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Marketing for Lawyers  
**Promotion,  
building image**



# Promotion

- is one of the 4Ps of marketing mix
- involves the process of making a product available for use by a consumer
- involves promotional mix
- influences building of a company image



# Promotional mix I

- Advertising - Any paid presentation and promotion of ideas, goods, or services by an identified sponsor.
  - Examples: Radio, television, billboard, direct mail, brochures and catalogs, Web pages, banner ads etc.
  - Your experience?
- Personal Selling - through the use of an oral presentation.
  - Examples: Sales presentations, sales meetings, samples, and telemarketing. Can be face-to-face or via telephone.
  - Your experience?
- Sales promotion - marketing communication are employed for a pre-determined, limited time to increase demand of current customers and stimulate new customers.
  - Examples: Coupons, product samples, rebates, self-liquidating premiums, trade shows etc.
  - Your experience?
- Public relations - Paid stimulation of supply for a product or a company by significant news about it or a favorable presentation of it in the media.
  - Examples: Newspaper and magazine articles/reports, TVs and radio presentations, speeches, issue advertising, seminars, facebook.
  - Your experience?



# Promotional mix II

- Direct Marketing - sends its message directly to consumers.
  - Example: catalogue distribution, promotional letters, and street advertising
  - **Your experience?**
- Exhibitions - Let potential buyers try the product. Advantage is that businessmen know directly what people see in a product. Opposite, competitors can see exactly what a company is doing.
  - Example: trade fairs, trade shows or exposition
  - **Your experience?**
- Corporate image - The Image is a crucial point in marketing. If the reputation of a company is bad, consumers are not less willing to buy a product from this company as they would have been, if the company had a good image.
  - Example: Sponsorship - patronize of a social groups, sponsor hard sick children, patronize some plants or animals, etc.
  - **Your experience?**



# Task

- Which kind of promotion can be used for lawyers?
  - Ads
  - Personal selling
  - Sales promotion
  - Direct marketing
  - Public relations
  - Exhibitions
  - Corporate image



# Promotional mix at Lawyers in the Czech Republic

- **Allowed:**
  - Selected types of Advertising
  - Selected types of Public Relations
  - Exhibitions
  - Corporate image
- **Prohibited:**
  - Sales Promotion
  - Direct Marketing
  - Personal Selling



*words create worlds*



# Advertising I

## Includes:

- the name of a product or service
- how that product or service could benefit the consumer
- to persuade potential customers to purchase or
- to consume that particular brand.

## Goal:

- repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers





# Instruments of Advertising

- **Television**
  - with special computer graphics and with a song that listeners soon relate to the product
  - the most effective mass-market advertising format with high prices TV advertisements
- **Radio advertising**
  - While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.
- **Press advertising**
  - allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.
- **Online advertising**
  - Examples of online advertising include contextual ads that appear on search engine results pages, banner ads
- **Billboard advertising**
  - located in public places which display advertisements to passing pedestrians and motorists
- **Celebrities**
  - focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products



# Evaluation of advertising

- Is the message clear at the first view?
- Is advantage of the product (service) clear at the first view?
- Is the product (service) ease to identify?
- Is the brand (company) ease to identify?



# Advertising

- the best one for
  - man
  - woman
  - kid



# Homework

- 1. Choose from Internet the best one ad for legal services (law company).
- 2. Choose from Internet the best one ads for men, women and kids.
- We will analyse these ads during the next lesson.