Sample Attorney Marketing Plan

Based on the *Courting Your Clients* Legal Marketing Methodology

Available Exclusively from Legal Expert Connections, Inc.

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SAMPLE 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 8 Sample legal marketing calendar.

Page 8 Sample 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.

www.CourtingYourClients.com
Table 1. Legal Marketing Priorities: 12 Steps to Growing Your Law Practice

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referral network</td>
<td>Monthly</td>
<td>Create a prioritized contact schedule for your referral sources. Rate your referral sources A / B / C.</td>
</tr>
<tr>
<td>Organizational networking</td>
<td>Monthly Meetings/Quarterly Review</td>
<td>Attend monthly meetings. Create a worksheet to identify networking, speaking, or publishing opportunities.</td>
</tr>
<tr>
<td>Article placement</td>
<td>2/year minimum</td>
<td>Plan to publish 2 articles per year in an industry periodical, legal journal, or newsletter. Consider co-authors and quoting target audience members.</td>
</tr>
<tr>
<td>Speaking engagements</td>
<td>2/year</td>
<td>These are typically unpaid presentations at a local, regional or national event.</td>
</tr>
<tr>
<td>Marketing to current and past clients</td>
<td>2-4 campaigns per year minimum</td>
<td>This is your best potential for new revenue. Consider a firm newsletter, client alerts, white papers, client letter, or similar substantive communication.</td>
</tr>
<tr>
<td>Prospect list</td>
<td>On-going</td>
<td>Identify 25 top prospects. Work toward opportunities.</td>
</tr>
<tr>
<td>Internet marketing</td>
<td>2-4 online activities per month minimum</td>
<td>There are many choices: LinkedIn, a blog, social media, online directories, search engine optimization, and more.</td>
</tr>
<tr>
<td>Website</td>
<td>Monthly Updates</td>
<td>Your website needs the right meta tags, keywords, inbound links, and fresh content to be effective. Post articles as they become available.</td>
</tr>
<tr>
<td>Publicity</td>
<td>2/year</td>
<td>Get your name in the news as a result of a press release, industry event, speech, or commentary.</td>
</tr>
<tr>
<td>Advertising</td>
<td>Varies with firm</td>
<td>Print advertising should be carefully analyzed. Google AdWords should be tested for effectiveness.</td>
</tr>
<tr>
<td>Collateral materials</td>
<td>Update annually</td>
<td>Stationery, brochures, 2-pocket portfolios, etc.</td>
</tr>
<tr>
<td>Marketing plan</td>
<td>Once a year</td>
<td>Create a written plan that establishes your goals, budget, campaigns, and agreed-upon tracking reports.</td>
</tr>
</tbody>
</table>
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 by name the prospects you intend to cultivate in the next 12 months.**

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
________________________________________________
________________________________________________

Referral networking
(Who will you meet with and how often)
________________________________________________
________________________________________________

Membership organizations
________________________________________________
________________________________________________

Website and social media marketing (blogs, LinkedIn, Twitter, Facebook)
________________________________________________
________________________________________________

Publicity campaigns
________________________________________________
________________________________________________

Current and past clients: ideas for growth.

Sell more services to existing accounts
________________________________________________
________________________________________________

Identify “at risk” clients who need special attention
________________________________________________
________________________________________________
Introduce new legal services

________________________________________________

________________________________________________

Re-activate former accounts

________________________________________________

________________________________________________

Client entertainment

________________________________________________

________________________________________________

Identify items needed to support your growth goals:

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>By When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted prospect list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pipeline tracking system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

________________________________________________

________________________________________________

________________________________________________

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 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 wait until you are desperate for business.
5. Educate, don’t sell.
7. Stay close to your current clients.
Appendix 1. Sample Legal Marketing Calendar*

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>GOALS</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Mailing</td>
<td>2-4 / Year</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
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<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Speaking</td>
<td>2 / Year</td>
<td>$100</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Publish Articles</td>
<td>2 / Year</td>
<td>$50</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td>$50</td>
</tr>
<tr>
<td>Referral Network</td>
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<td>$100</td>
<td>$100</td>
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<td>$100</td>
<td>$100</td>
<td>$100</td>
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<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Top Prospects</td>
<td>Monthly</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
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<td>Blog</td>
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<td>$100</td>
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</table>

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

Appendix 2. Sample Legal Marketing Budget*

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>GOALS</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
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<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Client Mailing</td>
<td>2-4 / Year</td>
<td>$1,000</td>
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<td>$1,000</td>
<td>$1,000</td>
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</tbody>
</table>
Legal Marketing Strategies
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Legal Expert Connections is a national legal marketing agency serving attorneys and experts. Your business development is our #1 priority, and promoting experts and attorneys is our core competency. We help you attract qualified leads through thought leader and integrated marketing campaigns.

Increase your business development when we help you design and manage a customized monthly or quarterly Courting Your Clients campaign using proven legal marketing techniques.

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Margaret Grisdela
Author & President

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