

# The Virtual Marketing Director

A “Judicious” Approach To New Business Development

Whatever drew you to law school and the legal profession, chances are very good that it was not the possibility of running a business, much less marketing that business. In fact, marketing is anathema to many legal professionals. It seems at odds with the dignity of the profession and takes away from billable hours. In addition, your expertise — the reason you think your clients retain you — should be self-evident. Finally, since your business is built largely by referral, marketing seems superfluous.

Marketing a sophisticated professional practice is not the same as marketing a tangible product (such as razor blades) or basic service (such as dry cleaning). But that does not mean it is something you can do without altogether. So how do you do it intelligently — and economically — without sacrificing your principles or putting undue strain on your time?

## 6 Key Challenges to Strategic Growth

Every small and mid-sized law firm faces 6 significant challenges to attracting — and keeping — the clients it wants:

1. Stay in clients’ minds after the matter that first brought them to you is concluded.
2. Become a trusted advisor, not just someone who handles an occasional matter.
3. Build lasting relationships with the other professionals who provide the bulk of your referrals.
4. Leverage associates and paralegals appropriately.
5. Get heard through the noise created by the big firms — and their large marketing departments.
6. Develop a sustainable plan for lead generation and follow up that won’t have too much impact on your billable time.

## 6 Pitfalls in New Business Development

Time and again we have seen dynamic, competent attorneys in all legal specialties fall short of creating the practices they want. They frequently get stuck on:

1. Lacking a clear vision of their firm’s identity — and why it is different from similar firms.
2. Feeling uncomfortable about staying in touch with previous clients and referral sources.
3. Relying on listings in Martindale-Hubbell and other directories as the firm’s sole marketing tool.
4. Framing marketing and prospecting conversations — whether verbal or written — in attorney-centric, rather than client-centric, terms.
5. Neglecting to allocate specific amounts of time and money to business development.
6. Thinking they can do it all themselves.

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## Critical Reasons for a Calculated Marketing Effort

- 1. Most professional firms get 80% of their revenue from just 20% of their clients.** This means that the bulk of your practice carries a heavy opportunity cost.  
*A sustained business development effort helps you build your ideal client base and turn down clients who are not the best fit for your practice.*
- 2. Clients — and prospects — view attorneys as an expense and a “necessary evil.”** This actually discourages them from contacting you for help.  
*A strategic marketing program can change the perception so it becomes more expensive NOT to call you.*
- 3. People won’t know what you can do for them until you tell them.** Even educated and astute members of the general public do not understand the differences among legal specialties — or the strategic ways in which each can be helpful.  
*Educate your audience and it will use you more frequently, more effectively and with a better impact on your bottom line.*
- 4. It takes a steady stream of new matters to keep a practice busy.** Much of your work is transactional; you complete a matter for one client and move on to the next.  
*Steady marketing will keep your pipeline full.*
- 5. You may be able to turn the trust you’ve earned into ongoing relationships.** It costs 8x more to acquire a new client than to provide additional services to people who have hired you before.  
*Periodic contact with your prior client base may yield new business at minimal expense.*
- 6. Referral sources are like everyone else; they tend to forget.** The bulk of law firm business comes from referrals by other professionals — CPAs, bankers, risk managers and even attorneys.  
*Systems for following up with referral sources can keep them invested in building your practice.*
- 7. Your competition is probably doing a poor job of marketing itself.** Other small firms think they do not have to market, while big firms are marketing in cumbersome, expensive ways.  
*Take advantage of what other firms are —and are not — doing and you will really stand out.*

*Build your practice intelligently — and economically — without sacrificing your principles or putting undue strain on your time.*

## A Simple Solution and a Familiar Model, Right-Sized for You

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Consider this: with you as their advocate, your clients are in an exponentially stronger position to achieve their goals, whatever they are. The experience that you bring to the table saves time, prevents costly mistakes and oversights and shifts the momentum in your clients' favor. They couldn't do it (whatever "it" is) as effectively without you — and no intelligent observer would recommend that they try.

What if you could retain the services of a seasoned communications and marketing advocate to advance your firm's cause the same way you advance your clients' causes? Now you can.

For less than the cost of an in-house marketing coordinator, you can have a senior professional — with experience in working with firms just like yours — at your fingertips. We'll help you approach your practice-building efforts strategically, identifying opportunities, leveraging your strengths and minimizing the amount of time and money you have to expend on them.

We'll work with you on a regular weekly or monthly basis, depending on your needs and budget. And if you have a question or an immediate concern, just pick up the phone or fire off an email; we'll be right with you.

## Create and Sustain the Profitable Practice You Want

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Your Evoke Virtual Marketing Director will help build your practice by:

- Defining what makes you different from other firms with practices in your field.
- Constructing materials — both print and web-based — to help you carry your new message.
- Using your firm's expertise to build closer relationships with clients and engage prospects and referral sources.
- Segmenting your firm's client base so that you understand who your most profitable clients are — and how to find more like them.
- Systematizing marketing activities, strategies and plans so it's easy to know what to do when.
- Preparing each partner and professional to be a rainmaker by customizing marketing activities and approaches to individual preferences and personality.
- Developing strategies for cultivating repeat business and referrals from your current and past client base.
- Helping you recast your client service model to utilize associates, paralegals and others more effectively.

# Get Interesting ...

## Get Evoke!

### *The Choice is Yours*

You can stay on your current path and do well enough. That means working just as hard as you are now for the same returns — and the same level of satisfaction.

Or you could build the practice you have dreamed of. Work with an Evoke Virtual Marketing Director to envision the practice you really want, create the systems to get there and take the actions to make it a reality. You'll power up your business while making more money with less effort — and you'll find out some extraordinary things about your practice that will help you thrive in good times and bad. Your competition isn't doing it; they don't know how.

Now that you do, call us at 212.967.7611 or email [info@evokestrategies.com](mailto:info@evokestrategies.com) for a free consultation on how we can help you transform your business.



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### **Making a law firm interesting is tough. Keeping it interesting is tougher — and better.**

As a professional, you excel at what you do. In fact, you have a great deal more expertise than your clients — and prospects — may realize. But just as you wouldn't advise your clients to serve as their own counsel, there are areas where you shouldn't try to do it yourself. These include putting together a powerful message that sets you apart from other law firms with practices in your field and creating systems to keep your practice development efforts consistent and on target. When you need a seasoned professional who appreciates the value you bring to the table — and the challenges you face in promoting your firm — call Evoke

For more information, visit [www.evokestrategies.com](http://www.evokestrategies.com), email [info@evokestrategies.com](mailto:info@evokestrategies.com) or call **212.967.7611**