



Marketing strategies to attract new clients,  
ways how to get  
competitive advantage

---

MARKETING FOR LAWYERS



# Contain and aim

---

- 1) Why to attract new clients?
- 2) Marketing strategies
- 3) Task 1
- 4) Key elements
- 5) Task 2
- 6) Conclusion

# Why it is necessary?

---

In any area of business, you need to have a well-structured marketing strategy so that your business grows.

Even private teachers and pet stores need to promote their businesses.

This allows more people to get to know the brand.

The more people knows you- more profits?

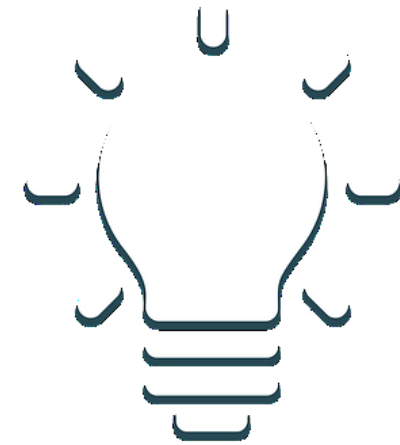
Lot of competitors/lot of solutions

# Marketing strategies -Vision mission, CATWOE analysis

---

Before any action:

- you need to have a well-structured marketing strategy
- it's very important to deliver something of value to people.
- you need to show relevant solutions,
- you need to focus on the consumer,
- You need to show how much your product or service can change people's lives,
- to think of low-cost and high-impact strategies that are creative and really focused on your business' target.



# Marketing strategies

---

**Cause marketing- prove yourself socially responsible** to ensure that the cause is something that the company and its target customers actually care about.

**Task:** Do you know any example of Cause marketing?

**Digital marketing-** describe the strategy of promoting brands or products through electronic media

**Task:** Tell us any firm who is famous thanks to its digital marketing.

**Event marketing-** the themed activities entail face-to-face or in-person engagement

**Task:** What you need to know to organize such event?



---

**Engagement marketing**-making a strong connection between the brand and the customers by “engaging” them directly, through active and participative interaction.

**Public relation marketing**-developing and cultivating a relationship with the media or the press to create brand awareness in the market.

**Social media marketing**

**Task:** Name at least 7 social media.

**Transactional marketing**- offering discounts, coupons, and other incentives to buy



# Word- of-mouth

---

Unpaid-paid (ambassadors)

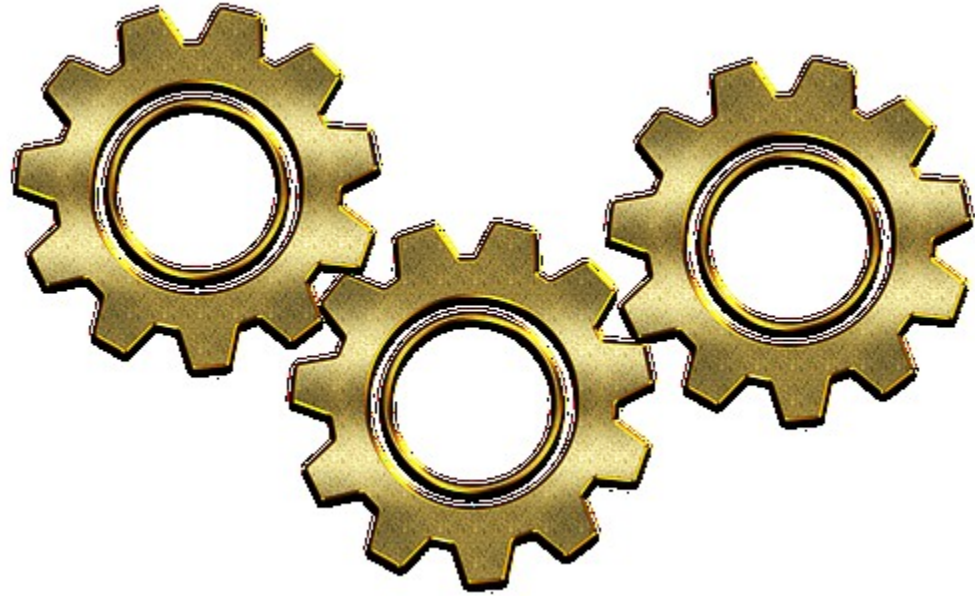
Shared by satisfied clients

Hard to generate type of marketing

9 out of 10 customers (or 92%) are inclined to believe what their friends, family and acquaintances say about a product, service or brand.

Written reviews and testimonials





Now you know the possibilities, what next?



# Who is the client you want to attract?

---

To look for customer you need to know the type of customer you are looking for.

Who is your target?

Companies, families, men, women

Try to avoid broad targets.

Developing viable targeted strategies for attracting clients.

# Work on relations

---

Lunch/Dinner

Christmas wishes

Small talks

Always Listen and ask

Find time

Let them feel important

...



# Where your customer lives?

---

Where your targeted customers are likely to be found (media, online, offline, mail, etc.)

Where you look for customers will depend on the nature of your business.

Online (facebook, webpages forums) or offline (conferencies, seminars)



# Know your business and competitors

---

Understand your industry .

Know your product backward and forward.

Know your competitors.



# You are the answer no matter what the question was!

---

Give them good reason to try your Services.

Because you are the value and only you can solve their problems.

Make them looyal customers.





# Direct message to clients

---

Identify their needs.

Feel the clients.

Touch customer needs.

Give them something of value for free.

Show understanding.



# Partners for life

---

Be one team.

Create client base.

Make your relations strong.

Make them tell their friends you are the best option.



# Do not forget

---

For whom you created your product or service?

In which market are you inserted?

Trends in your area ?

What are marketing strategies of your competitors?

Expected results?

What is the maximum investment you are willing to make?



# Task 1

---

Write down who are target clients for law firm focusing on given branch of law (below) and how to attract them. Consider all already mentioned „*to think*“ matters.

1) Private law

2) Tax law

3) Constitutional law

5) Administrative law

6) Employment law

7) Commercial law



# KEY ELEMENTS



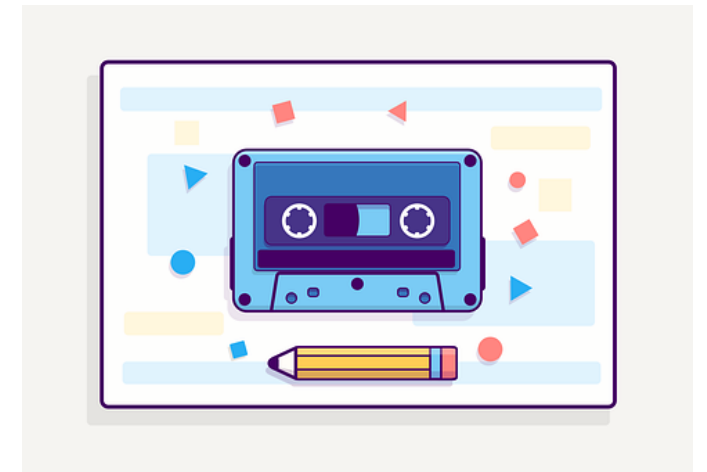
# Radio, TV, newspaper, magazines

---

Advertising in mass media and print media .

Depends a lot on your type of business and the communication channels your audience most uses.

In addition, you also need to plan on the expenses you will have; after all, this type of marketing strategy usually requires a larger investment.



# Social Networks

---

A great channel to communicate with the public, mainly because it's currently difficult to find someone who doesn't use any of these forms of socializing.

As a marketing strategy, what you need to do is understand where your target client is: Facebook, Instagram, LinkedIn, Twitter or Snapchat?

DO NOT to push yourself too hard in places where your audience is not.



# Video chanelns

---

Over 40% of people prefere content in video format

Webinars and short videos are the way?



# Email marketing

---

No longer a good marketing strategy?

Many users don't even bother to read any messages forwarded to them?

But that's not what happens, especially if your emails have interesting content for people.

HOT TIP: Newsletter 😊 (rich material with adress to your page)

Pitfalls- negatively perceived advertisement!



# Blog

---

Blog is one of the best-known strategies.

Online and to deliver educational and quality content.

Answer different questions (from the most basic to the most technical).

Show specific solutions for your audience.





# Search engine optimization

---

You need to apply SEO techniques in your posts, so that your page appears in the top places of search engines such as Google.

Work your keywords well in your texts, test titles that catch the attention of users, write full content and really educate your audience.

May be expensive.



# Sponsored links

---

Ads linked on other pages, usually related to your business, for which you pay to be promoted.

Similar products connected to your service.

Try to avoid disruption of users' browsing and experience on the pages they're on.

Any idea where lawyers could pay sponsored links to meet their targets?

# Partnership

---

Starting partnerships, especially in the digital market, is an efficient way to increase your business' reach.

Find adequate partner.

Exchanging guest posts with other blogs;

Collaboration on a YouTube channel (when one YouTuber records with another on both channels);

Co-production of e-books or newsletters;

Promotion in the social network of a digital influencer.

The important thing about this type of marketing strategy is that you can identify partners that can help you attract more customers and for whom you can do the same. Thus, there will be an increase in both audiences.

# Promotions discounts sales, price settings

---

Encourage users to buy more.

Bring new customers to your page.

Price setting is important.

Some customers expect specific level of price.

# Events

---

Regardless of whether your business is physical or online, creating events to interact with your market is also a great way to advertise your brand.

Small/large

Private/public

Face to face

Create yours

Participate in the main ones of your area.

That way, you can work on your networking skills and meet not online potential clients, but also possible business partners.

Folow ups





# Task 2

---

Prepare the best combination of above mentioned elements of marketing strategies.

Consider that:

Your law firm exist already 5 years.

You are dealing with commercial law, Public administration law and employment law.

Unfortunately thanks to financial crises it seems the number of your clients is decreasing.

Your budget is limited.

Spend as little as possible and prepare a list of actions which should be done to increase the number of your clients.

---

Thank you for your attention!

And do not forget connections are  
important!