

Pay-for-Performance PR Services Launched by Legal Expert Connections
Article Placement, Speaking Engagements and PR designed for Attorneys and Experts

DELRAY BEACH, FL – January 19, 2010 – PRWeb – Legal Expert Connections, a national legal marketing agency (www.legalexpertconnections.com), announces today a “pay for performance” approach to thought leader marketing and PR. As cost conscious corporate clients pressure law firms to adopt alternative billing arrangements, this success-based marketing strategy that ties results to performance gives law firms their own alternative pricing model for selected business development services. Details are available at <http://www.payforperformancepr.com>.

“A pay for performance marketing approach is ideal for law firms, litigation boutiques, and other professional service providers that want to implement an education-based marketing strategy for thought leader positioning,” said Margaret Grisdela, president. “Speaking engagements, publishing, and press coverage form the core of legal marketing, and the availability of a success-based PR campaign offers measurable results while avoiding wasted marketing dollars.”

Placements from an effective thought leader campaign can accelerate word of mouth advertising and referral networking, both of which are primary business development techniques for professional service providers. Equally important, articles, media coverage, and speaking engagements can attract qualified prospects to an attorney or expert when they are further publicized through Internet marketing, direct mail, social media, and other types of marketing communications.

Law firm boutiques, forensic accountants, litigation experts, or highly-focused practice groups that concentrate in specialized areas like intellectual property, healthcare, environmental law, corporate, employment, international law, privacy, or trusts and estates are well suited to this type of campaign. Even small or mid-sized firms, which may not otherwise be able to invest in a national marketing campaign, can compete effectively with large national firms using a pay for performance approach.

Additional details are available online at <http://www.payforperformancepr.com>.

About Legal Expert Connections, Inc.

Legal Expert Connections (www.legalexpertconnections.com) is a national legal marketing agency concentrating in business development for lawyers, forensic accountants, and other experts nationwide. Margaret Grisdela, president, is author of the legal marketing book “Courting Your Clients” (www.courtingyourclients.com). Business development services include thought leader marketing, “Rainmaking in 90 Days” campaigns, business development training seminars, marketing plans, article placement, public relations (PR), Internet marketing, law firm brochures, expert witness litigation support marketing, web site development, and more. The firm also maintains a law firm marketing blog at www.rainmakingclub.com.

Contact:

Margaret Grisdela

1-866-417-7025

mg@legalexpertconnections.com