

Does your law firm make this COSTLY MARKETING MISTAKE?

by Marc Aronson



Certainly, it is essential for any law firm to clearly identify its target markets. If you define your market segments correctly, you at least have a shot at creating communications that will drive in an abundance of clients. However, for your marketing to produce a wealth of business, you best will be prepared if you comprehend all the components of strategy, especially in a slow economy.

Marketing Strategy Versus Tactics

When I ask attorneys about their marketing, they invariably respond with a description of their TACTICS and seem to consider their tactics is their strategy. *"We have a website and a blog, advertise in the Bar newsletter, post YouTube videos and send emails to our client base."* These

are all tactics. Virtually never do attorneys respond with a description of their STRATEGY. Why? Few attorneys know what marketing strategy is. Tactics are certainly an important component of any marketing plan. However, in terms of importance, they comprise only about 40 percent of the pie. Strategy is about 60 percent.

Your strategy is your message! Determining your strategy entails defining your target markets and uncovering what you need to say to each to capture the highest number of potential clients. Yes, implementing the right tactics is essential, however, attorneys spend too little time developing what is most crucial... their strategy. *This failure is a law practice's most costly marketing mistake.* If you doubt this, examine the content of law practice ads and websites, and attempt to find one that accomplishes the most vital strategic objective of marketing communications:

To convince prospective clients they would be making a huge mistake to receive the type of services the advertising practice offers from anyone but them.

(This objective applies to referral sources, as well).

To achieve this aim, there are seven steps you need to carefully apply.

Should You Use the Same Marketing Principles as the Fortune 500s?

How many commercials, print ads and websites can you locate that achieve the above

strategic objective? Consider the old GEICO caveman commercials. Did their cavemen cause you to believe it would have been a huge mistake to purchase car insurance from anyone else? Of course not! Did their caveman ads perform? Sure. Why? Because they employ two tools that operate well together— an outlandish attention getter and outspending their competition.

Bizarre content in commercials, however, captures attention but rarely sells. This is all the cavemen in GEICO ads achieved. Such commercials do not become ingrained in consumers' minds and cause them to take action unless they are viewed repetitively... over and over and over again. Thus, these GEICO ads required spending a fortune because cavemen were not important or relevant to their audience's lives, nor did they provide a convincing solution to perceived problems. It is only GEICO's \$900 million dollar annual ad budget, coupled with their competition's equally inept messaging, that allowed their commercials to deliver results. The question is how many law firms can afford to spend huge sums of money to ingrain messages into consumers' brains, if their communications fail to achieve the most vital strategic objective?

Litigation Attorneys Should Be the Best Marketers

Most law practice principals have no idea how

to develop headlines that will capture attention AND engage their audiences. Furthermore, few realize how to write copy that informs prospects what they need to know to make intelligent purchasing decisions. Like a trial lawyer, your ads, social media pages, and websites should build a case for your services and back your arguments with convincing evidence. Yet virtually no law firms use this approach in their marketing communications! Furthermore, few attorneys are aware how to nurture those who are not yet ready to engage a law firm to select *their* practice when it is time to move forward. Step ahead of your competitors. Learn the actions you should take.

Where Your Marketing Treasure Lies

It is crucial to understand and know how to employ the strategic principles that will enable you to drive in a large volume of business without spending a fortune. You can unlock this mystery by visiting our website and learn how to tastefully apply this approach. Do so correctly and you will impress everyone, including colleagues who could refer you business. There you will find your treasure. We call it *The Formula for Market Dominance*.



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