

Sample Attorney Marketing Plan



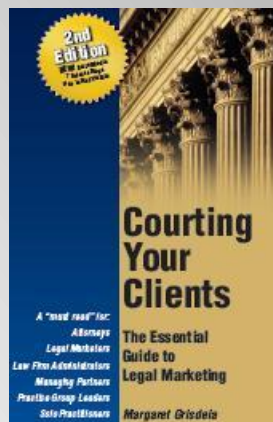
Based on the *Courting Your Clients*
Legal Marketing Methodology

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SAMPLE ATTORNEY MARKETING PLAN

Checklist of Excellence to Grow your Practice

Attorney name: _____

Time period: _____



3 Benefits of a Legal Marketing Plan

1. **Save time** by narrowing your focus.
2. **Save money** by concentrating your marketing budget on a smaller but better qualified prospect list.
3. **Get more clients** through higher response and conversion rates.

Before you start, keep in mind that this is *your* plan. Make sure it works for *you*. Exact strategies and tactics will vary depending on the nature of your practice, the size of your firm, and your unique marketplace.

IN THIS WHITE PAPER

Page 3 The principles of *Courting Your Clients* on a schedule. Apply them to your practice!

Page 4 An attorney marketing plan designed to grow your law practice.

Page 8 Sample legal marketing calendar.

Page 8 Sample legal marketing budget.

Note

See the book *Courting Your Clients* for more detailed information on the legal marketing topics suggested in this Attorney Marketing Plan.

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Table 1. Legal Marketing Priorities: 12 Steps to Growing Your Law Practice

Courting Your Clients on a Schedule		
Activity	Frequency	Description
Referral network	Monthly	Create a prioritized contact schedule for your referral sources. Rate your referral sources A / B / C.
Organizational networking	Monthly Meetings/ Quarterly Review	Attend monthly meetings. Create a worksheet to identify networking, speaking, or publishing opportunities.
Article placement	2/year minimum	Plan to publish 2 articles per year in an industry periodical, legal journal, or newsletter. Consider co-authors and quoting target audience members.
Speaking engagements	2/year	These are typically unpaid presentations at a local, regional or national event.
Marketing to current and past clients (print or electronic)	2-4 campaigns per year minimum	<u>This is your best potential for new revenue.</u> Consider a firm newsletter, client alerts, white papers, client letter, or similar substantive communication.
Prospect list	On-going	Identify 25 top prospects. Work toward opportunities.
Internet marketing	2-4 online activities per month minimum	There are many choices: LinkedIn, a blog, social media, online directories, search engine optimization, and more.
Website	Monthly Updates	Your website needs the right meta tags, keywords, inbound links, and fresh content to be effective. Post articles as they become available.
Publicity	2/year	Get your name in the news as a result of a press release, industry event, speech, or commentary.
Advertising	Varies with firm	Print advertising should be carefully analyzed. Google AdWords should be tested for effectiveness.
Collateral materials	Update annually	Stationery, brochures, 2-pocket portfolios, etc.
Marketing plan	Once a year	Create a written plan that establishes your goals, budget, campaigns, and agreed-upon tracking reports.

INSTRUCTIONS

In this section, apply the principles learned in *Courting Your Clients* on a schedule (above) to your unique practice.

Identify your areas of practice. Choose 3-5 priority practice areas per attorney.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Identify your ideal services. Choose 3-5 priority service areas per attorney.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Profile your ideal clients. Choose by industry, demographics, geography, etc.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Identify by name the prospects you intend to cultivate in the next 12 months.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Identify the number of new accounts you plan to generate in next 12 months:

Identify the dollar value of new business you plan to generate in the next 12 months:

\$ _____

Business development specifics identifying how and where you plan to develop new accounts:

Speaking engagements

Publishing opportunities

Referral networking
(Who will you meet with and how often)

Membership organizations

Website and social media marketing (blogs, LinkedIn, Twitter, Facebook)

Publicity campaigns

Current and past clients: ideas for growth.

Sell more services to existing accounts

Identify "at risk" clients who need special attention

Introduce new legal services

Re-activate former accounts

Client entertainment

Identify items needed to support your growth goals:

What	Who	By When
Website		
Targeted prospect list		
Social media marketing		
Marketing materials		
Pipeline tracking system		
Other		

Write the "elevator pitch" you will use to introduce your services to others. Include your specific services, the audience you serve and the key benefits your clients receive.

Use additional sheets of paper as necessary.

Create a 12-month marketing calendar (see Appendix 1)

A *sample* marketing calendar is provided on the following page. You will want to create your own calendar to schedule the frequency of each campaign.

Establish an associated marketing budget (see Appendix 2)

A *sample* marketing budget is provided on the following page. You will want to create your own budget, by translating the events scheduled in your marketing calendar into the dollars and sense of campaign implementation.

The Author is available if you need help in planning your legal marketing campaigns.

Here are 7 important tips for business development:

1. Marketing is a process, not an event.
2. Put the Internet to work for you.
3. Never stop marketing!
4. Don't wait until you are desperate for business.
5. Educate, don't sell.
6. Maximize referrals.
7. Stay close to your current clients.

Appendix 1. Sample Legal Marketing Calendar*

ACTIVITY	GOALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Client Mailing	2-4 / Year	Mailing 1			Mailing 2			Mailing 3			Mailing 4		
Speaking	2 / Year		Speech 1								Speech 2		
Publish Articles	2 / Year				Article 1					Article 2			
Referral Network	Monthly	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Top Prospects	Monthly	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus
Website	Monthly	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg
Blog	4 / Month	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts
LinkedIn	Monthly	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts
Press Coverage	2 / Year			Release 1					Release 2				
Online Directories	On-Going	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7
Google AdWords	On-Going	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7

Appendix 2. Sample Legal Marketing Budget*

ACTIVITY	GOALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Client Mailing	2-4 / Year	\$1,000			\$1,000			\$1,000			\$1,000			\$4,000
Speaking	2 / Year		\$100								\$100			\$200
Publish Articles	2 / Year				\$50					\$50				\$100
Referral Network	Monthly	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Top Prospects	Monthly	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Website	Monthly	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Blog	4 / Month	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
LinkedIn	Monthly	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Press Coverage	2 / Year			\$350					\$350					\$700
Online Directories	On-Going	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Google AdWords	On-Going	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Total		\$2,000	\$1,100	\$1,350	\$2,050	\$1,000	\$1,000	\$2,000	\$1,350	\$1,050	\$2,100	\$1,000	\$1,000	\$17,000

*NOTE: These are SAMPLES ONLY, provided for display purposes. Create your own calendar and budget to reflect your legal marketing priorities.

Legal Marketing Strategies **Courtesy of Legal Expert Connections, Inc.**

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Increase your business development when we help you design and manage a customized monthly or quarterly *Courting Your Clients* campaign using proven legal marketing techniques.

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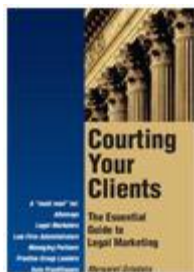
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Remember, never stop marketing! The author invites your questions and comments. Call us at 1-866-417-7025 for ideas.



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