

Marketing for Lawyers

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

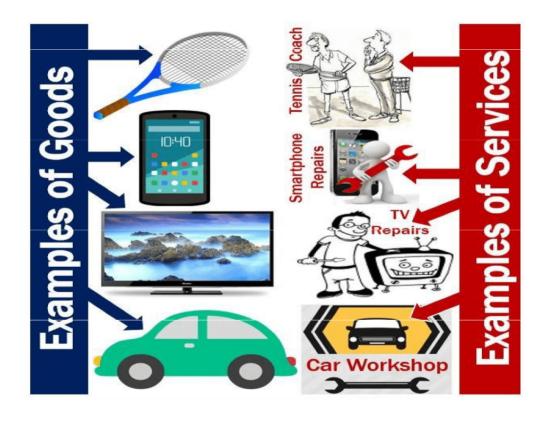


What is a service?

- 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?

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1. ...
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2. ...

3. ..

https://www.interbrand.com/best-brands/best-globalbrands/2019/ranking/



Do you know any Czech companies/brands?















RegioJet (Czech example)

– https://www.regiojet.com/







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?



- 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



- 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.



- 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



- How to offer it:
 - Know your product (do not leave a customer with an unanswerened question).
- 2. Body language/communication (smile, keep an 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/

