

Your Legal Marketing Strategy Depends on Selecting the Most Effective Law Firm Marketing Techniques

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<http://www.TheRainmakerInstitute.com>

Part of a series - Create Your 2010 Law Firm Marketing Plan in 5 Simple Steps: Step 4.1
Previous entries detailed steps including creating a [niche](#), conducting a [SWOT analysis](#), and creating a [Unique Competitive Advantage](#) for your law firm. This post continues this series.

Here is where you list all of the different law firm internet marketing techniques and legal marketing strategies you will use to identify prospects and land new clients.

The good news is that there are only 7 different strategies you can use. Also, depending on:

- your practice area
- your target market
- your financial resources
- your geographical location

and other variables, some will invariably be more or less effective for you. The strategies are ranked in order of more effective to less effective in finding prospects and converting them to clients.

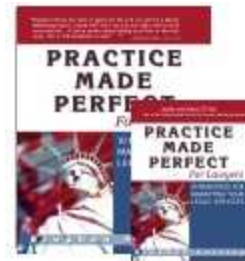
1. Referrals: from strategic partners, existing and former clients, friends, family members, other lawyers, legal referral sources, & business assoc
2. Speaking & Seminars: formal presentations, workshops, seminars, speaking for associations and organizations.
3. Formal/Informal Networking: connecting with centers of influence, professional associations, chambers of commerce, clubs, trade association meetings, or formal lead groups.
4. An Online Presence: websites, article marketing, blogs, pay-per-click, ezines, autoresponders, newsletters, and opt-in lists.
5. Press Releases & Media Placement: online press releases, writing articles or columns for local newspapers, trade magazines, professional journals; offering an advice column; being a content expert for the media; television, radio, trade association magazines, or newspaper interviews.
6. Promotional Events: participating in trade shows, sponsoring a public event like a marathon, participating in a charity event, sending out partnership announcements, or having an “open house” to publicize your new offices.
7. Advertising: in the yellow pages, newspapers, magazines, or trade journals; fax or email campaigns; ads in business directories, or on radio or TV, and internet based ads.



Subsequent posts will explore each of these law firm marketing techniques and explain the strengths and weaknesses of each technique. As you are building your law firm internet marketing plan, use the information presented here to assist you in selecting the most effective legal marketing strategies.

Practice Made Perfect For Lawyers: 10 Principles for Marketing Your Legal Services

This comprehensive training manual is specifically designed for attorneys and other legal professionals who desire to achieve a higher return on investment from all their marketing efforts. Much more than a simple adaptation, each chapter has been carefully rewritten to apply Stephen's unique High Impact Marketing System to the challenges faced by solo and small law firms.



Written especially for solo practitioners and partners at small law firms (less than 25 attorneys), this practical manual includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm.

It includes a 2 CD set—one audio CD that provides you with an overview of the 10 Principles along with ideas on how to maximize your results from the manual and a data CD that gives you customizable templates and forms to help you create a marketing budget and strategic development plan.

To purchase this valuable resource, visit [The Rainmaker Institute website](http://www.therainmakerinstitute.com)

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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.

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