

# Sample 2011 Legal Marketing Plan

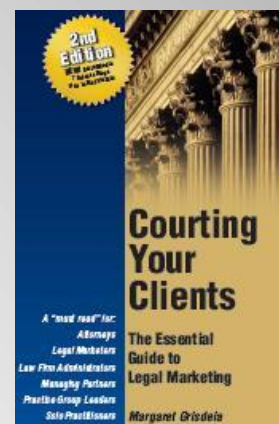


Based on the *Courting Your Clients*  
Legal Marketing Methodology

Available Exclusively from  
Legal Expert Connections, Inc.

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## SAMPLE 2011 ATTORNEY MARKETING PLAN

Checklist of Excellence to Grow your Practice

Attorney name: \_\_\_\_\_

Time period: \_\_\_\_\_



### 3 Benefits of a Legal Marketing Plan

1. **Save time** by narrowing your focus.
2. **Save money** by concentrating your marketing budget on a smaller but better qualified prospect list.
3. **Get more clients** through higher response and conversion rates.

Before you start, keep in mind that this is *your* plan. Make sure it works for *you*. Exact strategies and tactics will vary depending on the nature of your practice, the size of your firm, and your unique marketplace.

### IN THIS WHITE PAPER

Page 3 The principles of *Courting Your Clients* on a schedule. Apply them to your practice!

Page 4 An attorney marketing plan designed to grow your law practice.

Page 7 Sample 2011 legal marketing calendar.

Page 7 Sample 2011 legal marketing budget.

## Note

See the book *Courting Your Clients* for more detailed information on the legal marketing topics suggested in this Attorney Marketing Plan.

*See the following page for details.*

**Table 1. 2011 Legal Marketing Priorities: 12 Steps to Growing Your Law Practice**

<b>Courting Your Clients on a Schedule</b>		
<b>Activity</b>	<b>Frequency</b>	<b>Description</b>
Referral network	Monthly	Create a prioritized contact schedule for your referral sources. Rate your referral sources A / B / C.
Organizational networking	Monthly Meetings/ Quarterly Review	Attend monthly meetings. Create a worksheet to identify networking, speaking, or publishing opportunities.
Article placement	2/year minimum	Plan to publish 2 articles per year in an industry periodical, legal journal, or newsletter. Consider co-authors and quoting target audience members.
Speaking engagements	2/year	These are typically unpaid presentations at a local, regional or national event.
Marketing to current and past clients (print or electronic)	2-4 campaigns per year minimum	<u>This is your best potential for new revenue.</u> Consider a firm newsletter, client alerts, white papers, client letter, or similar substantive communication.
Prospect list	On-going	Identify 25 top prospects. Work toward opportunities.
Internet marketing	2-4 online activities per month minimum	There are many choices: LinkedIn, a blog, social media, online directories, search engine optimization, and more.
Website	Monthly Updates	Your website needs the right meta tags, keywords, inbound links, and fresh content to be effective. Post articles as they become available.
Publicity	2/year	Get your name in the news as a result of a press release, industry event, speech, or commentary.
Advertising	Varies with firm	Print advertising should be carefully analyzed. Google AdWords should be tested for effectiveness.
Collateral materials	Update annually	Stationery, brochures, 2-pocket portfolios, etc.
Marketing plan	Once a year	Create a written plan that establishes your goals, budget, campaigns, and agreed-upon tracking reports.

**INSTRUCTIONS**

In this section, apply the principles learned in *Courting Your Clients* on a schedule (above) to your unique practice.

**Identify your areas of practice.** Choose 3-5 priority practice areas per attorney.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Identify your ideal services.** Choose 3-5 priority service areas per attorney.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Profile your ideal clients.** Choose by industry, demographics, geography, etc.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Identify the number of new accounts** you plan to generate in next 12 months:

\_\_\_\_\_

**Identify the dollar value of new business** you plan to generate in the next 12 months:

\$ \_\_\_\_\_

**Business development specifics** identifying how and where you plan to develop new accounts:

Speaking engagements

\_\_\_\_\_  
\_\_\_\_\_

Publishing opportunities

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Referral networking

(Who will you meet with and how often)

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Membership organizations

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Website and social media marketing

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Publicity campaigns

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**Current and past clients:** ideas for growth.

Sell more services to existing accounts

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Identify "at risk" clients who need special attention

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Introduce new legal services

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Re-activate former accounts

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Client entertainment

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**Identify items needed to support your growth goals:**

<b>What</b>	<b>Who</b>	<b>By When</b>
Website		
Targeted prospect list		
Social media marketing		
Marketing materials		
Pipeline tracking system		
Other		

**Write the "elevator pitch"** you will use to introduce your services to others. Include your specific services, the audience you serve and the key benefits your clients receive.

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*Use additional sheets of paper as necessary.*

**Create a 12-month marketing calendar (see Appendix 1)**

A sample marketing calendar is provided on the following page. You will want to create your own calendar to schedule the frequency of each campaign.

**Establish an associated marketing budget (see Appendix 2)**

A sample marketing budget is provided on the following page. You will want to create your own budget, by translating the events scheduled in your marketing calendar into the dollars and sense of campaign implementation.

The Author is available if you need help in planning your 2011 legal marketing campaigns.

**Here are 7 important tips for business development:**

1. Marketing is a process, not an event.
2. Put the Internet to work for you.
3. Never stop marketing!
4. Don't you wait until you are desperate for business
5. Education, don't sell.
6. Maximize referrals.
7. Stay close to your current clients.

## Appendix 1. 2011 Legal Marketing Calendar\*

ACTIVITY	GOALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Client Mailing	2-4 / Year	Mailing 1			Mailing 2			Mailing 3			Mailing 4		
Speaking	2 / Year		Speech 1								Speech 2		
Publish Articles	2 / Year				Article 1					Article 2			
Referral Network	Monthly	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Top Prospects	Monthly	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus	Focus
Website	Monthly	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg	1 new pg
Blog	4 / Month	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts
LinkedIn	Monthly	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts
Press Coverage	2 / Year			Release 1					Release 2				
Online Directories	On-Going	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7
Google AdWords	On-Going	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7	24/7

## Appendix 2. 2011 Legal Marketing Budget\*

ACTIVITY	GOALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Client Mailing	2-4 / Year	\$1,000			\$1,000			\$1,000			\$1,000			\$4,000
Speaking	2 / Year		\$100								\$100			\$200
Publish Articles	2 / Year				\$50					\$50				\$100
Referral Network	Monthly	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Top Prospects	Monthly	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Website	Monthly	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Blog	4 / Month	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
LinkedIn	Monthly	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Press Coverage	2 / Year			\$350					\$350					\$700
Online Directories	On-Going	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Google AdWords	On-Going	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
<b>Total</b>		<b>\$2,000</b>	<b>\$1,100</b>	<b>\$1,350</b>	<b>\$2,050</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$1,350</b>	<b>\$1,050</b>	<b>\$2,100</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$17,000</b>

\*NOTE: These are SAMPLES ONLY, provided for display purposes. Create your own calendar and budget to reflect your 2011 legal marketing priorities.

## *Legal Marketing Strategies* **Courtesy of Legal Expert Connections, Inc.**

**Legal Expert Connections** is a national legal marketing agency serving attorneys and experts. Your business development is our #1 priority, and expert promotion is our core competency. We help you attract qualified leads through thought leader and integrated marketing campaigns.

Increase your business development when we design and manage a customized monthly or quarterly *Courting Your Clients* campaign using proven legal marketing techniques, including article placement, speaking engagements, publicity (PR), social media, search engine marketing, law firm brochures, and more.

### **Legal Expert Connections, Inc.**

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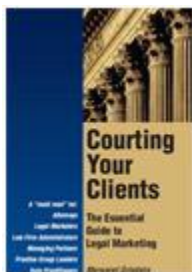
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Remember, never stop marketing! The author invites your questions and comments. Call us at 1-866-417-7025 for ideas.



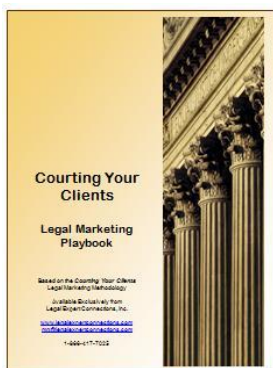
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