



Lawyer Marketing: Focus on What Clients Really Need

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Start with an Analysis of Your Clients and their Needs



Offering a great service is sometimes not enough - at least not from a legal marketing standpoint.

The truth is, without a sound marketing strategy in place, the quality of your service will never be recognized. Your beautiful brand will be dead and buried even before you made a name for yourself.

Successful marketing begins with an understanding of clients' needs.

Here are two ways to conduct a "needs analysis."

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1. Understand what clients worry about.

Get into the minds of your clients. What do they worry about? What keeps them awake at night? How can YOU help them?

Try to develop an authentic sense of empathy for clients and the problems they face. Your ultimate goal is to help alleviate your clients anxieties.

2. Don't try to solve everything at once.

Companies get into trouble when they try to focus on every need at once. A great marketing campaign is anchored by one specific need they are trying to address. As you craft your message, focus on a central, basic need that your customers will relate to.

When it comes to legal marketing, you need to market the right service to the right people. Conducting a "needs analysis" is the best way to ensure your message gets heard - and the phone starts ringing.

Adapted from article [Is Your Marketing Focusing on What Customers Really Need?](#) by Scott Belsky.

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