

## 5 Principles of Law Firm Marketing Success

Having trouble figuring out the most cost effective law firm marketing methods? It's important to avoid hundreds of hours and much effort lost through the mistakes of trial and error. Stumbling and fumbling around is a sure-fire way to waste lots of time and money in the world of professional law firm marketing.

If you don't know the secrets of law firm marketing, you give competition a huge advantage. Don't beat your brains out trying desperately to learn statistics or market trends. Get some good advice from a professional with a proven track record of law firm marketing success.

Here are 5 principles of law firm marketing that will get you started in the right direction. Look for ways they apply to your current campaigns.

**People:** Identify your target market. Analyze the characteristics of your best and worst clients and determine why they need your services. Look for a niche you can serve.

**Product:** Pinpoint what services you provide and how you can best present these to your prospects. Put yourself in their shoes. Ensure they know exactly what services they will receive.

**Positioning:** Study the competition. Learn why you are different from your competition and educate your prospects about why they should hire you and no one else. This convinces clients to do business with you and no one else.

**Packaging:** This is an important marketing strategy. Project an image that makes people want to work with you. Think about the image that best represent you and creates interest in prospects.

**Place:** Make sure that a prospective client can find you when they need your services. Build an online presence. Try networking with other professionals. Give presentations or seminars. Determine which methods work for you when finding new clients. Make your marketing plan an efficient machine.

These 5 principals lay a firm foundation on which to build your law firm marketing plan. A realistic appraisal of them will tell you where you are as opposed to where you want to be. If you are not sure where to go from here, consider retaining the services of a law firm marketing professional; it's not an expense, it's an investment in your practice and yourself.