

American Bar Association
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Lawyer Referral

**Building a
Marketing Plan
From the Ground Up**

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American Bar Association Standing Committee
on Lawyer Referral and Information Service (LRIS)

1. Introduction

1. ABA survey results
 1. 41% of programs surveyed use less than 10% of their operating budget for marketing and PR
 2. Top three marketing methods
 1. Yellow Pages (97%)
 2. Internet based ads or web pages (63%)
 3. Advertisement in broadcast media (32%)
2. Be sure Marketing Plan is part of the LRIS Business Plan

II The Building Blocks

1. Define your audience...”Who do I need to reach?”
 1. Internal
 1. Bar leaders
 2. Prospective panel members
 3. Other bar members
 2. External
 1. Consumer subgroups as they relate to specific areas of legal advice
 2. Target marketing strategies
 3. Study community demographics
2. Define your messages
 1. “When you need a Lawyer, call Lawyer Referral”
 2. “The Right Call for the Right Lawyer”
 3. Simplicity: keep messages simple and concise
 4. Consistency: have one key message
 5. Frequency and Repetition: be in many places, multiple times
3. Consider the tools and tactics
 1. Print
 1. Newspapers
Dailies, Weeklies, Specialty
 2. Magazines
National, Regional, Local consumer and specialty
 3. Brochures
General, Specific Topics
 4. Broadcast
 - 1) Radio
 - 1) Public Service Announcements (PSAs)
 - 2) Paid radio advertising
 - 3) Call-in programs
 - 4) ABA radio PSAs; custom taglines

- 2) Television
 - 1) Public Service Announcements (PSAs)
 - 2) Paid TV commercials
 - 3) Interviews with spokespersons on news/talk
 - 4) Sponsorship of PBS or other cable programs
 - 5) development of own cable show
5. Alternative Media and Events
 - 1) Billboards, bus signs, movie theater ads
 - 2) community outreach/events
 - 1) “Ask a Lawyer” clinics
 - 2) Business law workshops
 - 3) Team sponsorships (bowling, softball)
 - 4) “Lunch & Learn” programs
6. Networking Examples
 - 1) Cable TV
 - 2) Chambers of Commerce
 - 3) Community centers
 - 4) Corporations
 - 5) Government, county and city agencies
 - 6) Local congressmen, state representatives
 - 7) Military bases
 - 8) Newspapers
 - 9) Park districts
 - 10) Public library
 - 11) Radio stations
 - 12) Real estate brokers and firms
 - 13) School districts
 - 14) Senior citizen centers
 - 15) Shopping malls
 - 16) Small businesses
7. Rely on the ABA and other resources
 - 1) Marketing Materials
 - 1) Publications
 - PR & Marketing Guide
 - PR Tools, Tips & Timesavers
 - 2) News Releases
 - 3) Radio PSAs
 - 4) Official Logo and Slogan
 - 2) Lawyer Referral conferences: network, share ideas

4. Create a Marketing Plan
 1. Determine budget
 2. Determine tools
 1. Utilize campaign budget worksheet from the ABA PR & Marketing Guide
 3. Set reasonable goals
 1. Do your homework
 2. Understand the marketing environment
 3. Start small
 4. Assign tasks
 1. Think beyond the LRIS staff
 2. Involve staff from Communications, CLE, LRE, etc.
 5. Create campaign calendar
 1. Keep up with current events
 2. Note cyclical nature to the news; influenced by seasons and events
 3. Consider “seasons” of opportunity
 - 1) January, February: the New Year, planning for the future
 - 2) March: tax time
 - 3) June: weddings and home-buying
 - 4) July: 4th of July, freedom issues
 - 5) August: back to school, planning/saving for college
 - 6) September: Labor Day, business law issues
 - 7) October, November, December: winter holidays, frauds, theft, bankruptcy
5. Implement the Plan
 1. Remember these basic fundamentals
 1. Keep it simple...message should be short, memorable
 2. Respond to a need...show a benefit of your service
 3. Be consistent...stick with the same message
 4. Be in many places, many times...frequency is key
6. Evaluate
 1. Often difficult to determine success of PR
 2. Usually mix of tools and techniques
 3. How ABA and LRIS offices evaluate:
 1. Ask “How did you hear about us?”
 2. Software that tracks calls
 3. Follow-up letters to referral clients
 4. Toll-free number with special promotions
 5. Electronic encoding of radio/TV PSAs
 6. Press clipping service