

Five Essential Marketing Strategies For Lawyers

Strategies for marketing lawyers are always a good idea especially in times when the world seems upside-down.

Here are five fundamental lawyer Marketing Strategies

Listen to Clients

In the weeks since the pandemic struck the law firms have been sending out alerts and scheduling webinars at lightning speed. These are great methods of bringing information to clients, of course. Clients are more willing to accept compassion than communication that is one-way. So, get back to basics. For instance, calling clients to inquire about how things are going. Create a roundtable with like-minded individuals (by profession or title) so they can share their frustrations, experiences or even protocols. Also, implement a client feedback initiative, in order to understand what the clients think and how the business can best react.

Use Old-School Lawyer Marketing Touches

Invitations, alerts, emails and other similar messages are flooding into clients' inboxes at an alarming rate. The clients could receive dozens of messages or even scores of emails a day. How do you distinguish yourself from others? Pick up the telephone. Send a personalized letter. Send a handwritten letter. You'll get back what put into something so give a bit of care to your communication. [Check out the post right here](#) to get breaking news about lawyer marketing.

Keep track of information about clients

Pay attention to what is happening to your clients as well as their industries and competitors. The information technology tools available to law firm marketing these days are wonderful and will alert you to issues that your clients or you need to know. This approach should not be confused with the opportunistic approach to business development such as, I've noticed that you have been taken care of by someone in Texas. I'd love to take care of the matter. Instead, you should use this information to show compassion and empathy like I've noticed that your primary competitor is involved in a case of non-compete in connection with one of their sales representatives.

Be active on LinkedIn

Visibility is very important for visibility in law firm marketing. The public must see or hear from you at least once every three months to keep you top of mind. It's difficult to stay prominent in these times of uncertainty. It's impossible to meet people at cafes or lobby areas of buildings, nor will you have the chance of meeting people at conferences or meetings. LinkedIn is a great option to be at the forefront. Write articles or write something just for LinkedIn. You can share or like articles written by other people.

Participate in associations

As a lot of organizations are deciding to stop in-person meetings and conferences They are working hard to offer benefits to their members through other methods. What can you do to help? Volunteer to take on the role of a moderator of an online panel. Write something for the group's newsletter or website. Set up online meetings for members and committees. The association will be grateful and you will establish yourself as an authority.

Keep up with the legal Marketing Foundations

Although it is fun to talk about new marketing strategies and strategies these days, it is more effective to stick to the basics. Show your appreciation by listening, helping and showing compassion.