

**MUNI**  
**LAW**

# **Marketing for Lawyers**

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- Services, global brands
- Successful examples
- Service marketing
- Customer service
- Services in legal context

# What is a service?

- Any act or performance that one party can offer to another that is essentially **intangible** and does **not result in the ownership** of anything. Its production may or may not be tied to a physical product (Kotler 1994).
- Service-based business x product-based business.

# Service x product



# Some examples of services

- Accounting
- Advertising
- Banking and financial services
- Communications
- Consulting
- Education and training
- Health care
- Leasing
- Legal services
- Maintenance and repair
- Management and catering
- Publishing
- Transportation

# Why is it important?

- Services play an important role in today's world of business – we live in a service economy.
- Services sector is the largest sector in the world.
- Today, over two-thirds of GDP and four-fifths of employment in the OECD countries are in the services sector.

# Examples



# Best global brands

- Which companies do you think that belong to top 3 in the world?
  1. ...
  2. ...
  3. ...
- <https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/>



# Do you know any Czech companies/brands?



ŠKODA



AVG

# RegioJet (Czech example)

– <https://www.regiojet.com/>

**|| REGIOJET**  
| STUDENT | AGENCY |



# Share your story 😊

- Find a (successful) example from your country.
- Prepare a short description of the company and its services.
- What makes it special? Why do you like it?
- Is there anything you do not like?
- Do you have any recommendations for improvement?

# Service marketing

- Smart ways to market a service business:

<https://www.youtube.com/watch?v=O7iGZ9hpPjg>

- Service marketing triangle:

<https://www.youtube.com/watch?v=BhY5OAz4vIA>

- Discussion

- How would you describe the marketing strategy of your company?

# Customer service

- Everything what a company does for **satisfaction** of its customers.
- Helps to gain **higher profit** from sold products.
- Customer services can be also an important **competitive advantage**.
- Why customer service matters:

<https://www.youtube.com/watch?v=nxtaMdu55Ug>

# Customer service

- May be provided by a person or by automated means.
- Understanding of customers' needs and wishes.
- Influences emotional experiences from purchase and helps to increase the satisfaction of customers.
- Generates income and revenue.

# Customer service

- Before, during and after the purchase
- Examples of customer services:
  - Providing sufficient information about the company and its products
  - Payment options
  - Transport and packaging of products according to customers' preferences
  - Maintenance services
  - Free phone connection
  - Online helpdesk
  - Others

# Customer service

– How to offer it:

1. **Know your product** (do not leave a customer with an unanswered question).
2. **Body language/communication** (smile, keep and eye contact).
3. **Anticipate customers' needs** (go the extra mile).



# Tasks in groups 😊

- Think about any kind of service that can be provided in addition to standard legal services.
- Try to find a legal office from your country which in your opinion provides good (accompanying) services.

# Thank you for your attention!



# References

- Lucie Kaňovská: Service Marketing, 2017 (Brno University of Technology, Faculty of Business and Management)
- <https://marketbusinessnews.com/financial-glossary/services/>