

More than a Sales Pitch

LEGAL MARKETING AS A CLIENT
DEVELOPMENT AND RISK MANAGEMENT TOOL

STRATEGY = ←

The background of the slide features a complex, golden mechanical design. A prominent horizontal arrow points to the left, with the word 'STRATEGY' and an equals sign engraved on its shaft. The arrow is surrounded by various gears, including one with a fine grid pattern and another with diagonal hatching. The overall aesthetic is industrial and technical, suggesting a focus on strategy and engineering.

Speaker



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Legal

MARKETING

Steady flow of potential clients



Better client/case selection



Market Analysis

Market Need

- Market size
- Demand | Where
- Entry barriers



Target Market

- Ideal clients
- Demographics
- Geographics
- Psychographics



Competition

- Direct or indirect competitors
- Your advantage / edge



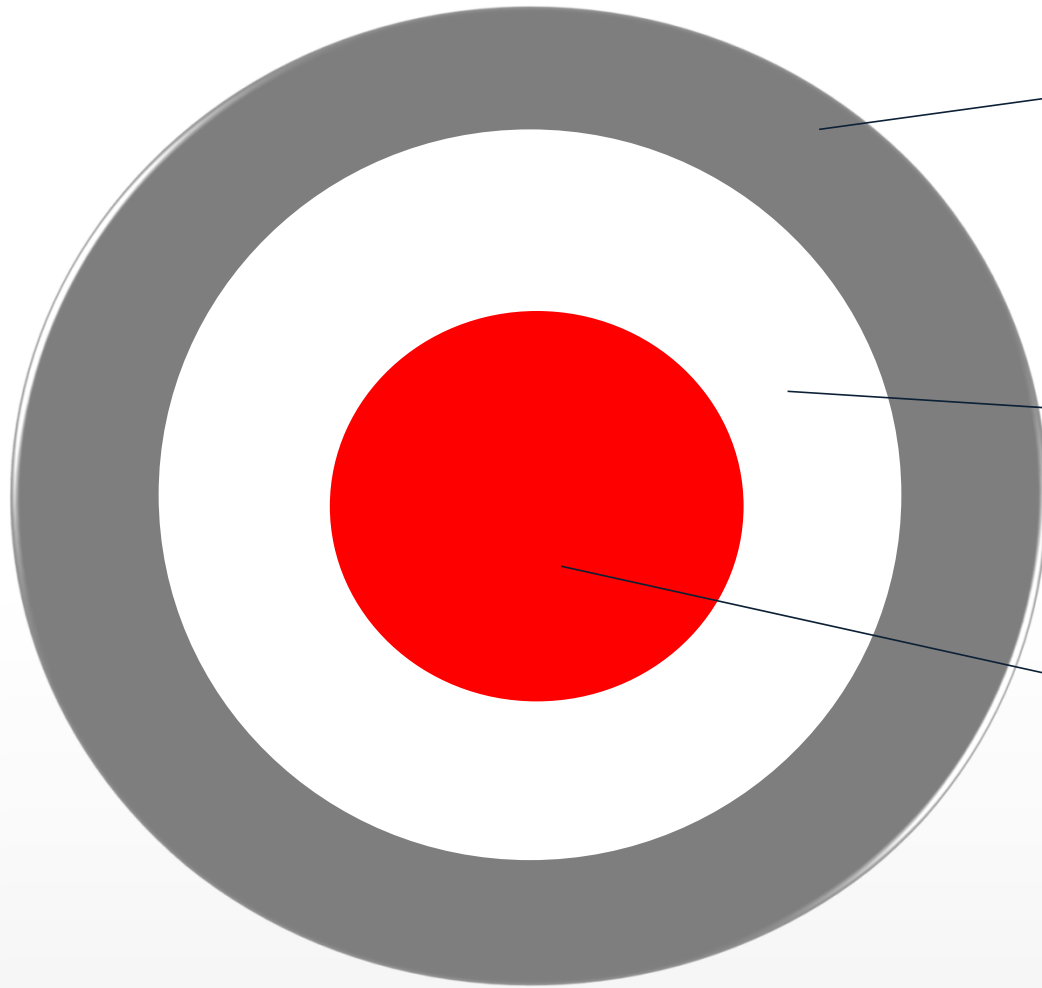


Do your research

ABA
FindLaw
Internet search
State and local bars
Professional organizations

Law schools
Census data
Court records
Community leaders
Business publications

Client Development

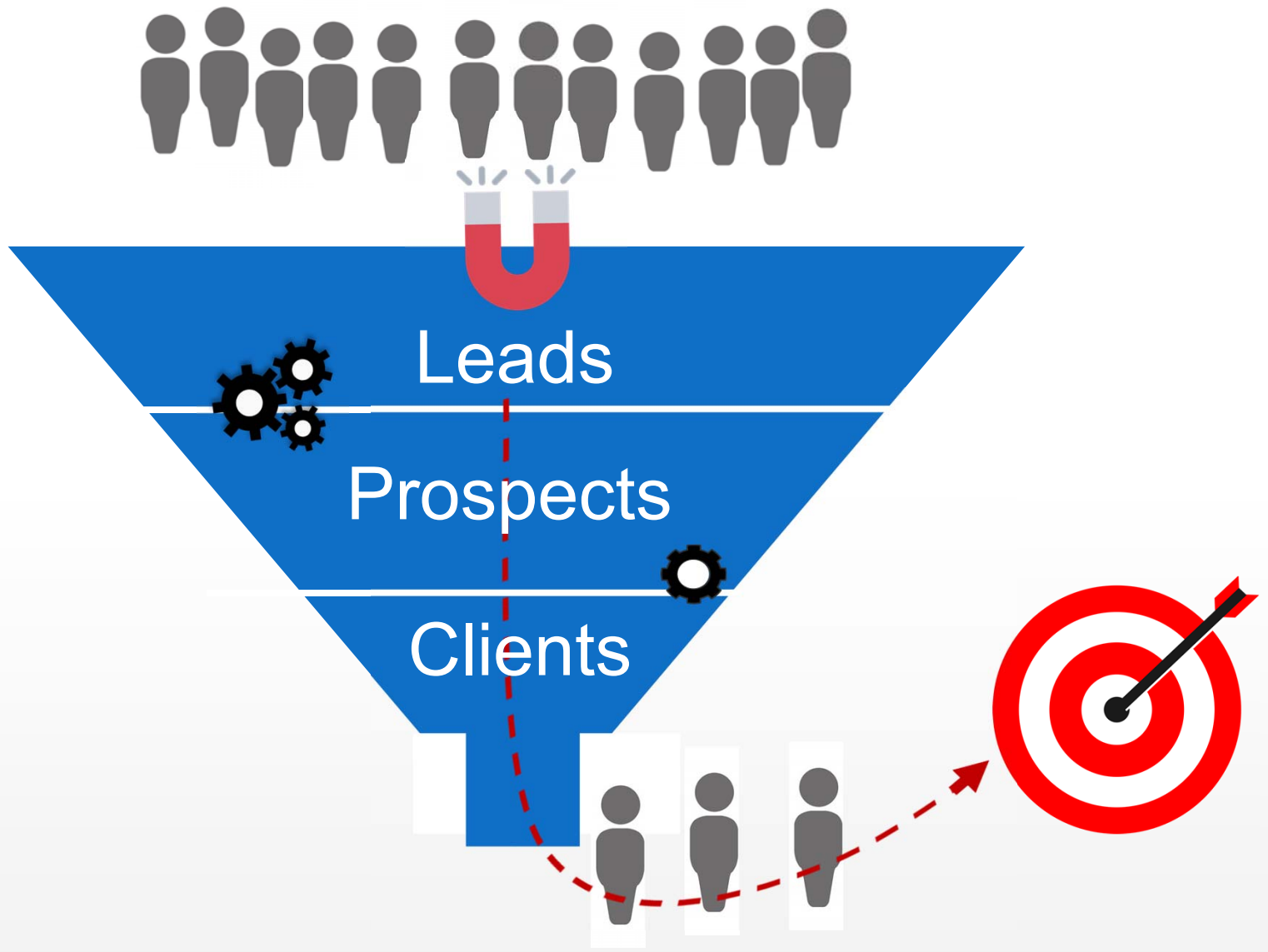


Leads = requesting legal help and you have a way of reaching them

Prospects = leads with potential to become clients

Clients = prospects demonstrated a need for your legal services, authority and ability to pay and chosen to work with you

Client Development Process



Client referrals

- Extra attention
- Exit surveys
- Ask directly

Network referrals

- **Lawyers:** bar associations, CLEs, events, articles
- **Non-lawyers:** trade associations, board of directors, speaking engagements
- **Community:** churches, schools, neighborhoods

Online tools

- Website | SEO (lawlytics.com; lawyerist.com)
- Pay-per-click ad campaigns | display ads
- Email marketing | social media

Ads

- Reach leads offline
- Print ads, billboards, newspaper, transit ads
- TV/radio ads

Ads

Online tools



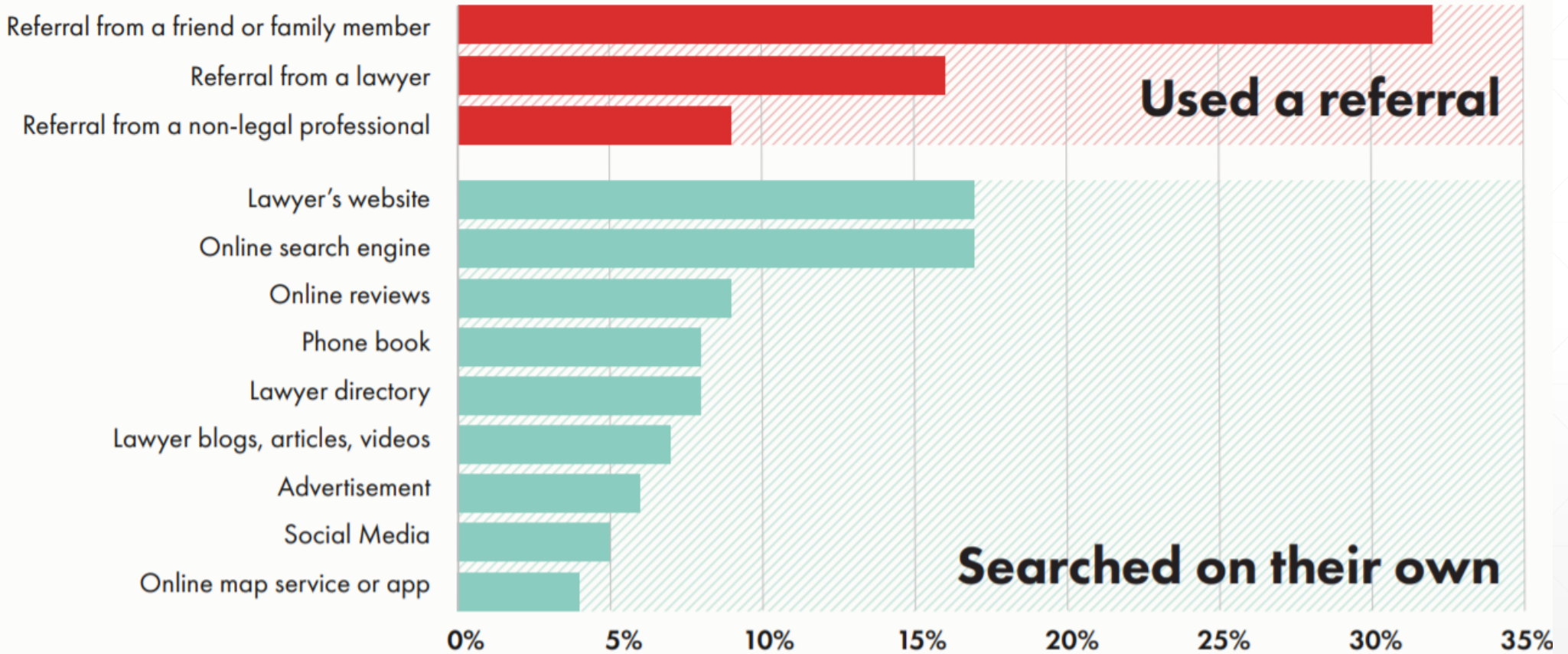
Leads

Prospects

Clients

Referrals

○ How clients searched



<https://www.clio.com/wp-content/uploads/2019/10/2019-Legal-Trends-Report.pdf>

Effective Marketing

How do leads find you?



How many leads are you getting per month (or quarter)?



How many leads become clients?



How many new clients do you want/need per month (quarter)?



Do you know your conversion rate?



$$\text{Conversion rate} = \frac{\# \text{ of Leads}}{\# \text{ of Clients}} \times 100$$



5 new clients
per month

20 leads per month → 2 new clients
10% CR

Increase leads

50 leads → 10% CR → 5 new clients

Increase CR

20 leads → **25% CR** → 5 new clients

Change marketing
strategies

Focus on prospects



Conversion factors

- Referral
- Rate & fee structure
- Accessibility
- Availability
- Customer service
- Personality
- Competitive edge
- Reputation

Implement | Evaluate

Track how leads are coming to you

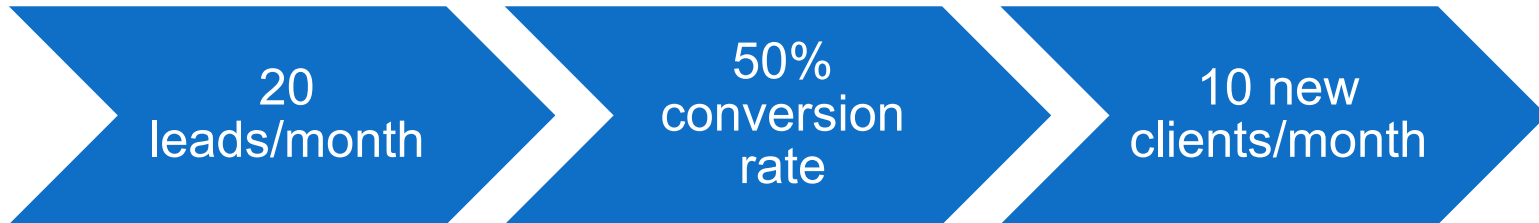
Ask them

Use Google Analytics

Keep track on database

Use metrics to measure effectiveness of each marketing campaign





10 Right on track (Goal met)	10 + Awesome (Goal exceeded)
5 - 9 Warning (Goal not met)	0 - 4 Danger (Goal very far off)

Goal: 10 new clients/month



Client Relationship Management (CRM)

- **Client management:** gather client info, track progress, stay in contact
- **Business development:** follow up with leads, intake and onboard new clients
- **Enhanced marketing:** analyze relationship, pipeline, conversion rate



**YOU
GOT
THIS**

