



Successful Small Firm Practice Series Session Seven: Marketing

PRESENTED BY

ROCHELLE D. WASHINGTON

PRACTICE MANAGEMENT ADVISOR

D.C. BAR 2020

WEB • TECH • LAW

Advertising &
Marketing Law

Applicable Rules:

7.1 and 7.5

Codes, regulations & other jurisdictions can also apply.

Example:

Bergman v District of Columbia

DC Court of Appeals 08-CV-859



Marketing

The history.

Herd mentality.

Figuring out what works for you.

Just be you!



Marketing

Your Entrepreneur Hat

Change the approach

Think Differently

Know your client



Business Planning will help you:

Discern your purpose

Refine your message

Locate the target

Avoid overloading the message

Give them the right message

Follow-up

Connect with clients



Questions during
intake you can ask to
learn about your
client's
**Problem Recognition
Process**

Potential Client's Problem Recognition Process

I've got a problem . . .

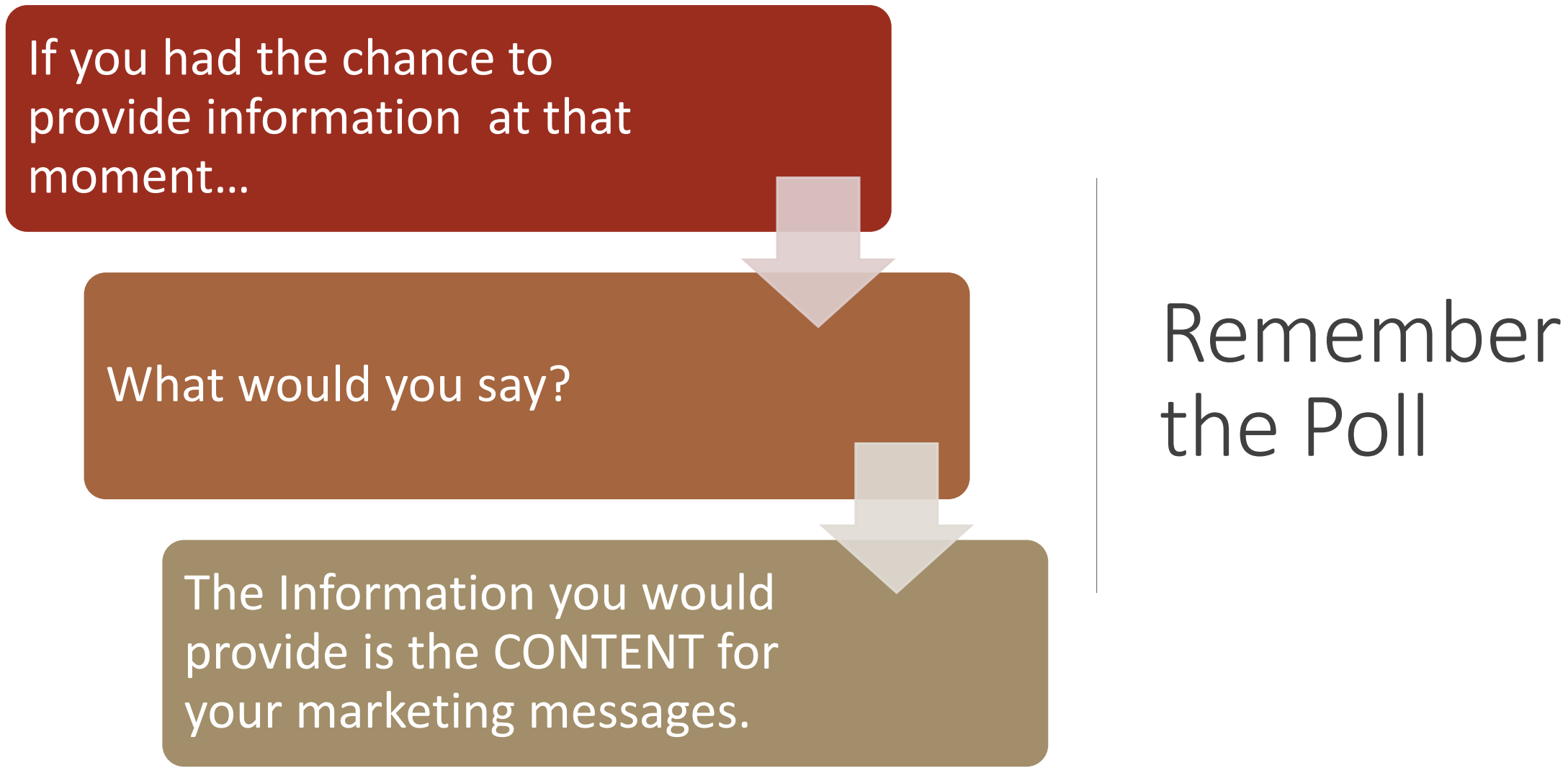
Maybe it will go away . . .

Can I solve it myself . . .

Do I need a lawyer . . .

Who is the right lawyer for me?

If you had the chance to provide information at that moment...



What would you say?

The Information you would provide is the **CONTENT** for your marketing messages.

Remember
the Poll

THE MESSAGE

[This Photo](#) by Unknown Author is licensed under [CC BY](#)

THE MESSAGE

Avoid the Three Deadly Marketing Message Sins

- 1 FEATURE ~~your company~~ ^{the customer}
- 2 FOCUS ON ~~brand position~~ ^{customer message}
- 3 CREATE ~~content~~ ^{a distinct point of view}

Stand Out

1. Determine your Target Market
2. Find the Problems of your Target Market
3. Solve Your Target Market's Problem
4. Build Credibility Among your Target Market

Talk about you

Or

The problems you solve

Your Choice

01

Prepare information (about 5-10 questions you get often from clients)

02

Prepare a 15-30 minute talk for a room full of your potential ideal clients

03

You should be informing and educating on the problems you solve

How to Develop the Message

Science of Persuasion

<https://youtu.be/cFdCzN7RYbw>



Which is
more effective?

Juvenile Defense

Experienced former prosecutor
who now focuses on the problems
of juvenile defendants.

Thomas Wight, Esq.
Lawyer

136 Pryor Street SW
Atlanta, GA 30303

www.juveniledefense.com

A close-up photograph of a person's hands in metal handcuffs, covering their eyes. The person is wearing a dark blue shirt. The background is dark and out of focus.

This is Serious

No one thinks their child will end up
here

For HELP when the unthinkable
happens call

Thomas Wight
Attorney at Law

404-502-3967

Ask yourself...

Do your readers (of your marketing material, newsletter, website, book) see themselves in what you write,

Or is your writing all about you?

“Dad Couldn’t Remember How To Get Home.”



An estimated 4.5 million Americans have Alzheimer’s disease. The number of Americans with Alzheimer’s has more than doubled since 1980.

The number of Americans with Alzheimer’s disease will continue to grow — by 2050 the number of individuals with Alzheimer’s could range from 11.3 million to 16 million.

Half of all nursing home residents have Alzheimer’s disease or a related disorder.

A person with Alzheimer’s disease will live an average of eight years and as many as 20 years or more from the onset of symptoms. .

The average cost for nursing home care is \$42,000 per year but can exceed \$70,000.

(Source for all statistics: Alzheimer’s Association, www.alz.org)

The answers to the legal and financial challenges posed by Alzheimer’s disease can only be answered on an individual basis by an attorney whose practice is concentrated on elder law, Medicaid planning, and estate planning.

The Elder Law Firm of Marshall & Associates is known throughout Pennsylvania for the expert help they provide seniors who are faced with long-term care needs.

Take The First Step

Call today to reserve a place at one of our free seminars for seniors, their families, elder care professionals, and caregivers. Each presentation lasts about 90 minutes, including a “Question & Answer” session.

Elder Law Firm of Marshall & Associates

Jersey Shore Office
303 Allegheny Street, Jersey Shore, PA 17740-1405
(570) 398-7603 (800) 401-4552

Williamsport Office
49 E. Fourth Street, Suite 200, Williamsport, PA 17701-6355
(570) 321-9008

Wilkes-Barre Office
Cross Creek Pointe, Suite 402, 1065 Hwy. 315, Wilkes-Barre, PA 18702
(570) 822-6919

Information vs. Legal Advice

Miranda Example:

You have the right to remain silent

Vs.

Never talk to the police

All marketing works - some just better than others

80% of new business comes from 20% of your existing clients. How do you get more 20% clients?

Jump start marketing (handout)

Marketing

ENGAGE

What does *process focused*
Marketing do?

Some examples of process focused sites:

www.virginiadivorceattorney.com

www.rosen.com

www.jerseyestateplanning.com

www.bobbattlelaw.com

www.oginski-law.com

www.paestateplanners.com



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Clients often have questions about the way we work, or the story of how we got involved with this area of law, or what to expect at their first meeting.



**SO...YA
WANT TO
KNOW MORE
ABOUT ME?**

Tax, Business Law, Business Formation and Finance, Computer/High Tech/Biotech Law, Intellectual Property, Trusts, Estates, Wills, Probate, Estate Planning, Real Estate, Civil Litigation, Mediation.

Attorney and accountant, Notary Public. Former IRS attorney and former tax/business transactions attorney for a major corporation (Freddie Mac®).

Education: University of Maryland (B.A., 1977); St. John's University School of Law (J.D., 1980); Georgetown University (M.S. Accounting, 1981); New York University School of Law (LL.M., 1987).

Practice serves individuals, business, trusts, estates, partnerships, nonprofit organizations, etc. in regional, national, and international legal matters.

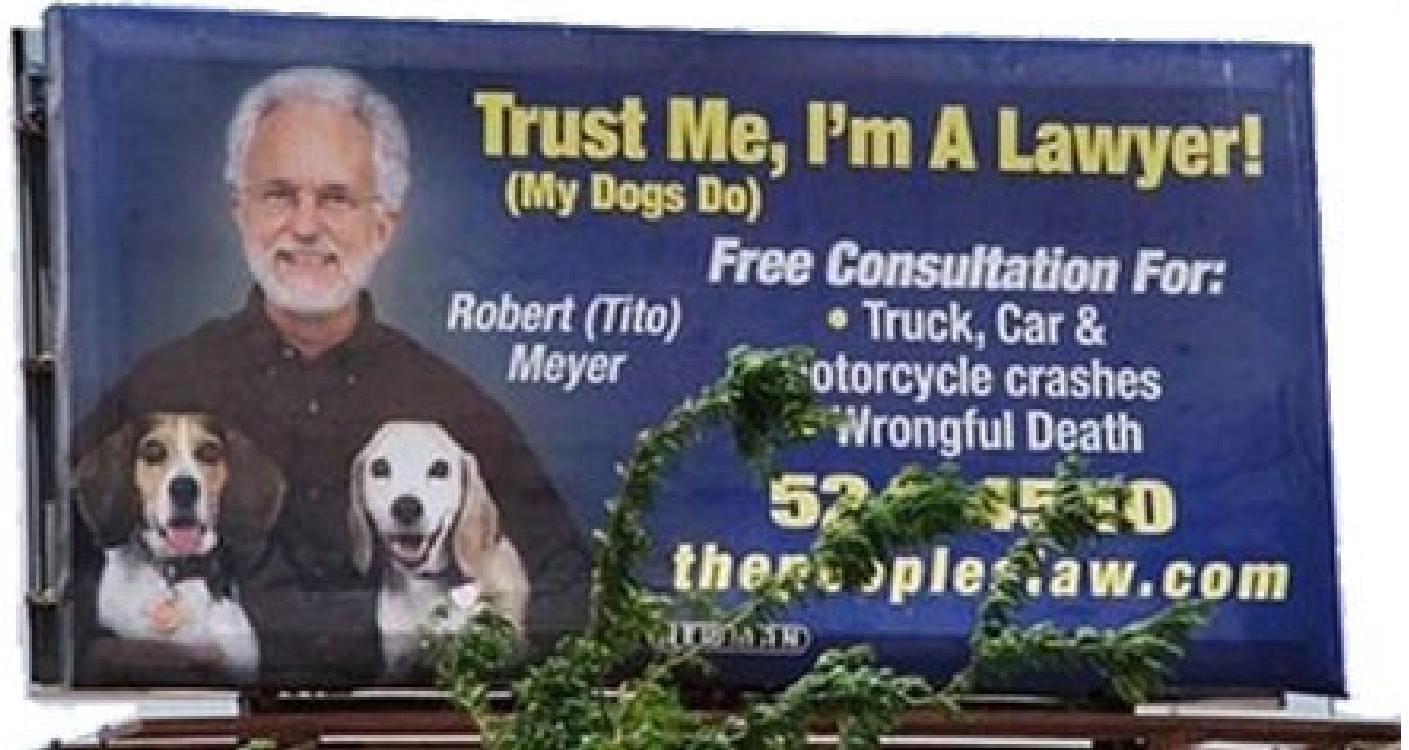
Licensed to practice law in Maryland, District of Columbia, Virginia, and New York. Admitted to U.S. District Court-District of Maryland, U.S. District Court-Northern District of New York, U.S. Tax Court, U.S. Court of Appeals-Fourth Circuit, and U.S. Supreme Court Bar.

Computer law, high tech law, biotech law, software/product development agreements, consulting services agreements, software/product licensing agreements, software/product maintenance agreements, domestic and international software/product distribution agreements, e-commerce and web development agreements, joint ventures, teaming agreements, subcontracts, confidentiality agreements, litigation, etc.

Intellectual property (trademarks, service marks, and copyrights), applications, protection issues, infringement issues, domain name and web content protection, online brand protection issues and resolution strategies, domain name recovery and acquisition processes, unfair competition, trade secrets, trade dress claims, litigation, etc. Identifying and inventorying intellectual property assets, buying and selling intellectual property assets, etc.

Trusts, estates, wills, probate, estate planning and administration, general and special powers of attorney, health care power of attorney and advance medical directives/living wills, revocable living trusts, insurance trusts, charitable trusts, special needs

All about me!



Trust Me, I'm A Lawyer!
(My Dogs Do)

*Robert (Tito)
Meyer*

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- Wrongful Death

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Work Injury Attorney

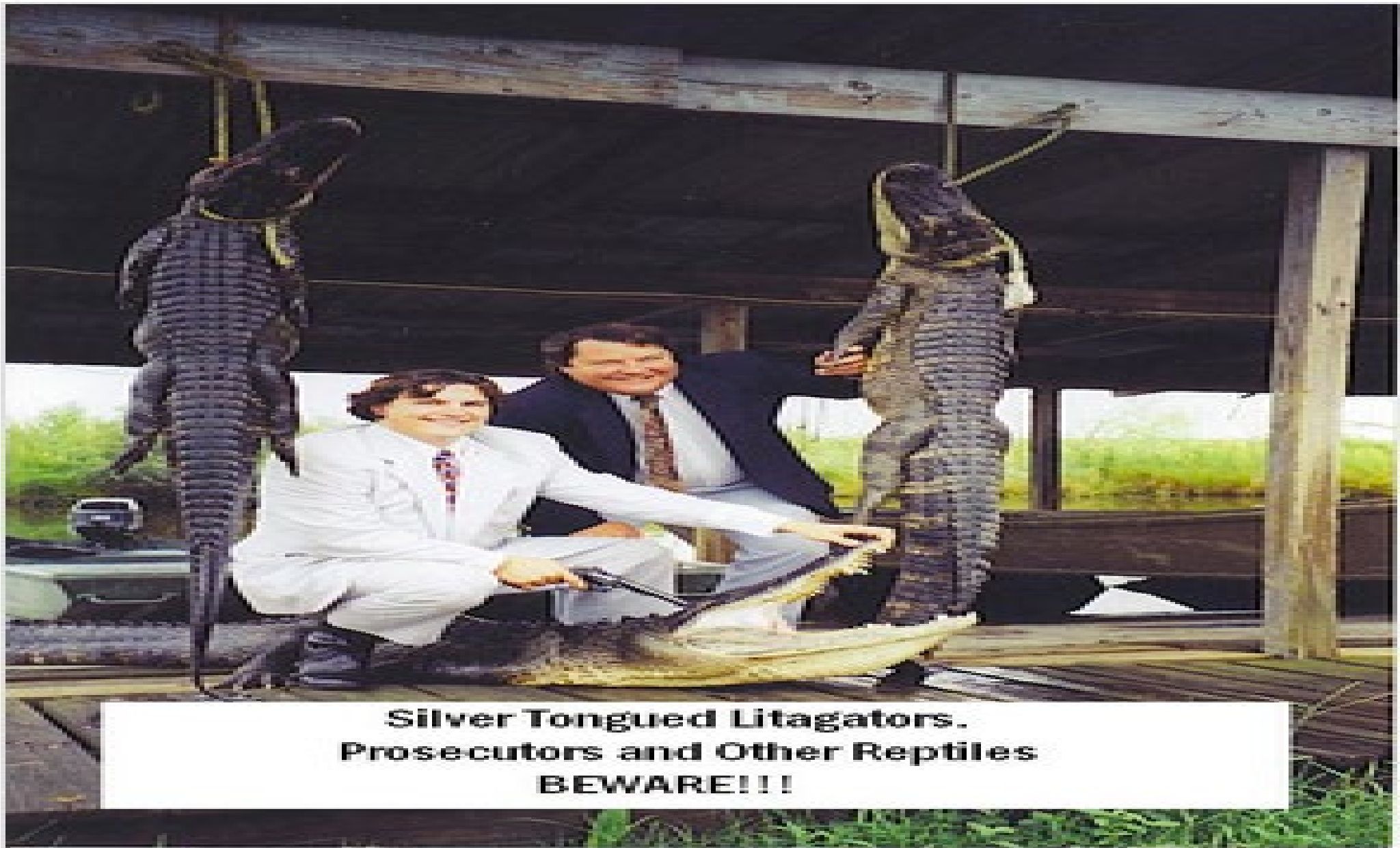
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LAMAR

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SPEER**

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themagiclawyer.com



MAYBE THIS
INSTEAD

Process Focused Marketing

Reason To Make An Estate Plan #10

Your son-in-law, Fred

- Hasn't had a job since 1999
- Belongs to a religion that you consider a cult
- Sells t-shirts at concerts by a band called "Phish"
- You suspect he is fond of chemical substances
- Thinks it's great that he has rich in-laws

Is he going to get
half of what you leave
to your daughter?



Do not miss this FREE seminar!
Two days only. Seating is limited.

Wednesday, February 15, 2006
10:00am-11:30am
The Lodge at Rancho Mirage
68-900 Frank Sinatra Drive
Rancho Mirage

Thursday, February 16, 2006
6:30pm-8:00pm
The Lodge at Rancho Mirage
68-900 Frank Sinatra Drive
Rancho Mirage

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WWW.LEELAWYERS.COM

Process Focused Marketing

Reason #5 To Name **Guardians** For Your Kids

Your mother-in-law, Barbara

- Offers you lots of free parenting advice
- Thinks the answer to all baby problems is “more solid foods”
- Most important values are family and carpeting
- Believes in “spare the rod, spoil the child”
- Would do a much better job than you if given the chance.



Are you sure the court won't assign guardianship of your children to *her*?

Call Today For Your **Free Parent's Protection Planning Guide**: (415)451-0123 or visit www.TheaLaw.com



700 Larkspur Landing Cir.
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Larkspur, CA 94939
Tel: (415) 451-0123
Fax (415) 451-7644
www.TheaLaw.com

*Your legal case is no place
for on the job training.*



*Call the right lawyer.
(706) 543-0002*

Who's your competition?

What problem do they solve?

What is your advantage?

You can be one or two steps ahead of the competition.

ROCKETLAWYER.

legalzoom[®]



Who lawyers say is their Competition:

67% - other law firms of similar size

49% say significantly larger firms

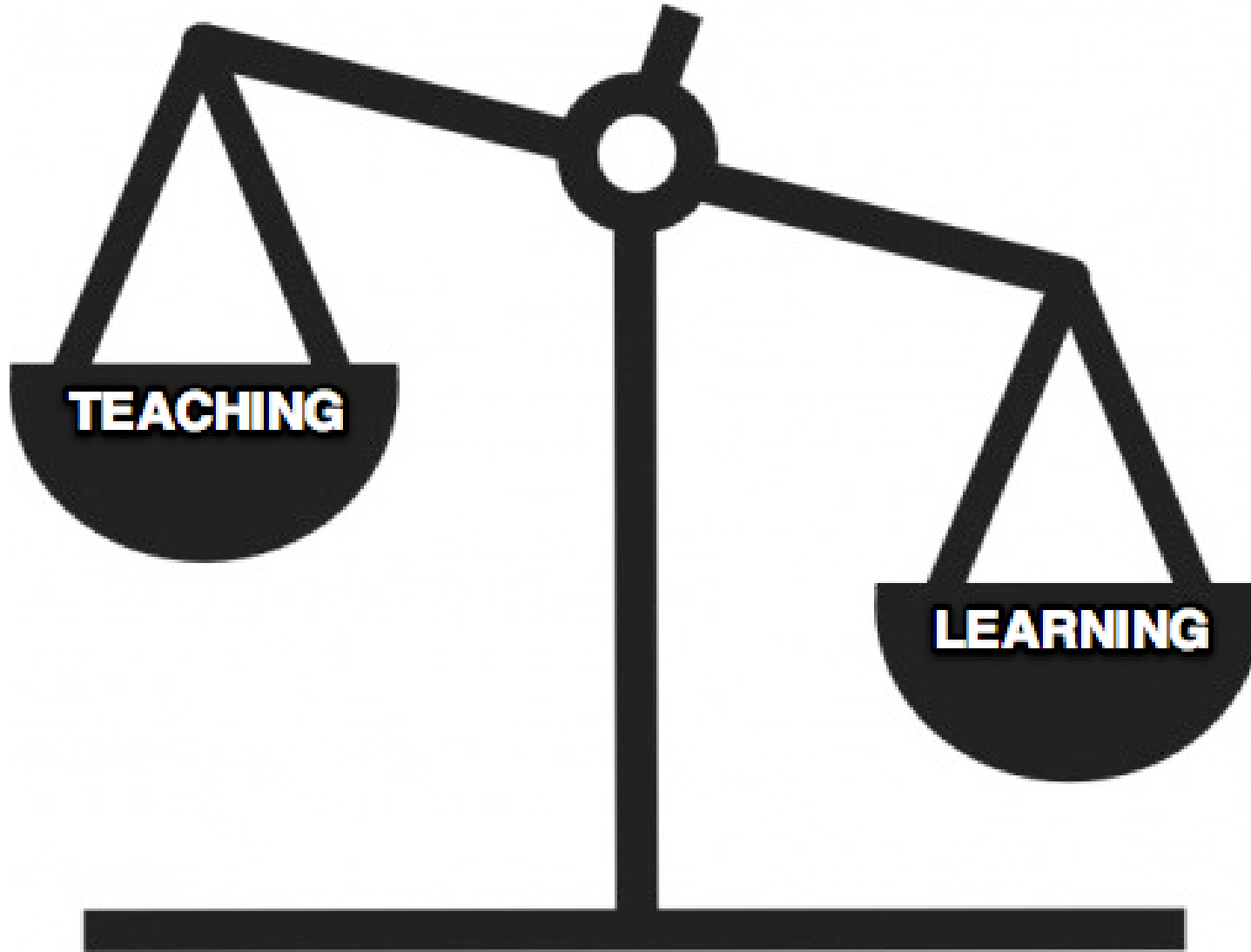
13% pro se

11% do-it-yourself legal websites

Where do you
market?

How many different ways
could someone who needs
to know what you know find
you?

How hard are you making it
for your best client to find
you?



How do you market? Education

Be a Thought Leader

- Educate the potential client
- Resource to other lawyers
 - Be the expert
 - Host CLE's

Teaching is the best way to learn.



You & your
presence



Your office



Business card



Website (video)



Newsletter

Marketing
Opportunities



BLOG



BROCHURE



SOCIAL MEDIA



SPEAKING
ENGAGEMENTS



BOOKS/ FREE
PUBLICATIONS

More
Marketing
Opportunities

Contact Management Software

www.keap.com

<https://www.clio.com/grow/>

keap



Marketing is your best client

How you treat your best
client:

- You would have a plan
- You would strategize
- You would prioritize
- You would work on it
regularly
- You would evaluate it
often



Publishing Schedule

How often are you going to publish your content?

Blog Posts

- Post x times per week

E-Books

- Post x times per quarter

Videos

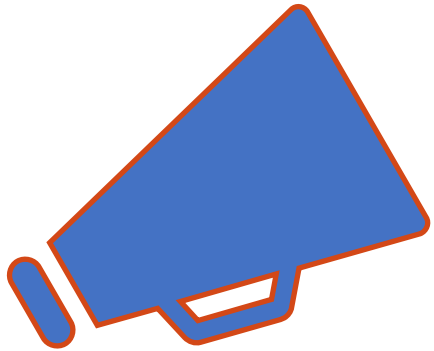
- Post x times per week

Infographics

- Post x times per week

Social Campaigns

- Post x times per week



Content Promotion

Promotional Tactics

How will your team promote your content?

Tactic One

• Frequency:

Tactic Two

• Frequency:

Tactic Three

• Frequency:

Tactic Four

• Frequency:

Tactic Five

• Frequency:

Promotional Schedule

How often are you going to post new content across your promotion channels?

Channel	Objectives	Target Audience	CTA	Frequency
Blog/Website				
Facebook				
Twitter				
LinkedIn				
Pinterest				
Email				
Other				

The best advertising for
your law firm will come
from a happy client

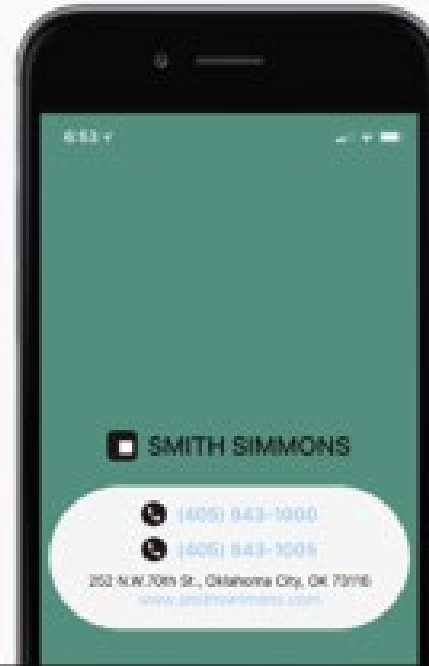
Make your client's case
your case...make it
personal.

Remember



Business Cards

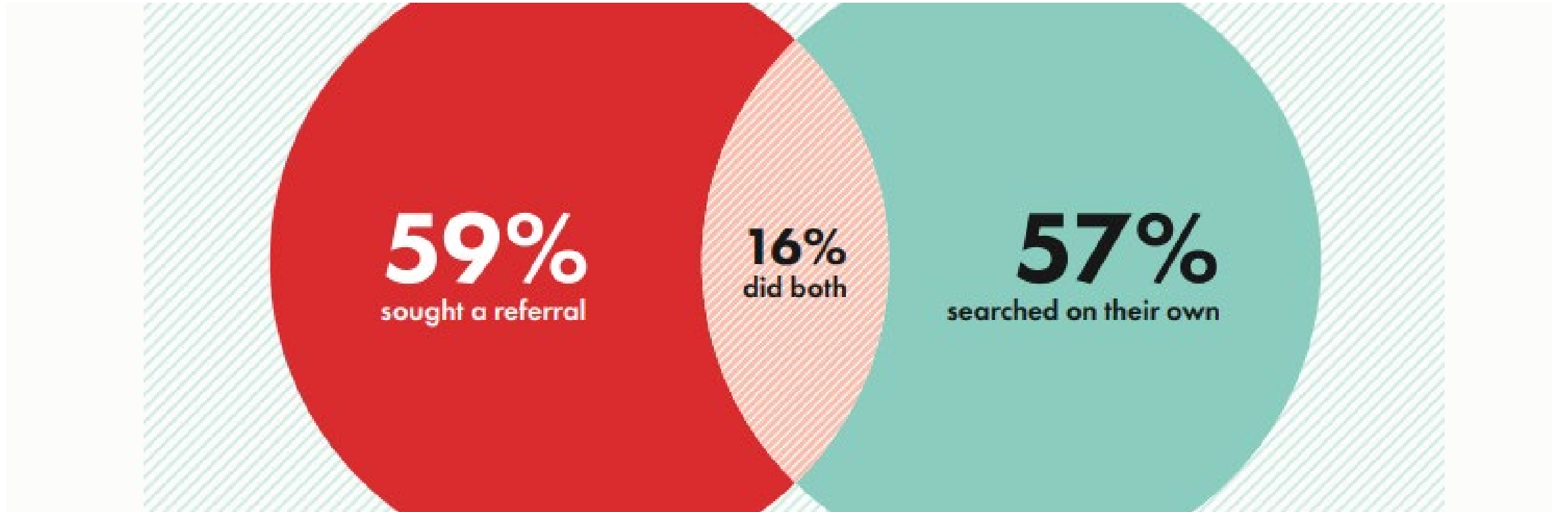
The app your clients have been asking for.



Yourfirmapp.com



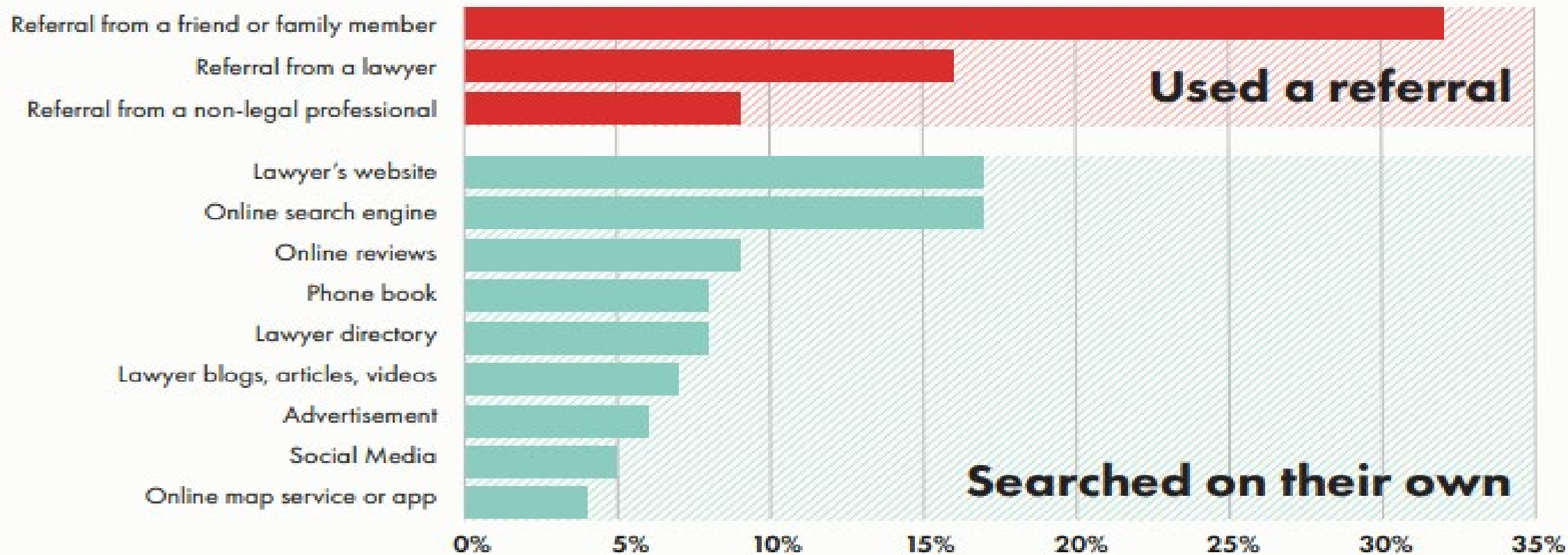
The Website



Clio Legal Trends Report 2019

OVER 50% OF POTENTIAL CLIENTS START ONLINE

○ How clients searched

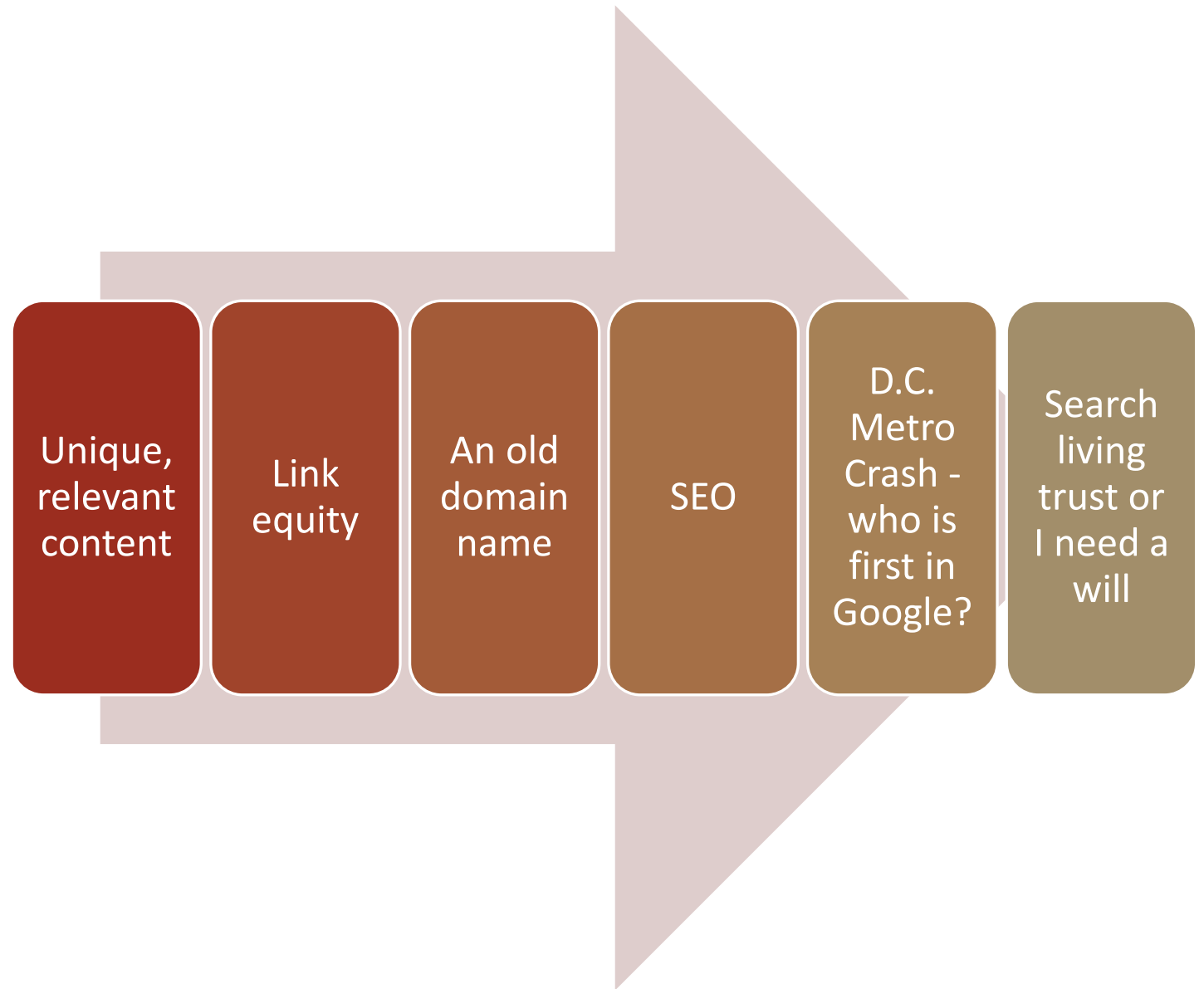


18% of clients said they would never seek a referral from a friend or family member

Website



Marketing: Website





Marketing: Mobile Website

Mobile website? www.dudamobile.com

Thumb-friendly design;

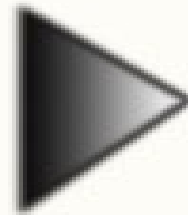
Create for visibility & simplicity;

Click-to-dial phone number;

No more than 7 main navigation buttons



Before



After

Must have website

You can do the work yourself:

- <http://rollinsandchan.com/>
- www.weebly.com
- www.wix.com
- www.wordpress.com
- www.directlaw.com

Use a Service

- www.networksolutions.com
- www.web.com
- <https://www.godaddy.com/websites/web-design>
- www.top10webbuilders.com

Marketing

Don't be clever . . .

But invisible, like . . .

www.sankel.com



Marketing: Internet

Use Free Listings:

Google, Yahoo, Bing, MSN,
AOL, Yellowpages, Yellowbook
and more....

1. Talk about ideal client's problem



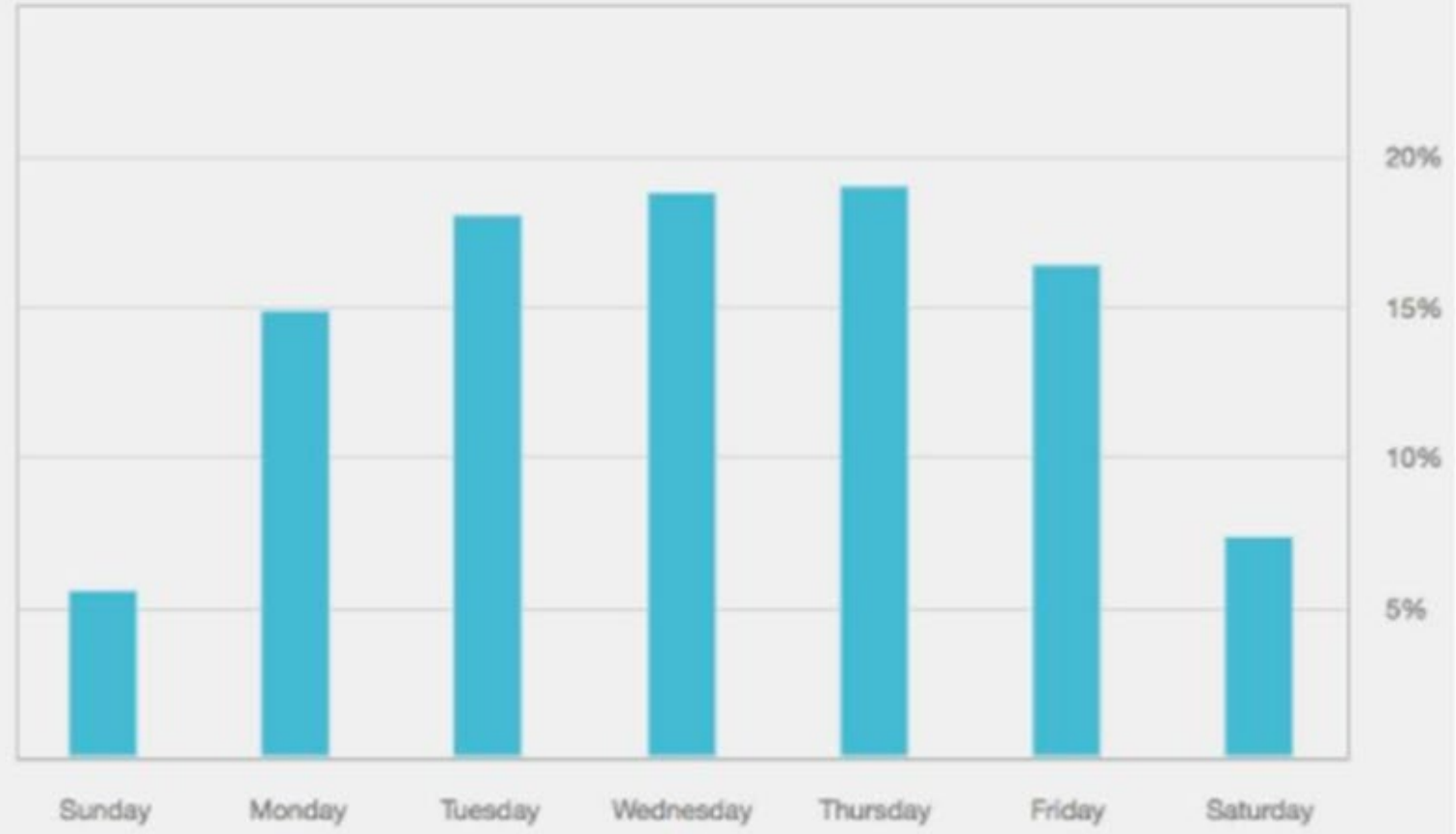
2. Directed to the potential client

3. Your solution reaches the problem

Newsletter

Email Opens by Day of Week

Most Emails are sent between Monday and Friday. Tuesday and Thursday are the highest-volume days.

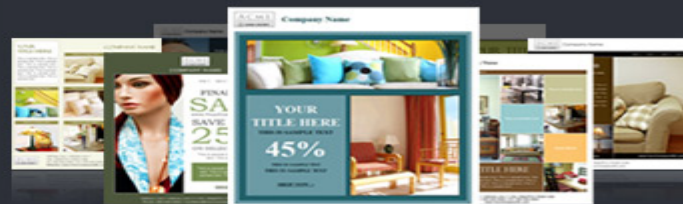


Newsletter-Timing



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Up to 70% less than our competition!



Send unlimited emails!
Social marketing tool to manage Facebook[®] and Twitter[®].

**COMPARE TO
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PRODUCT OVERVIEW**

Like 27 +1 62

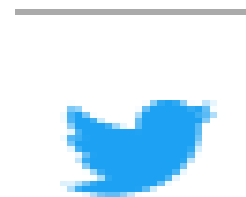
- [Plans & Pricing](#)
- [How it Works](#)
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- [Ours vs. Theirs](#)
- [FAQs](#)
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The most cost-effective way to connect with customers and prospects!

Email is one of the most effective promotional tools around, returning about \$40 on every \$1 you spend*. Combine that with social marketing where 4 out of 5 Internet users visit social networks or blogs, and the returns look even better.

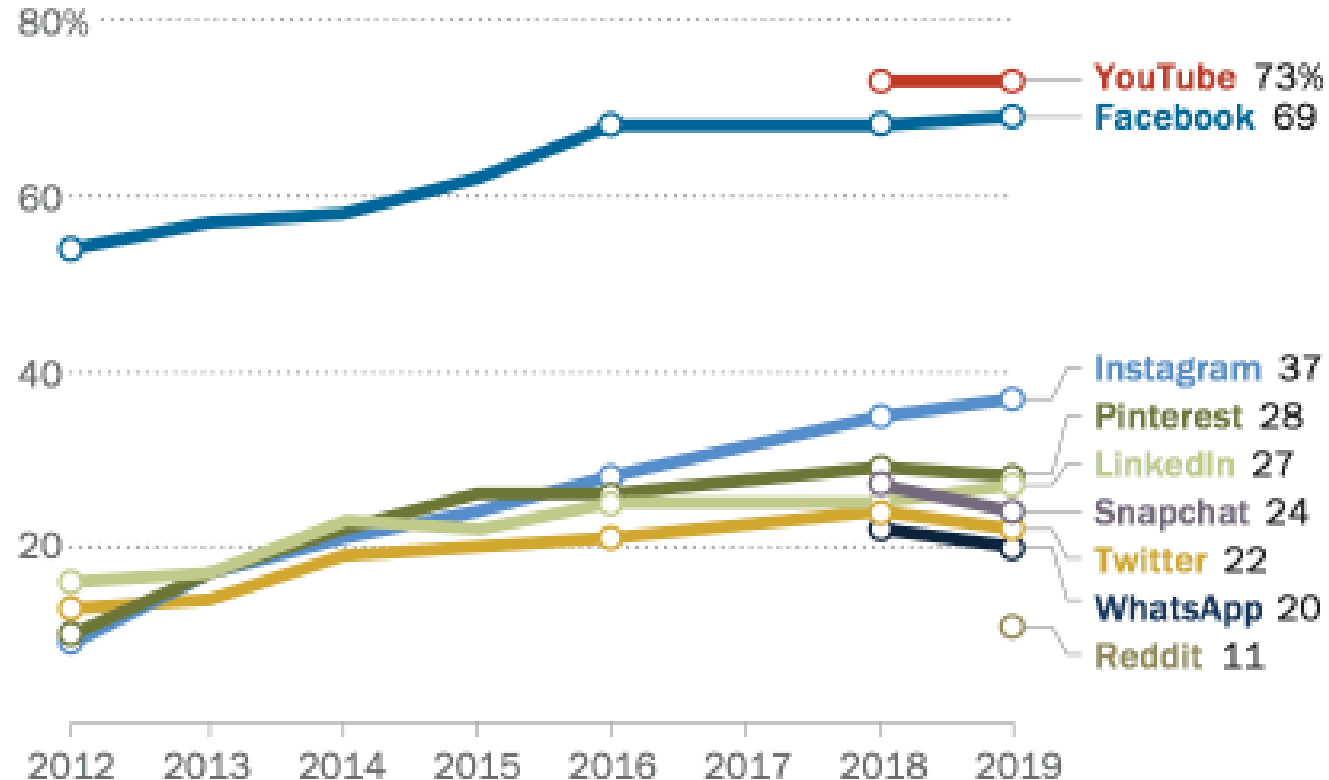
Economy \$9.99 /month	Deluxe \$12.99 /month	Premium BEST VALUE! \$19.99 /month
<ul style="list-style-type: none"> • Up to 500 subscribers • Unlimited emails • Over 160 ready-made designs • Social Marketing • Survey Builder <ul style="list-style-type: none"> <input type="radio"/> 1 mo - \$9.99/mo <input type="radio"/> 12 mo - \$8.99/mo Save 10%‡ <input type="radio"/> 24 mo - \$8.49/mo Save 15%‡ <input type="radio"/> 36 mo - \$7.99/mo Save 20%‡ 	<ul style="list-style-type: none"> • Up to 2,500 subscribers • Unlimited emails • Over 160 ready-made designs • Social Marketing • Survey Builder <ul style="list-style-type: none"> <input type="radio"/> 1 mo - \$12.99/mo <input checked="" type="radio"/> 12 mo - \$11.70/mo Save 10%‡ <input type="radio"/> 24 mo - \$11.04/mo Save 15%‡ <input type="radio"/> 36 mo - \$10.40/mo Save 20%‡ 	<ul style="list-style-type: none"> • Up to 10,000 subscribers • Unlimited emails • Over 160 ready-made designs • Social Marketing • Survey Builder <ul style="list-style-type: none"> <input type="radio"/> 1 mo - \$19.99/mo <input type="radio"/> 12 mo - \$18.00/mo Save 10%‡ <input type="radio"/> 24 mo - \$16.99/mo Save 15%‡ <input type="radio"/> 36 mo - \$16.00/mo Save 20%‡
	<input type="button" value="Add to Cart"/>	<p><input type="checkbox"/> Add more subscribers \$14.95/mo for each additional 10,000</p> <p>10,000 - \$14.95/mo <input type="text"/></p>

Marketing Tools



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp.

Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

Facebook?

1.79 Billion monthly active users

1.18 Billion log on daily

Highest Traffic- mid-week between 1pm to 3pm

Highest engagement: 18% higher on Thursdays and Fridays

<https://www.facebook.com/The-Law-Office-of-Jessica-E-Adler-130514956959168/>

Use Video- To Market

www.pixability.com

www.fairfaxvideostudio.com

www.oginski-law.com

<http://lawyersvideostudio.com>

www.photosbyevelyn.com

YouTube examples . . .

How to apply for a work visa:

<http://www.youtube.com/watch?v=sUWG2MJWJ0A&feature=fvsr>

How do I file bankruptcy:

<http://www.youtube.com/watch?v=aHAycjvMM>

How to file a legal separation:

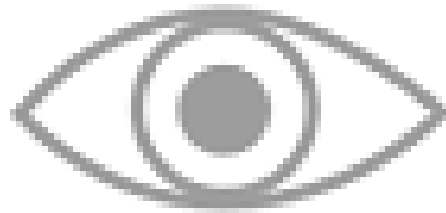
<http://www.youtube.com/watch?v=oi-y9s4OhEo>

Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see



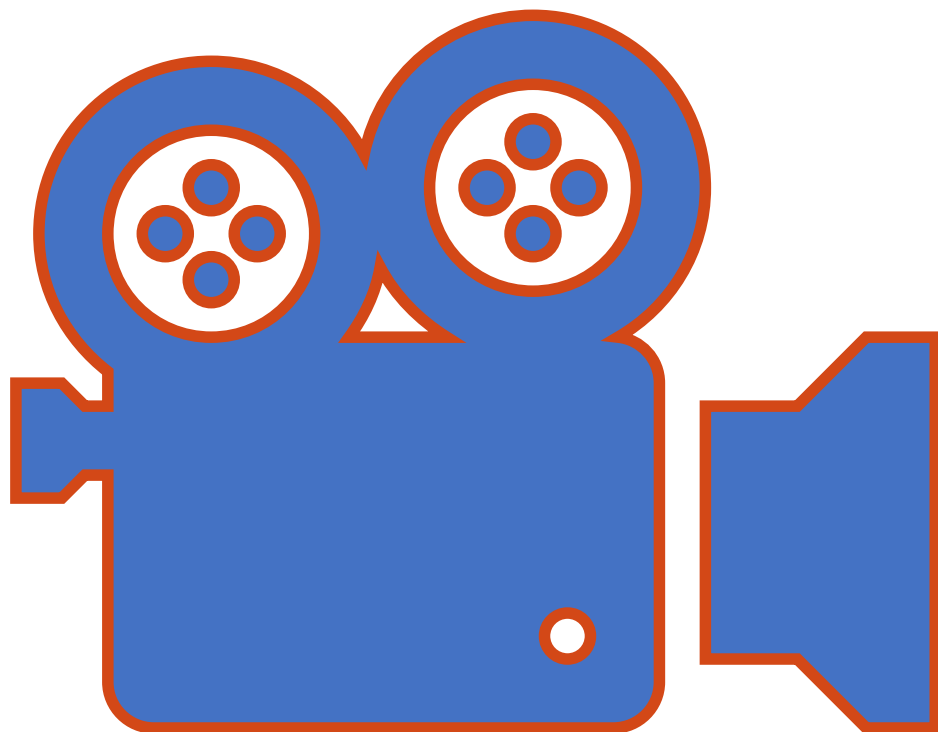
70%

An amazing 70% of
what they see & hear!

But Don't

<https://youtu.be/llZClgo5fx0>





Crisp Video- Example

<https://www.crispvideo.com/video-productions/legal-video/featured/>

www.infinlaw.com

Infinity Law Group

Gabriel Cheong, Esq.

Massachusetts Divorce App

Create a great logo



<http://99designs.com/logo-design>

A FEW FINAL WORDS

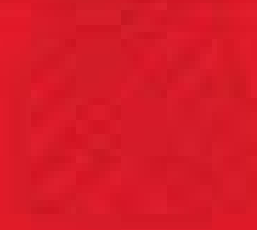
One Practice Area

High quality work product

Be the expert

To Make It
Work

Build Your Network



who's in your network?

Network

Build a system for
engaging

Create and Feed your
network

Follow up

Be Bold....



Follow the rules

But don't be
paralyzed by
your lawyer
brain.

Marketing resources

The Culture Code by Clotaire Rapaille

Influence, the Psychology of Persuasion
by Robert B. Cialdini

Contagious, Why Things Catch On by Jonah Berger

You Can't Teach Hungry by John Morgan

Great Legal Marketing by Ben Glass
([Request the book - it's free](#))

*Primal branding: Create Zealots for Your Brand, Your Company,
and Your Future* by Patrick Hanlon

Small Firm
Lunch and
Learn Series

November 5, 2020 - An Introduction to Legal Research on the New Fastcase 7, Presented by Erin Page of [Fastcase](#)

November 19, 2020 – Windows 10 and Digital Forensics, Presented by Michael Maschke and Brandon Barnes of [Sensei Enterprise, Inc.](#)

Networking Opportunities

November 13, 2020, Virtual Networking at 12:30 p.m. RSVP to steven@stevenkriegerlaw.com

November 27, 2020, Virtual *Networking Friday*, at Noon. RSVP to rsjillions@gmail.com

[Click Here: More Info on Our Free Programs](#)