly look over your website. If you choose to stick with a website that has multiple pages, make sure to pull it up on your phone to see how other people view it. If you can't read it, nobody else can either.



Live Chat

Response time is a large factor to gaining new clients from the online market. Live chats are becoming increasingly popular to outsource because they can help you save time and money. Why spend time talking to every person, when you could only speak to the ones that have a great case. Don't lose business to someone else because you fail to answer a question in time.



Cutting Down on Content

Sometimes less is more when it comes to your firm's website. If you have too much text sectioned into large paragraphs, potential clients might not take the time to read it. An "about us" page can be the right place for some extra information, but the home page of your website should be direct and to the point. Make sure to touch on who you are, what you do and your practice areas.

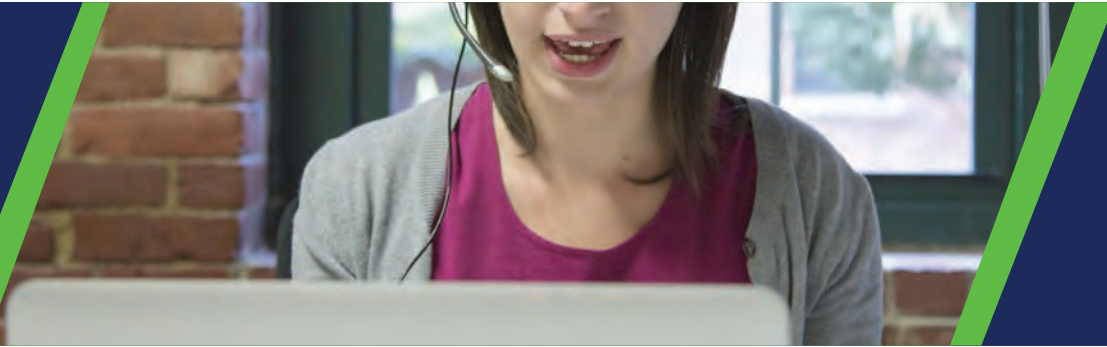


Quick Loading

One of the most important thing about your website is that it should load in a quick manner. Did you know that if a website loads in 4 minutes or more, a person is most likely going to go to another website. Testing your website speed is essential for keeping the attention of new clients. Going on a website like developers.google.com and entering your site link could help you find out your website is slow before it's too late. If you're not up to date on how to fix this, just bring it to the attention of your website host and get it fixed!



Outsourcing



With each of these marketing tips, it is possible you won't have the time of day to complete each task. If your firm has never considered outsourcing, now might be the time to look into other options. Marketing is a full time job, but that doesn't mean that you can't hire multiple skilled people to handle each task on occasion. This both saves office space and the expenses of hiring a full-time person, which means a better ROI for your firm.

E-marketing is vital for keeping your prospective and current clients up to date with what is happening in the legal field, as well as what is happening in your business. You could easily have someone on your team put this together, regardless, consistency is key to receiving positive results.

Though it might make sense to handle social media on your own, branding is the job for a professional to handle. This is especially true when it comes to updating your website to fit new trends. It isn't necessary to do this every year, but it wouldn't hurt to keep up and be compared to larger corporate firms.

Focus on the bigger picture that marketing creates – more revenue. Decide what you feel is right for you to handle, and outsource what you feel you can't. Don't get lost in the world of marketing, have someone get lost for you. You are running a fully functional business and it is best to delegate tasks now to ensure success.



For more information, visit
www.LeadRival.com