

8 Tips for Everyday Marketing

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Make Marketing a Part of Your Everyday Routine



When it comes to [legal marketing](#), the name of the game is **CONSISTENCY**. You need to market your practice - and market it often!

Sure, you may think that finding time to do this is easier said than done. It's quite the opposite - really!

In fact, there are **marketing opportunities hidden within almost everything you do** during the day, including emails, phone conversations, and practice group meetings.

Here are eight quick ways you can **turn daily tasks into marketing activities**.

1. When a matter ends, **give your client a call** and tell he or she how much you enjoyed working with them.

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2. Scan newspapers, the Internet, or social networks for interesting - and appropriate - **articles you can pass along** to a client or prospect. Send it with a brief note highlighting why you think it might be of interest.

3. **Work at building relationships** with clients by asking them questions at the end of every conversation. Inquire about their business or a recent vacation.

4. When you meet at a client or prospect's office, take five minutes to **reconnect with people** who you know professionally. Walk around, say hello.

5. **Think about cross-selling** - often! Pinpoint who you'd like to have cross-sell your services and make an effort to sit next to that person at the next meeting or luncheon.

6. **Schedule client meetings** at a time when it would be natural to have lunch or coffee. Take time off the clock to get to know clients or prospects.

7. **Network at every conference or CLE program!** Don't spend breaks scrolling through your BlackBerry. Instead, use the opportunity to meet new people.

8. **Showcase yourself** in the best light possible - even when filling out mundane questionnaires. **Emphasize what you want people to know about you.**

There is no task too small that doesn't include an opportunity for you to market your practice.

Challenge yourself by discovering at least one new marketing opportunity in your everyday routine. Bet you can't find just one.

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