

SAMPLE

How to Implement Law Office Marketing Strategies

Law Office Marketing Plan

The purpose of a law office marketing plan is to help identify and cultivate your client base by implementing strategies to rouse interest in your services. This checklist is designed with the intent to assist attorneys in the objective of implementing and recording the progress of marketing their practice. All of the strategies should be evaluated with the goal of getting word out about you and your service to current and potential clients. To what extent any of the following can help you achieve your marketing efforts will vary according to practice area and individual application of strategies listed. Start by reviewing your current marketing plan and adjust your overall business plan accordingly. Make certain your marketing efforts do not conflict with current advertising rules or rules of Professional Conduct.

Strategies

Complete the following sentences then highlight the strategies below that meet your goals. As you accomplish each goal every month, write down the date in the column to the right. Periodically review and adjust your goals to meet changes in your practice.

To date my marketing plan involves...

My goals from this point forward are...

In order to achieve my goals I will...

Strategies	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Identify a cross-selling opportunity with existing client (e.g.: family law practice: finalize divorce /create new will)												
Identify and pursue a potential source of new business												
Identify and foster a referral source each month												
Refer non-engaged clients to at least 3 new attorney contacts												
Identify and resolve any negative challenges of marketing efforts												
Prepare information to include in firm newsletter or finalize mailing to clients quarterly												

Strategies	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Insure written contact established at least once with every active client (other than billing statement)												
Participate in a selected civic organization or meeting												
Participate in local bar association												
Participate in a selected national organization												
Spend one hour drafting article for publication												
Schedule or present a speech on area of expertise												
Volunteer time for selected pro bono work												
Track business development each month												
Spend one-half hour to evaluate effectiveness of development efforts												
Revise personal marketing plan												
Review business plan												
Review personal goals												
Follow up on one above strategy not accomplished month before												