

## 5 Ways to Build Your Niche Marketing Campaign

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*Convey a Clear Message of Who You Are and What You Do!*



Do you want to make a lasting impression, build business, and create deep, personal connections?

Then it may be time to narrow your marketing scope! Start **NICHE MARKETING**.

Niche marketing allows attorneys to **connect with target clients** within a particular industry or trade who are likely to bring them business. But, niche marketing has to be done right. There's a fine balance between what works and what doesn't.

Here are five ways to build a **niche marketing campaign**.

### **1. Become an expert in a specific field.**

**You need to have substantive expertise relevant to a given niche that you can market.**

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Think of ways you can develop your experience. Can you couple your current legal experience with prior work experience? Can you apply your legal experience to a particular market because of personal interests, like a hobby?

Think of all of the types of matters you have handled as an attorney. Maybe they represent meaningful expertise in a particular niche.

## **2. Monitor your target market.**

Invest in some reading time and begin sifting through Web sites, industry publications, blogs and e-mail alerts that relate to your niche market. All of these can be delivered right to your desktop computer, laptop, or mobile device.

The goal is for you to **be able to speak knowledgeably about the latest news or issues that are of interest to the clients in your specific market.**

## **3. Remember to market to your target industry, not to an area of law.**

**Think about how your target clients view their own businesses and consider marketing on *those terms*** rather than to an area of law, like real estate or insurance. Many sophisticated clients know what type of legal services they are looking for, but marketing based on the legal profession's categorization of services is far from ideal, particularly when trying to target a market niche.

## **4. Seek out key industry leaders.**

**Niche markets have key figures who can be an invaluable resources to an attorney trying to build a brand.** They offer access to a large section of the market and add instant credibility just through association.

But, be aware that the small world of a niche market is not without its dangers when it comes to such relationships. As much as a good relationship with a key figure can advance your brand-building efforts in a niche market, so too can a bad relationship with such a figure hinder—or even destroy—your efforts.

## **5. Be persistent.**

Success won't happen overnight. **A niche brand is built over time.**

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**Develop an action plan, set your goals and incremental benchmarks. Be persistent, but not a pest.** You want to reach out to people and make them want to reach back and give you business.

Niche marketing campaigns are about getting **focused**. Identify your strengths, then learn how to convey them to the right people in your field of expertise. If done correctly, **niche marketing can be your best tool for getting new business.**

*Article adapted from [Branding Yourself: Seven Thoughts about Niche Marketing](#) by J. Manly Parks.*

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