

## **Marketing For lawyers - Mistakes Attorneys Make-and How to Avoid Them, Mistake #7 Part 1**

**By Stephen Fairley**

### **MARKETING MISTAKE 7: Not Using Marketing to Support Sales**

A lot of people confuse sales and marketing. Simply put, law firm marketing is building a relationship with people who are most likely to purchase your services or refer business to you. Sales is closing the deal.

Marketing is everything you do to make the sale easier. In my experience, most attorneys who are good at marketing are not great at sales and vice versa. Yes, there is overlap but the skills sets are distinct.

One of the keys to a law firms marketing and sales success is making sure that you have good people in charge of both areas to maximize your chances for achieving your goals.

You don't do marketing just for the sake of it. A Law Firm Marketing plan is not a goal in and of itself. It is a means to an end—the end being obtaining the sale.

That's why I tell attorneys I work with that if you don't like sales, you probably need to invest more time and money in marketing your law firm.

But don't make the mistake of thinking that means you need to do more advertising. Marketing and advertising are not synonymous. Advertising is only one kind of marketing and in my book, *Practice Made Perfect for Lawyers: 10 Principles for Marketing Your Legal Services*, I go into a lot more detail about several other forms of marketing that are much more effective.

To maximize your law firms marketing efforts, they must be thoroughly integrated with and supportive of your sales efforts.

Let me give you an example. I interviewed Randy, the CEO of a software development company with about \$10 million in annual revenues and discovered their sales force was split between Chicago and Atlanta. There were four sales people in Atlanta and one in Chicago.

He told me their target market was companies with \$500 million to \$2 billion in Illinois, Indiana, and Ohio. When I asked how he supported the sales people with marketing efforts, he didn't quite know how to respond.

Come to find out, 90 percent of the limited marketing budget was spent on advertising in the Chicago marketplace, while all their sales force was in Atlanta. This is a classic example of not

integrating your sales and marketing efforts and of not using marketing to support your sales people.

You need to have a clear understanding of how people move through your marketing funnel. What I mean is, you need to understand how people go from not knowing anything about you (entering the funnel) to being ready to buy from you (within the funnel). And once they are in the funnel, what's the next step you want them to take? You need to answer these questions each step of the way (all the way through the funnel) and you need to support each step with your law firm marketing efforts. I will go into this in more detail in our next post by explaining the 5 stage Sales Cycle.

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If you are interested in learning more about this topic you can purchase my book [\*Practice Made Perfect for Lawyers: 10 Principles for Marketing Your Legal Services.\*](#)

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice. He is the international best-selling author of 10 books and 5 audio programs. He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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